

**Madan Mohan Malaviya University of Technology
Gorakhpur**



Management Studies Department (MSD)

Bachelor of Business Administration

(Effective from the Session: 2023-2024)

ABOUT MANAGEMENT STUDIES DEPARTMENT (MSD)

The Management Studies Department, Madan Mohan Malaviya University of Technology (formerly Madan Mohan Malaviya Engineering College) was established in the year 2023 (Primarily known as Center for Management Studies established in 2001). The primary objectives of the management studies department are to impart broad based knowledge in the field of management practices and their application in addressing the challenges of the emerging global business environment and society.

Currently the Management Studies Department offers elective courses in diverse domains of management in UG and PG students at MMMUT.

ABOUT PROGRAM

The Four-Year BBA Honours program aligns with the framework of the National Education Policy 2020, which prioritizes a student-centric approach and offers flexibility in terms of discipline choices, academic pathways, entry and exit points, semester-wise workload, and personalized learning opportunities. The program's adherence to this framework leads to an increased range of course options for students, necessitating a corresponding increase in the number of educators. Moreover, the framework promotes a multidisciplinary and holistic education that emphasizes research, skill development, higher-order thinking skills, innovation, and employability. Four-Year BBA Honours of the University shall be based upon CBCS and shall have well defined Program Educational Objectives (PEOs) and program objectives (Pos). All the courses shall have well-defined Course Outcomes (COs).

PROGRAM EDUCATIONAL OBJECTIVES

- 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.

PROGRAM SPECIFIC OBJECTIV

- 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.

PROGRAM OUTCOMES

- 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.

CREDIT STRUCTURE**Distribution of Credits for four years BBA(Honours) Program**

S. N.	Type of courses	Credits per Course	Credits offered till 3 rd year	Credits offered till 4 th Year	Minimum Credits required till 3 rd Year	Minimum Credits required till 4 th Year
1.	DSC	3/4	72	88	72	88
2.	DSE/GEC	3/4	36	60	28	52
3.	AEC	3/4	8	8	8	8
4.	SEC	3	6	6	6	6
5.	IAPC	2	4	4	4	4
6.	VAC	Nil	Nil	Nil	Nil	Nil
7.	Community engagement Course	2	2	2	2	2
Total Credits			128	168	120	160

Nomenclature

The BBA courses are divided into following distinct Courses, namely:

- Departmental Specific Core Courses (DSC)
- Departmental Specific Elective Courses (DSE)
- Ability Enhancement Course (AEC),
- Skill Enhancement Course (SEC)
- Value Addition Course (VAC)
- Generic Open Elective Courses (GEC)
- Internship, Apprenticeship, Project and Community Outreach (IAPC)

- a. Departmental Specific Core (DSC) Courses:** Discipline Specific Core is a course of Study courses of that particular discipline, which should be pursued by a student as a mandatory requirement of his/her programme of study with multiple exit options as per NEP 2020. These are department specific compulsory core courses to be studied by the student as a core requirement for the BBA degree. These courses also include “Summer Project Report and Viva Voce” and “Major Project Report and Viva Voce”. The courses will be appropriately graded and arranged across the semesters of Study.
- b. Departmental Specific Elective (DSE) Courses:** The Discipline Specific Elective (DSEs) shall be a pool of credit courses of that discipline, which a student chooses to study from

his/her particular discipline. The DSEs specified in the framework would be identified by the Management Department as elective courses to be taught in a Programme. These courses are specific or advanced or supportive to the discipline/subject/specialization of study or which provides an extended scope.

- c. Generic Elective Course (GEC):** GEC are value-based courses that are aimed at man-making education. GEC courses can be completed in-house (or from any other university in online/offline mode or through MOOC (NPTEL, SWAYAM etc). Variety of these courses may include Creative Art Courses like Dance, Yoga, Music etc; Social Welfare Courses like NCC, NSS, Unnat Bharat, Swachh Bharat, Education Mentoring, Fire Fighting etc; and Women Empowerment Courses like Women Safety, Self Defense, Gender Sensitization etc. If the student opts for a GEC course outside MMMUT in offline/online mode, all the expenses including registration and certification fee shall be borne by the student. The duration of GEC course shall be minimum 6 weeks.
- d. Ability Enhancement Course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC):** These compulsory courses are allied/ vocational/ value added/ skill oriented/ ability enhancement. The purpose of these courses is to develop various skills required in management and business environment such as computer applications, mathematical, statistical, ICT knowledge, technical report writing, and business communication skills. These life skill courses shall include courses on 'Environment and Sustainable Development Studies', 'Communication Skills', 'Ethics and Culture', 'Science and Society', 'Computational Skills', 'IT & Data Analytics', and similar such skills which shall make the students better equipped to deal with the life's challenges.
1. **AEC** courses are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature and Environmental Science and Sustainable Development which will be mandatory for all disciplines.
 2. **SEC** courses are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction.
 3. **VAC** courses are value-based courses which are meant to inculcate ethics, culture. Indian Knowledge systems, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. VAC shall be a mandatory audit course.

A student who desires to make Academic Project/Entrepreneurship as Minor has to pick the appropriate combination of courses of GE, SEC, VAC, & Internship/Apprenticeship/Project/Community (IAPC) which shall be offered in the form of various modules as specified in the scheme of studies.

Program Structure

The Four-Year BBA Honours would consist of 168 credits. The curriculum of program shall be designed to comprise lectures, tutorials, laboratory work, field work, outreach activities, project work, vocational training, viva, seminars, term papers, assignments, presentations etc. or a combination of some of these components. All the courses shall have well-defined Course Outcomes (COs).

The various disciplines available at MSD, MMMUT shall offer a pool of courses at various levels of coverage and intent – from courses which may have a wide and comprehensive coverage of topics in the discipline such as core courses, to courses in specialized domains within the discipline, such as elective courses, and courses which expand the conceptual horizons in related areas/multidisciplinary areas or interdisciplinary subjects which normally are required in real life applications such as generic electives/multidisciplinary streams or provide skills in use of frameworks theories and practices.

Definition of Credit:-

- 1 Hr. Lecture (L) per week 1 credit
- 1 Hr. Tutorial (T) per week 1 credit
- 1 Hr. Practical (P) per week 0.5 credits
- 2 Hours Practical(Lab)/week 1 credit

Course Coding

BBA courses offered by the management department would be identified by a course code designated by Seven-letter long string of alpha-numeric characters, first four letters by characters and last three letters by numbers.

Course Coding for DSC

1. The codes for BBA courses are: BBA###
2. The 1st letter of character string indicates the level (“B” for bachelor level courses).
3. 2nd and 3rd letters of the string indicating the code of the program (“BA” for “Business Administration”).
4. 4th, 5th, and 6th symbols are digits (###). 4th number refers to year, and rest of the 5th and 6th digit refers to sequence number of the course.

Course Coding for DSE (Major)

1. The codes for BBA courses are: BBA*###
2. The 1st letter of character string indicates the level (“B” for bachelor level courses).
3. 2nd and 3rd letters of the string indicating the code of the program (“BA” for “Business Administration”).
4. The 4th letter (*) indicates the type of Course (“F/H/M” stands for DSEs Finance/ Human

Resource/ Marketing respectively).

5. 5th, 6th, and 7th symbols are digits (###). 5th number refers to year, and rest of the 6th and 7th digit refers to sequence number of the course.

Course Coding for GEC (Minor)

1. The codes for BBA courses are BB**###
2. The 1st letter of character string indicates the level (“B” for bachelor level courses),
3. 2nd letter of the string indicating the code of the program (“B” for “Business Administration”).
4. The 3rd and 4th letter (**) indicates the type of Course (“IT” stands for Information Technology, “EN” stands for Entrepreneurship).
5. 5th, 6th, and 7th symbols are digits (###). 5th number refers to year, and rest of the 6th and 7th digit refers to sequence number of the course.

PROPOSED MMMUT MULTIPLE ENTRY- MULTIPLE EXIT (ME-ME) POLICY

Academic Level	ENTRY QUALIFICATION	EXIT QUALIFICATION AND CREDITS required for the level	NATIONAL CREDIT LEVEL (NCrF)
UNDER-GRADUATE 1 st year (B.B.A)	Class 12 or equivalent at National Credit Level 4.0	UG Certificate in Business Administration Minimum 40 credit-hours followed by an exit 4 to 6 credits skills-enhancement course at National Credit Level 4.5.	4.5
UNDER-GRADUATE 2 nd year (BBA)	UG Certificate in Business Administration at National Credit Level 4.5	UG Diploma in Business Administration Minimum of 80 credit-hours followed by an exit 4 to 6 credits skills-enhancement course at National Credit Level 5.0	5.0
UNDER-GRADUATE 3 rd year (BBA)	UG Diploma in Business Administration at National Credit Level 5.0 with minimum 75 % marks or equivalent	Bachelor in Business Administration (BBA) Degree Minimum of 120 credit-hours followed by an exit 4 to 6 credits skills-enhancement course at National Credit Level 5.5	5.5
GRADUATE 4 th year (BBA Honors)	Bachelor in Business Administration (BBA) Degree at National Credit Level 5.5 with minimum 75 % marks or equivalent	Bachelor in Business Administration Degree with Honours Must Complete at least 160 Credits. At National Credit Level 6.0	6.0

As per Multiple Entry Multiple Exit options by UGC & AICTE given in National Credit Framework (NCrF)2023.

At each entry, University has to identify the educational gaps/ skill gaps and suitable bridge courses may be offered.

SKILLS-ENHANCEMENT COURSES FOR EXIT (SEC): (FOR REFERENCE)

2-Months internship for 6-Credits **OR** Two courses mentioned below of 4 to 6 credits.

A. After First Year: UG Certificate in Business Administration

The candidate should pass the following two additional courses **OR** any two suitable skill-based courses to qualify for **UG Certificate in Business Administration**.

1. (Any one course from the pool of SEC)

OR

Equivalent skills-enhancement courses from MOOC/SWAYAM.

B. After Second Year: UG Diploma in Business Administration

The candidate should pass the following two additional courses (Diploma Level)
OR any two suitable skill-based courses to qualify for **UG Diploma in Business Administration**

1. (Any one course from the pool of SEC)

OR

Equivalent skills-enhancement courses from MOOC/SWAYAM.

C. After Third Year: Bachelor in Business Administration (BBA) Degree

The candidate should pass following additional courses (Degree Level) **OR** any two suitable skill-based courses to qualify for **Bachelor in Business Administration (BBA) Degree**

1. (Any one course from the pool of SEC)

OR

Equivalent skills-enhancement courses from MOOC/SWAYAM.

Flexibility to the students to determine their learning trajectories and pursuance of programs of study has been well ingrained in the curriculum. Also, this program has been strategically designed to allow the students to exit from the program after completing each year up to the fourth year as per the National Education Policy, 2020. The tentative exit policy is placed below:

If a student wants to exit the course, he/she has to submit written request to the Head of the Department by 31st March of the ongoing academic year.

Note: Exit and re-entry is allowed only once in the entire BBA coursework.

Scheme Semester-Wise Course Allocation**BBA- SEMESTER I**

Code	Course Type	Course of Study	L	T	P	C
BBA 101	AEC	Environmental Studies	3	0	0	3
BBA102	DSC	Indian Economy	3	1	0	4
BBA103	DSC	Fundamental of Accounting	3	1	0	4
BBA 104	AEC	Business Communication	3	0	2	4
BBA105	DSC	Principles of Management	3	1	0	4
BIT 81	SEC	Fundamental of Computer Applications	2	0	0	2
BBA 01	VAC	Human Values and Ethics	-	-	-	-
	TOTAL					21

BBA- SEMESTER II

Code	Course Type	Course of Study	L	T	P	C
BBA-151	DSC	Human Resource Management	3	1	0	4
BBA-152	DSC	Business Economics	3	1	0	4
BBA-153	DSC	Fundamentals of Marketing	3	1	0	4
BBA-154	AEC	Industrial Psychology	2	0	0	2
BBA-F/M/H###	DSE		3	1	0	4
BB-EN/IT###	GEC		3	1	0	4
	VAC					
	TOTAL					22

BBA- SEMESTER III

Code	Course Type	Course of Study	L	T	P	C
BBA-201	DSC	Financial Management	3	1	0	4
BBA-202	DSC	Organizational Behavior	3	1	0	4
BBA-203	DSC	Quantitative Techniques for Business Decisions	3	1	0	4
BBA-F/M/H###	DSE					4
BIT 82	SEC	IT tools for Business	3	0	2	4
	IAPC	Seminar				2
	TOTAL					22

BBA- SEMESTER IV

Code	Course Type	Course of Study	L	T	P	C
BBA-251	DSC	Strategic Financial Management	3	1	0	4
BBA-252	DSC	Strategic Management	3	1	0	4
BBA-253	DSC	Supply Chain Management	3	1	0	4
BBA-F/M/H###	DSE					4
BB-EN/IT###	GEC					4
	CEC	Case Study /Live Project			4	2
	TOTAL					22

BBA- SEMESTER V

Code	Course Type	Course of Study	L	T	P	C
BBA-301	DSC	Business Law	3	1	0	4
BBA-302	DSC	Business Environment	3	1	0	4
BBA-303	DSC	Production & Operation Management	3	1	0	4
BBA-F/M/H###	DSE					4
BB-EN/IT###	GEC					4
	IAPC	Summer Internship			4	2
	TOTAL		22			

BBA- SEMESTER VI

Code	Course Type	Course of Study	L	T	P	C
BBA-351	DSC	Business Auditing	3	1	0	4
BBA-352	DSC	Total Quality Management	3	1	0	4
BBA-353	DSC	Corporate Governance & Ethics	3	1	0	4
BBA-F/M/H###	DSE					4
BBA-F/M/H###	DSE					4
BB-EN/IT###	GEC					4
	TOTAL		24			

BBA- SEMESTER VII

Code	Course Type	Course of Study	L	T	P	C
BBA-401	DSC	Introduction to Operation Research	3	1	0	4
BBA-402	DSC	Buyer Behaviour	3	1	0	4
BBA-F/M/H###	DSE					4
BBA-F/M/H###	DSE					4
BB-EN/IT###	GEC					4
	TOTAL		20			

BBA- SEMESTER VIII

Code	Course Type	Course of Study	L	T	P	C
BBA-451	DSC	Business Decision Making	3	1	0	4
BBA-452	DSC	Enterprise Resource Planning	3	1	0	4
BBA-F/M/H###	DSE					4
BBA-F/M/H###	DSE					4
BB-EN/IT###	GEC					4
	TOTAL		20			

** [Students have to choose one out of these 3 DSEs \(For Major\)](#)

*** **Any course from the list of approved VAC courses**

Combinations of Electives (Dual Specialization: Major and Minor)

1. *Major discipline* is the discipline to which a student is admitted to obtain his/her degree which is his/her primary field of study. Specialization (Major) will be achieved if a student opts for 16/32 credits from one stream of Discipline specific elective courses (Human

Resources/Marketing/Finance) in three/four years. This may be mentioned in the mark sheet.

2. **Minor discipline** is a secondary area of study opted by a student which may be either other discipline or any other stream offered by MSD, MMMUT. Minor discipline helps to gain a broader understanding beyond the major discipline.
 - A. If a student takes all GEC courses in Entrepreneurship stream only, securing 12/20 credits over 3 year/4 year out of 120/160 overall credits, he will get BBA degree/BBA (honours) degree with a Minor in Entrepreneurship. If a student takes all GEC courses in Information Technology stream only, securing 12/20 credits in 3 year/4 year, he will get BBA degree/BBA (honours) degree with a minor in Information Technology.
 - B. If a student takes a combination of Entrepreneurship, Information Technology courses over the six/eight semesters, securing 12/20 credits in 3 year/4 years, he will be awarded an BBA degree/BBA (Honours) degree only, with no mention of the minor stream.
 - C. Students opting for both minor (Entrepreneurship, Information Technology) and specialization (Major) in Human Resources /Marketing/Finance are required to fulfill credit requirements mentioned, i.e., securing 12/20 credits in 3 year/4 year for minor and 16/32 credits in 3/4 years separately for specialization or major stream. They may opt for MOOCs as per given guidelines.
 - D. At the start of semester 1, the student must specify whether he/she wants degree/Honours degree with minor in Entrepreneurship/ IT, or without any minor stream. He/she also needs to specify whether he/she wants specialization in HRM/marketing/finance or not.

Proposed Examination Scheme**Overall Evaluation Scheme**

S. N	Type of Course	Continuo us Assessmen t (CA) Theory	Mid- Semester Examina tion (MSE) Theory/ Presentatio n	End- Semester Examina tion (ESE) Theory	Continuo us Assessmen t (CA) Practical	End- Semester Examina tion (ESE) Practical/ Presentation	Total
1.	DSC, DSE, GEC, AEC, SEC (Theory with Tutorial)	20	30	50	Nil	Nil	100
2.	DSC, DSE, GEC, AEC, SEC (Theory without Tutorial)	10	40	50	Nil	Nil	100
3.	DSC, DSE, GEC, AEC, SEC (Theory with tutorial and Practical)	Nil	20	50	30	Nil	100
4.	DSC, DSE, GEC, AEC, SEC (Theory with Practical)	Nil	20	50	30	Nil	100
5.	Dissertation/ Academic Project/ Entrepreneurship/s eminar/Case Study	NIL	25	Nil	25	50	100
6.	Summer Internship	Nil	Nil	Nil	40	60	100
7.	ONLINE (MOOCS/NPTEL)	Nil	Nil	100 (Based on NPTEL Result)	Nil	Nil	100
8.	VAC	VAC shall be a mandatory audit course.					
9.	Audit Course *	-----					

*The distribution of marks of practical and/or theory components for Audit courses shall be Determined by the respective Departments.

Continuous Assessment

S. No	Type of Course	Mode of Continuous Assessment (CA)
1.	DSC, DSE, GEC, AEC, SEC (Theory with Tutorial)	i. 15 marks : Minor test-1 after completion of Unit 1&2 ii. 15 marks: Minor test-2 after completion of Unit 3 &4 iii. 20 marks : Assignments, Teachers' assessment (quizzes, attendance)
2.	DSC, DSE, GEC, AEC, SEC (Theory without Tutorial)	i. 20 marks : Minor test-1 after completion of Unit 1&2 ii. 20 marks: Minor test-2 after completion of Unit 3 &4 iii. 10 marks : Assignments, Teachers' assessment (quizzes, attendance)
3.	DSC, DSE, GEC, AEC, SEC (Theory with tutorial and Practical)	i. 10 marks : Minor test-1 after completion of Unit 1&2 ii. 10 marks: Minor test-2 after completion of Unit 3 &4 iii. 10 marks : Teachers' assessment (quizzes, attendance) iv. 10 marks : Practical Exam v. 10 marks : Practical work and Viva voce
4.	DSC, DSE, GEC, AEC, SEC (Theory with Practical)	i. 10 marks : Minor test-1 after completion of Unit 1&2 ii. 10 marks: Minor test-2 after completion of Unit 3 &4 iii. 10 marks : Teachers' assessment (quizzes, attendance) iv. 10 marks : Practical Exam v. 10 marks : Practical work and Viva voce
5.	Community Engagement course	Presentations, Reports, Supervisor's Assessment
6.	Dissertation/ Academic Project/ Entrepreneurship/ Case study/Seminar	Mid/End-Semester Presentation, Report, Supervisor's Assessment. Evaluation and grading of project course shall be done as per the guidelines issued by the University from Time to time.
7.	Summer Internship	As specified by the Department
8.	VAC	At least Two class tests, Assignments, Teachers' assessment
9.	Audit Course	As specified by the department

****Departmental Specific Elective (DSE) Courses**

S. No.	Category	Paper Code	Subject	L	T	P
Finance						
1.	DSE	BBA-F101	Project Management	3	1	0
2.	DSE	BBA-F201	Investment Banking and Financial Services	3	1	0
3.	DSE	BBA-F251	Working Capital Management	3	1	0
4.	DSE	BBA-F301	International Financial Management	3	1	0
5.	DSE	BBA-F351	Tax Planning	3	1	0
6.	DSE	BBA-F352	Fundamentals of Mutual funds and Insurance	3	1	0
7.	DSE	BBA-F401	Business Finance	3	1	0
8.	DSE	BBA-F402	Financial Institution and Markets	3	1	0
9.	DSE	BBA-F451	Analysis of Investment in Financial Assets	3	1	0
10.	DSE	BBA-F452	Behavioral Finance	3	1	0
Marketing						
1.	DSE	BBA-M101	Personal Selling & Sales Force Management	3	1	0
2.	DSE	BBA-M201	Brand Management	3	1	0
3.	DSE	BBA-M251	Retail Management	3	1	0
4.	DSE	BBA-M301	International Marketing	3	1	0
5.	DSE	BBA-M351	Digital Marketing	3	1	0
6.	DSE	BBA-M352	Advertising Management	3	1	0
7.	DSE	BBA-M401	Rural Marketing	3	1	0
8.	DSE	BBA-M402	Global Retailing and Merchandising	3	1	0
9.	DSE	BBA-M451	Marketing Research	3	1	0
10.	DSE	BBA-M452	Service Marketing	3	1	0
Human Resource						
1.	DSE	BBA-H101	Knowledge Process Outsourcing	3	1	0
2.	DSE	BBA-H201	Management of Industrial Relations	3	1	0
3.	DSE	BBA-H251	Strategic Human Resource Management	3	1	0
4.	DSE	BBA-H301	Leadership Dynamics in Management	3	1	0
5.	DSE	BBA-H351	Team Building & Group Dynamics	3	1	0
6.	DSE	BBA-H352	Performance Management	3	1	0
7.	DSE	BBA-H401	Global HR Practices	3	1	0
8.	DSE	BBA-H402	Compensation Management	3	1	0
9.	DSE	BBA-H451	Organizational Development and Change	3	1	0
10.	DSE	BBA-H452	Counselling and Negotiation Skills for Management	3	1	0

Generic Elective Course (GEC)

S. No.	Category	Paper Code	Subject	L	T	P
Entrepreneurship						
1.	GEC	BB-EN101	Introduction to Family Business Management	3	1	0
2.	GEC	BB-EN251	Corporate Entrepreneurship	3	1	0

3.	GEC	BB-EN301	Entrepreneurship, Innovation and design thinking	3	1	0
4.	GEC	BB-EN351	New ventures Launching	3	1	0
5.	GEC	BB-EN401	Entrepreneurship Development	3	1	0
6.	GEC	BB-EN451	Social Entrepreneurship	3	1	0
Information Technology						
1.	GEC	BB-IT101	Fundamental of Cyber Security	3	1	0
2.	GEC	BB-IT251	E-Business	3	1	0
3.	GEC	BB-IT301	Introduction to Artificial Intelligence	3	1	0
4.	GEC	BB-IT351	Management Information System	3	1	0
5.	GEC	BB-IT401	Database Management System	3	1	0
6.	GEC	BB-IT451	Business Intelligence and Data Visualization	3	1	0

Skills Enhancement Course (SCE)

S. No.	Category	Paper Code	Subject	L	T	P
1.	SEC	BBA- SE101	Tally for Managers	3	0	2
2.	SEC	BBA- SE102	Agricultural Marketing	3	1	0
3.	SEC	BBA- SE103	Forex Management	3	1	0
4.	SEC	BBA- SE201	Investment Management	3	1	0
5.	SEC	BBA- SE202	Tourism and Hospitality Management	3	1	0
6.	SEC	BBA- SE203	Advanced Spreadsheets Tools for Financial Analysis	3	0	2

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

******VAC / Non Credit Course**

1. Constitution of India
2. Indian Culture and Heritage
3. Indian Architecture
4. Indian Festivals
5. Vedic Mathematics
6. Astronomy
7. Arts of India

8. Intellectual Property Right
9. Human Rights
10. Logical Research
11. Professional Ethics
12. Environmental Law
13. Health Law
14. National Cadet Corps
15. Basics of Human Health and preventive medicines

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

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

Course Category	:	AEC
Pre-requisite	:	NIL
Subject		
Contact	:	Lecture : 3, Tutorial : 0 , Practical: 0
Hours/Week		
Number of Credits	:	3
Course	:	Continuous assessment through, attendance, home assignments, quizzes, Two Minor tests and One Major
Assessment		
Methods		Theory Examination
Course Outcomes	:	Offered by chemistry and Environmental Science

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 Wild life 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, Wild Life (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 Text Book 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-103 FUNDAMENTAL OF ACCOUNTING 4 Credits (3-1-0)

Course Category	:	DSC
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, Two Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. To describe, explain, and integrate fundamental concepts underlying accounting, finance, management, marketing, and economics. 2. To use information to support business processes and practices, such as problem analysis and decision making. 3. Student will understand various types of financial account and their use. 4. one is able to understand the whole reconciliation process.

Unit I

Introduction: Financial Accounting: Nature, Objectives, Importance & limitations of Financial Accounting, Accounting v/s Book Keeping, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Accounting Equation, Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, benefits

Unit II

Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system, ledger, posting entries, Practical system of book keeping: 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

Books Recommended

1. S.P.JAIN & K.L.NARANG, Advanced Accountancy, Kalyani Publishers.
2. Tulsian P.C., Advanced Accountancy – Tata McGrawHill.
3. Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGrawHill.
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	: AEC
Pre-requisite	: NIL
Subject	
Contact	: Lecture : 3, Tutorial : 0, Practical: 2
Hours/Week	
Number of Credits	: 4
Course Assessment	: Continuous assessment through Viva voce, Practical work/record, attendance, two Minor test, Major exams and Practical Examination
Methods	
Course Outcomes	: 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	:	DSC
Pre-requisite	:	NIL
Subject		
Contact	:	Lecture: 3, Tutorial: 1, Practical: 0
Hours/Week		
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through Tutorial classes, attendance, Assignments, two minor test and Major 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

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

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

Unit III

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

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).

Books Recommended

1. James F. Stoner, et al : Management, Pearsons Education Delhi
2. Harold Koontz Heinz Weihrich: 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.

BIT-81 FUNDAMENTAL OF COMPUTER APPLICATIONS 2 Credits (2-0-0)

Course Category	:	SEC
Pre-requisite	:	NIL
Subject		
Contact Hours/Week	:	Lecture : 2 Tutorial : 0, Practical: 0
Number of Credits	:	2
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, Two Minor tests and One Major Theory Examination.
Course Outcomes	:	Offered by Computer Science Department.

Unit I

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

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

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

Unit IV

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 Recommended

1. Govindraju, 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-151 HUMAN RESOURCE MANAGEMENT 4 Credits (3-1-0)

Course Category	:	DSC
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 , Two 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

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

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

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.

Books Recommended

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.

BBA-152	BUSINESS ECONOMICS	4 Credits (3-1-0)
Course Category	: DSC	
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, Two Minor tests and One Major Theory Examination.	
Course Outcomes	: 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

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

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

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

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 Recommended

- 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.
- 6.Samuelson, P.A. and W.O. Nordhaus (1998), Economics, 16th Edition, Tata McGraw Hill

BBA-153 FUNDAMENTAL OF MARKETING 4 Credits (3-1-0)**Course Category : DSC****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, Two Minor tests and One Major Theory Examination.****Course Outcomes :**

1. Students will be able to understand Practical and theoretical implementation of Services marketing with knowledge of 7p's (Extended 3p).
2. Shall get familiar with the scope of Services marketing in real world.
3. Shall be able to identify critical issues in the service delivery process with an effective Service marketing system and issues related to services marketing triangle.
- 4-Students also understand the integration of technology with services marketing for better performance.

Unit I

Meaning, Nature and Scope of Marketing Management, Elements of Marketing Management- Needs, Wants, Desire, Demands, Customer v/s Consumer, Markets and Marketers, Marketing Vs Selling, Concept, Marketing concept, Holistic Marketing Concept, Marketing Philosophies Marketing Mix, Marketing Environment.

Unit II

Marketing Strategies: Definition, Need and Benefits of Market Segmentation, Bases for Segmentation, Selection of Target Market, Positioning and differentiation strategies, Product mix, Product Hierarchy, Product Life Cycle, New Product Development, and Concept of Branding.

Unit III

Concept and Meaning of Price and Pricing, Pricing Policies and Strategies, Pricing - Factors affecting pricing, Pricing strategies-Value based, Cost based, Market based, Competitor based, New product pricing Methods of pricing, Distribution Channels, Types of Intermediaries, Channel Management Decisions, Factors affecting channel choice, Channel conflict.

Unit IV

Communication Process, Promotion Mix- advertising, Direct Marketing, Personal Selling, Publicity and Public relations; Sales Promotion-Tools and Techniques, Advantages of Personal Selling, Steps involved in Personal Selling, Buying motives & Buying habits, Factors influencing buying behaviour, Buying decision process, Consumerism. New terms of Marketing: Niche Marketing, Green Marketing, Gorilla Marketing

Reference Books-

1. Marketing Management - Philip Kotler, Armstrong, Pearson Education
2. Marketing Management - Rajan Saxena, Tata McGraw Hill,
3. Marketing Management -Ramaswamy & Namakumari, Macmillan
4. A Text on Marketing Management,Datta,Debraj and Datta,Mahua, Vrinda Publications (P) Ltd. Edition

BBA-154	INDUSTRIAL PSYCHOLOGY	2 Credits (2-0-0)
Course Category	: AEC	
Pre-requisite	: NIL	
Subject		
Contact	: Lecture: 2, Tutorial: 0, Practical: 0	
Hours/Week		
Number of Credits	: 2	
Course	: Continuous assessment through tutorials, attendance, home assignments, quizzes, Two Minor tests and One Major Theory Examination.	
Assessment		
Methods		
Course Outcomes	: 1. Use of various facets of psychology, its problems and understanding. 2. To identify, formulate and solve the real-life problems with positive attitude. 3. To inculcate the habit of learning and developing the industrial problems from business perspective. 4. To understand the performance appraisal, Training, and development process in organization	

UNIT-I

Introduction to Industrial Psychology and its basic concepts Nature, Importance and scope of Industrial Psychology, Scientific management theory, work study, Time and motion study and human relations school

UNIT-II

Individual in workplace, Motivation and job satisfaction, Stress management, Organizational culture, Organizational Development, Attitude, Values and Belief, Leadership and group dynamic.

UNIT-III

Work environment, work culture, work life balance Engineering Psychology, Fatigue and boredom, Work environment, Accident and safety, Job analysis, Job enrichment, Job description, Quality of work life

UNIT-IV

Performance management and training Performance appraisal, Importance and Methods of Performance appraisal, Training and development- Concepts and Benefits to the organization, Training method and tools, Manpower Planning

Books & References

1. Miner, J. B. (1992). Industrial/Organizational Psychology, N Y: McGraw Hill
2. Blum & Naylor (1962). Industrial Psychology, Its Theoretical & Social Foundations CBS Publication
3. Aamodt, M. G. (2007). Industrial/Organization Psychology: An Applied Approach (5e) Wadsworth
- /Thompson: Belmont, C. A.
4. Aswathappa K. (2008). Human Resource Management (Fifth edition) New Delhi: Tata McGraw HiLL

BBA-202 ORGANISATIONAL BEHAVIOUR 4 Credits (3-1-0)

Course Category	:	DSC
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Two Minor tests and One Major Theory Examination.

Course Outcome :

1. To apply the relevant concepts of OB in understanding the complexities of individual behaviour in organization and its management.
2. To apply the relevant concepts of OB in understanding the complexities of group behaviour in organization and its management.
3. To synthesize relevant information and evaluate options for the most logical and optimal solution for predicting and controlling human behaviour in organizations to improve outcomes.
4. To know about group, group norms, team types and how to overcome barriers in communication

Unit I

Meaning and development of Organizational Behavior, Concept and significance of OB, Need for Organizational Behavior, Contributing discipline, Challenge and opportunities for Organizational Behavior, Organizational Behavior Model.

Unit II

Motivation: Meaning, Types and Theories- Herzberg Theory and Expectancy Theory. Learning: Concept and Characteristics, Principles, models of learning, Brief Idea of Components of Learning Process; Attitudes: Concept and Characteristics, Factors, and Measures of Changing Attitudes.

Unit III

Perception: Components, factors influencing perception process; Personality: Determinants, Theories, measurement; Leadership: meaning, style, models of leadership, Organizational Culture; Organizational Change and development.

Unit IV

Group formation, Group Cohesiveness and development, inter-group conflict, Nature, process and resolution techniques; the nature and types of team, creating effective team, dysfunctions of group and team, Communication process, meaning, barriers and methods to overcome barriers.

SUGGESTED READINGS

1. Robins, Stephen P. - Organizational Behaviour, Pearson, New Delhi, India.
2. Prasad, L.M. - Organizational Behaviour
3. Davis, K & Newstrom - Human Behaviour at Work Schen - Organizational Psychology
4. Ramesh B. Rudani, Management and Organizational Behaviour, Tata McGraw-Hill Education Private Limited, New Delhi, India.

BBA-203 Quantitative Techniques for Business Decisions 4 Credits (3-1-0)

Course Category	: DSC
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, Two Minor tests and One Major Theory Examination.
Assessment	
Methods	

Course Outcomes :

1. To provide managers the skills they need to make effective decisions in uncertain circumstances.
2. It provides entrepreneurs the statistical tools to business professionals, including statistical research in business, in order to help their organizations, succeed.
3. Helps to recognize the opportunities of statistics in creating accurate predictions
4. On completing the course students will be able to Understand and develop insights and knowledge base of various concepts of Quantitative Techniques. Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

Unit-1.

Association of Attributes – Rules, Coefficient of association, Test of consistency of data, Chi-square Test, Probability – Basic concepts, types of events, rules of addition and multiplication, Bayes Theorem, Theoretical Frequency Distribution, Binomial, Poisson and Normal.

Unit-2.

Theory of Sampling – Types of sampling, Standard error, Type I and II error, One tailed and Two tailed test. Level of significance, Null and Alternate hypotheses, significance test of sampling of attributes, Sampling of Variables- large and small samples, Analysis of Variance.

Unit-3.

Research Methodology – Identification of Research Problem, Formulation of hypotheses, Characteristics of Socio-economic research, Research procedure, Types of Research Design.

Unit-4.

Information need – Types of data and methods of their collection, Questionnaire and Schedule designing, Editing, Classification and Tabulation of data, Interpretation and analysis of data, Presentation of Research Report.

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-251**Strategic Financial Management**

Course category	: DSC
Pre- requisites	: -
Contact hours/week	: Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	: 4
Course Assessment	: Continuous assessment through tutorials, attendance, home assignments, quizzes, Two Minor tests and One Major Theory Examination.
Course Outcomes	<ol style="list-style-type: none"> 1. Possess knowledge about multidimensional skills to equip them to comprehend the process of strategy formulation in investment and financial decisions. 2. Student will understand about techniques and models of Strategic financial management. 3. Learn the various aspects of different strategies used in growth and reorganization of business. 4. Identify the different diversification strategies used in merger and takeovers. Understand about the various financial strategies used in restructuring and revival of sick business units.

Unit-I : Introduction : Strategic Management-Vision, Mission, Scope, Objectives, Strategies and Operating Plans; Process of Strategic Management; Strategic Financial Management; Changing Environment of Business Finance – Recent Trends and Financial Strategies; Financial Fundamental Analysis – Economy Analysis, Industry and Competition Analysis and Company Analysis.

Unit-II : Corporate Valuation: Concept of Value; Value Creation through Required Rate of Return – NPV and IRR Approach; Book Value of the Corporate Entity – Intrinsic Value; Adjusted Book Value of the Corporate Unit; Current Market Valuation Model; Cost Theory of Valuation; Earnings Theory of Valuation; The Gordon Model of Valuation; Discounted Cash Flow Model.

Unit-III : Business Growth and Corporate Reorganisation : Reorganisation for Growth – A Brief Overview of Expansion, Diversification, Alliances and Cooperation, and Mergers and Acquisitions; Corporate Growth and Financial Structure Redesigning – Leveraged Recapitalisation, Leveraged Buy Outs and Share Buyback; Growth Companies- Dividend Policy and Cash Dividends Vs Share Buyback.

Unit-IV : Corporate Merger and Takeover : Mergers-Concept and Types; Reasons for Merger; Legal Aspects of Merger; Merger Exchange Ratio; Evaluating a Merger-Capital Budgeting Framework; Corporate Takeover-Concept of Friendly and Hostile Takeover; Takeover Regulations in India; Takeover Defence Mechanism; Concept of Corporate Sickness; Sickness Scenario in India; Reorganisation for Growth-Stifled Corporate Entity

Books Recommended:

- I. M. Pandey: Financial Management, Vikas,
- Brigham& Ehrhardt: Financial management, text and Cases, Cengage,
- MY Khan and PK Jain: Financial Management: Text, problems & Cases, TMH,
- A. N. Sridhar, Strategic Financial Management, Shroff Publishers,
- Kalyani Karna, Strategic Financial Management,
- Prasanna Chandra: Financial Management, TMH,

BBA-252 STRATEGIC MANAGEMENT 4 Credits (3-1-0)

Course Category	: (DSC)
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, Two Minor tests and One Major Theory Examination.

Course Outcomes :

1. Helps student a life-long process of improving critical thinking that can lead to sound judgement.
2. To gain a competitive edge.
3. Provides the proper ground for defining the roadmap of any educational complex to develop success.
4. To know about strategic information system

UNIT I

Nature and importance of Business Policy & Strategy, Introduction, and Strategic Management Basic Concept of Strategic Management: Mission, Vision, and Objectives. Impact of globalization, Basic Model of Strategic management, Strategic Decision Making, Role of Strategic Management in Global Competitiveness.

UNIT II

Environmental Scanning, PESTLE, Industry Analysis, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit, SWOT Analysis, TOWS Matrix, and ETOP Study, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

UNIT III

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Boston Consultancy Group (BCG) Model, GE-McKinsey Nine-box matrix, Porters Model: Five Force and Porters Diamond Model, Strategic Choice.

UNIT IV

Strategy Implementation through structure, through Human Resource Management: through values and ethics. McKinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System. Choice of Strategy, Generic Business Strategies

BOOKS & REFERENCES:

1. Carpenter-Strategic Management (Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management (Wiley)
6. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and

BBA-253 SUPPLY CHAIN MANAGEMENT 4 Credits (3-1-0)

Course Category : (DSC)
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, Two minor tests and One Major Theory Examination.

Course Outcomes :

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.
4. Knowledge about the various strategic alliances for logistics and use of IT

Unit I

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

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

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

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

BBA-303 PRODUCTION & OPERATION MANAGEMENT 4 Credits (3-1-0)

Course Category	:	(DSC)
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, Two 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 analyses and evaluate material requirement decisions.
4. Understand the Inventory Management and control.

Unit I

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

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

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

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

BBA-353 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, Two 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

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

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

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

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- 401 INTRODUCTION TO OPERATIONS RESEARCH 4 Credits (3-1-0)

Course Category	:	Departmental Core (DSC)
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, two 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 - 1

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- 2

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 - 3

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- 4

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-451**BUSINESS DECISION MAKING****4 Credits-(3-1-0)**

Course Category	:	Departmental Core (DSC)
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, two Minor tests and One Major Theory Examination.

Course Outcomes

1. To have greater insight into decision-making processes
2. Possess a range of different perspectives on what counts as an 'effective' decision.
3. Understand better how people perceive and decide about risk.
4. understand Industry analysis process and Policy analysis

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.

Text Books-(Latest edition)

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

BBA-F201 Investment Banking and Financial Services 4 Credit (3-1-0)

Course Category : DSE

Pre-requisite Subject : FM

Contact Hours/Week : Lecture: 3, Tutorial : 1, Practical: 0

Number of Credits :4

Course Assessment Methods : Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two 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.
4. Will understand about Leasing and Hire Purchase

UNIT- I

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

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

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

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 Recommended

- 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.

BBA-F251 WORKING CAPITAL MANAGEMENT 4 Credits (3-1-0)

Course Category : DSE

Pre-requisite Subject : FM

Contact Hours/Week : Lecture: 3, Tutorial: 1, Practical: 0

Number of Credits : 4

Course Assessment Methods : Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

1. Students will get to know about the working capital as well as how it is determined and managed in organizations.
2. Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances.
3. Assess the factors affecting investment decisions and opportunities presented to an organisation.
4. Know about Receivables Management and Inventory Management

UNIT 1- 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 2- 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 3- 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 4- 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 Enlwood Cliffts N J -Working Capital Management, (Latest Edition)
4. Scherr -Modern Working Capital Management Text, (Latest Edition)

BBA-F301 INTERNATIONAL FINANCIAL MANAGEMENT

Course Category	:	DSE
Pre-requisite Subject	:	FM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two 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.
4. 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, The Bretton Woods System, Current monetary system, European Monetary Union. 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, reasons for deviation from PPP and IRP, Forward Premium and Discounts.

UNIT-III

Foreign Exchange Exposures: Financial Accounting and Foreign Exchange- Alternative Currency Measuring and managing Economic Exposure- 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.GDR, 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. Netting (with numerical), 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.

BBA-F 351**TAX PLANNING**

Course Category : DSE

Pre-requisite Subject : FM

Contact Hours/Week : Lecture: 3, Tutorial: 1, Practical: 0

Number of Credits : 4

Course Assessment Methods : Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

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 give by the income tax department of India.
4. Able to know about GST, DTC and Tax Management

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. SahityaBhawan Publications.

BBA- F352**FUNDAMENTALS OF MUTUAL FUND AND INSURANCE**

Course category : DSE

Pre- requisites : FINANCE & COMMERCE

Contact hours/week : Lecture: 3, Tutorial: 1, Practical:0

Number of Credits : 4

Course Assessment: Continuous assessment through tutorials, assignments, Methods Quizzes, two Minor test and Major Theory Examination

Course Outcome:

1. Know the basics of mutual funds & Insurance, their role and structure,
2. Understand the channels for mutual funds & Insurance distribution.
3. Understand the legalities, accounting, valuation, and taxation aspects underlying mutual funds & Insurance.
4. Get acquainted with financial planning as an approach to investing in mutual fund & Insurance.

Unit 1: Brief history of mutual funds in India, Meaning, Concept & Function of a mutual fund, Advantages and limitations of a mutual fund , Investment objectives , Unit capital, Assets under management (AUM), Fund running expenses, Net asset value (NAV), , Closed end funds and open ended funds, Categorization of funds by investment objective , Schemes under the mutual funds. Investment options in Mutual Funds.

Unit 2 : Role of the sponsor, trustee and Asset Management Company (AMC) and related regulations, Role of other fund constituents and related regulations, Role & Functions of regulators in India-SEBI, SRO, AMFI, AMFI Code of Ethics, Investment restrictions and related regulations, Investor rights and obligations

Unit 3: Insurance Regulations in India Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders’ protection under IRDA – Exposure/Prudential norms. Summary provisions of related Acts – Consumer Protection Act

Unit 4 : Meaning of rate/premium, Objectives of rate making, Rate making in life insurance business – Basic methods of rate making – Net single premium – Net annual level premium – Premium concepts – Level premium – Basic premium – Office yearly premium – Premium tables – Tabular premium – Rebate – Extra premium – Rider premium – Bonus – Calculation of premium and bonus.

Books & References:

1. Taxman's Mutual Fund Distributors.
2. Indian Mutual Funds Handbook (Latest Edition).
3. S. Balachandran, General Insurance, Insurance Institute of India.
4. Insurance Theory and Practice, Nalini Prava Tripathy & Prabir Pal, Prentice – Hall of India, Pvt Ltd, New Delhi

BBA-F 401**BUSINESS FINANCE**

Course category : DSE

Pre-requisites : FINANCE & COMMERCE

Contact hours/week : Lecture: 3, Tutorial: 1, Practical:0

Number of Credits : 4

Course Assessment: Continuous assessment through tutorials, assignments, Methods Quizzes, Two Minor test and Major Theory Examination

Course Outcome:

At the end of this course students will be able to:

1. To know the basics of working capital and its uses.
2. To manage the Inventory of an organization.
3. To understand the importance of capital budgeting decisions and the techniques of evaluating the project.
4. To gain knowledge about the capital market and working of capital market.

Unit- 1

Working Capital Management – Meaning, nature and need for working capital, operating cycles, optimum level of working capital, factors determining working capital level, Computation of working capital level, estimation of current assets and liabilities. Management of cash – Objectives of holding cash, process of cash management Receivable management – Objectives and considerations for an optimum credit policy.

Unit -2

Inventory Management – Objectives and techniques of inventory valuation, LIFO, FIFO, economic order quantity, (EOQ), sales inventory control (ABC Analysis),

Dividend policy- determinants of dividend policy, bonus shares stock split-concept and implication, dividend and valuation-MM hypothesis and Walter`s Model

Unit -3

Capital Budgeting – meaning, nature and significance of capital budgeting decision, importing evaluation techniques – discounted cash flow techniques profitability Index (PI) net present value (NPV), and internal rate of return (IRR), non-discounted cash flow techniques – pay back (PB) method. Average rate of return (ARR)

Unit -4

SEBI Stock Exchange – Constituents, role and functions of board in primary and secondary capital market of India, Stock Exchange – significance, structure and functional listing of securities and methods of trading in stock – exchange.

Reference:

1. Financial Management by I.M. Pandey, Pearson India Publication.
2. Financial Management by Khan and Jain, McGraw Hill India.
3. Financial Management by Prasanna Chandra, McGraw Hill India.
4. Financial Accounting by P.C. Tulashyan, Pearson India Publication.
5. Security Analysis and Portfolio Management by Prasanna Chandra.
6. Management Accounting by

BBA-F 402 FINANCIAL INSTITUTIONS AND MARKETS

Course Category	:	DSE
Pre-requisite Subject	:	FM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

1. The objective of this paper is to introduce students to the different aspects and components of Financial Institutions and financial markets.
2. This will enable them to make rational decisions in a financial environment.
3. Able to know about Secondary Market in India
4. Know how to Trade in stock markets

Unit I

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & Secondary Market, Currency Market, Debt Market- role and functions of these markets. Primary Market for Corporate Securities in India

Unit II

Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, online IPO, Book Building of Shares, Disinvestment of PSU, employee stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings: Listing and Delisting of Corporate Stocks.

Unit II

Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions (rights, bonus and stock split;) on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments

Unit IV

Traded in stock markets: Equity Shares, Debentures, Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE & NSE

Reference:

- 1.Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata McGraw Hill
- 2.Khan, M Y. (2010). Financial Services (5th ed.). McGraw Hill Higher Education
- 3.Shahani, Rakesh (2011). Financial Markets in India: A Research Initiative. Anamica Publications
- 4.Goel, Sandeep. (2012). Financial services. PHI.
- 5.Gurusamy, S. (2010). Financial Services. TMH.

BBA-F 451 ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)

Course Category	:	DSE
Pre-requisite Subject	:	FM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

1. To make calculations for Risk Return of Individual Stocks
2. To determine the Intrinsic Value of Bonds and also finding the YTM
3. To determine the Intrinsic Value of Equity by applying different methods
4. To apply the concept of diversification for portfolio valuation

UNIT I

INTRODUCTION- Definition of Investment; Real vs. Financial assets; Investment, Speculation, Hedging and Arbitraging. Par Value, Book Value, Market Value and Intrinsic Value of Financial of Assets. Sources of investment information. Factors to be considered in investment decisions, Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept of returns – realized return and expected return. Concept and Types of risk. Measurement of Risk -Range, Standard Deviation and Co-Efficient of Variation.

UNIT II

VALUATION OF FIXED INCOME SECURITIES- Features and types of fixed income securities. Bond yield measures - Current yield, holding period return, YTM, AYTm and YTC. Bond duration, Valuation of deep discount bonds.

UNIT III

VALUATION OF COMMON STOCK- Features of Common Stock. Approaches to valuation of Common Stock. Dividend Discount Model, Earnings Capitalization Models, Price-Earnings Multiplier Approach Systematic and Unsystematic Risk, Capital Asset Pricing Model (CAPM).

UNIT IV

BASIC PORTFOLIO THEORY : Concept of portfolio, return and risk. Harry Markowitz's Portfolio Theory – The concept, assumptions, merits and demerits. Risk and return of two assets portfolio. Construction and evaluation of Minimum Risk Portfolio.

UNIT – V : EVALUATION OF PORTFOLIO :

Measures of return – Types of Formula Plans: Constant – Rupee – Value Plan, Constant Ratio Plan, Variable Ratio Plan; Rupee-Cost Averaging; Risk – Adjusted Measures of Performance: Sharpe's Reward – to – Variability Ratio, Treynor's Reward – to – Volatility Ratio, Jensen's Differential Return Measure.

Reference

1. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill.
2. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH,
3. V.K. Bhalla, "Fundamentals of Investment Management", S. Chand & Company Ltd.
4. R.P.Rustagi, "Investment Management", Sultan Chand & Sons.
5. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.

BBA-F 452 BEHAVIOURAL FINANCE

Course Category	:	DSE
Pre-requisite Subject	:	FM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcome :

1. Understand and critically discuss the differences between a behavioural finance perspective and a traditional finance perspective.
2. Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.
3. Critically evaluate behavioural influences involving individual's investment decisions.
4. Critically evaluate behavioural influences involving corporate (executive) financial decisions.

UNIT I

Conventional finance and challenges: to market efficiency, Building Blocks of Behavioural Finance – Cognitive Psychology and the Limits to Arbitrage, Psychology of investors behaviour, Neurophysiology of risk-taking, Personality traits and risk attitudes

UNIT II

Brief History of Rational Thought: Pascal-Fermat to Friedman-Savage, Prerequisites for Rational Choice and Quasi-Rational Choice

Decision-making-under risk and uncertainty, Expected Utility Theory, Decision-making in historical prospective, Allais and Elsborg's paradoxes, Errors in Decision-Making

UNIT III

Prospect Theory: Loss aversion theory, and Mental Accounting Heuristics and biases, overconfidence and emotion, financial decision-making stemming from heuristics and biases, overconfidence and emotion

UNIT IV

Group Behaviour: Conformism, herding, fatal attractions

Books & References:

1. H. Kent Baker, John R. Nofsinger : Behavioural Finance: Investors, Corporations, and Markets, John Wiley and Sons
2. William Forbes : Behavioural Finance, John Wiley and Sons
3. Lucy Ackert, Richard Deaves : Behavioral Finance: Psychology, Decision- Making, and Markets, Cengage Learning

BBA-M101 Personal Selling & Sales Force Management **4 Credit (3-1-0)**

Course Category : DSE

Pre-requisite Subject : FOM

Contact Hours/Week : Lecture: 3, Tutorial : 1, Practical: 0

Number of Credits : 4

Course Assessment Methods : Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two 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
4. Understand about sales force management along with types of sales force

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.

Books Recommended

- 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.

BBA-M251 RETAIL MANAGEMENT 4 Credits (3-1-0)

Course Category	: DSE
Pre-requisite Subject	: FOM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

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.
4. Will able to know about Retail Space Management and Marketing and Emerging trends in retailing

Unit I

Introduction: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Wheel of Retailing, Retailing Decisions.

Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Impulse Buying Behavior, Customer decision making process, Types of decision making, Market research for understanding retail consumer.

Unit II

Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Definition of Retail strategy, 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 locations, 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, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Pricing strategies, Controlling costs

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: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector, Retail Information System

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.

BBA-M352**Advertising Management****4 Credits (3-1-0)**

Course Category	:	DSE
Pre-requisite Subject	:	FOM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

1. Students will able to know about Concept of advertisement.
2. Students will able to understand Media plan.
3. Will able to understand about media research and message development.
4. Students may know how to do testing for advertising effectiveness.

UNIT-I:

Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign.

UNIT-II:

Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.

UNIT-III:

Message development – different types of advertisements – layout – design appeal –copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.

UNIT-IV:

Testing for advertising effectiveness; Preparation and choice of methods of advertising budget; Ethical and social issues in advertising; Management of advertising agencies; Role of advertising in natural development.

Suggested Readings:

1. Kenneth Clow. Donald Baack, “Integrated Advertisements, Promotion and Marketing communication”, Prentice Hall of India, New Delhi
2. S.H.H.Kazmi, Satish K Batra, “Advertising & Sales Promotion”, Excel Books, New Delhi
3. Belch M A and Belch G E- Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill)

BBA-M 401**RURAL MARKETING****4 Credits (3-1-0)**

Course Category	:	DSE
Pre-requisite Subject	:	FOM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

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.
4. Students may understand Promotion strategy and Distribution channel of rural market

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
2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publuishers
3. Csg Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia
4. C.K. Prahlad, Rural Marketing, Pearson Publication

BBA-M402 GLOBAL RETAILING AND MERCHANDIZING 4 Credits (3-1-0)

Course Category	:	DSE
Pre-requisite Subject	:	FOM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4

Course Assessment Methods : Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

1. The student understands the strategies of retailers
2. The student is made aware of the practices of merchandise management and store layout of retailers
3. Understanding of Retail operations management
4. To understand Retail consumer behaviour

UNIT-I

INTRODUCTION TO RETAILING: Meaning and nature of retail management – Features of retailing – functions and scope of retailing – Importance of retailing – classification of retail formats.

UNIT-II

TRENDS IN RETAILING: Global overview of retailing – key drivers of retailing in India – growth of organized retailing - contribution of retailing to the Indian economic scenario – FDI in retail

UNIT-III

RETAIL CONSUMER BEHAVIOUR: Stages of consumer buying process – buyer decision process – buyer profile analysis – market segments – model for consumer decision making – effects of culture on buyer behaviour

UNIT –IV:

RETAIL MERCHANDIZING: Merchandize planning – merchandize hierarchy merchandize category management – Franchising in India - Types of franchising. **RETAIL OPERATIONS MANAGEMENT:** Retail communication – nature, process, importance – retail operation practices – essentials of store management

Reference

1. Swapna Pradhan, Retail Management, Tata Mc Graw Hill Company Limited.
2. Patrick M. Dunne, Robert F. Lusch, James R. Carver, Retailing, Cengage Learning,
3. R. Sudharshan, S. Ravi Prakash and M. Subrahmanya Sarma, Retail Management: Principles & Practices, New Century Publications, New Delhi.
4. Mustafa. A, Retail Management, Himalaya Publishing House

BBA-M451**MARKETING RESEARCH****4 Credits (3-1-0)**

Course Category	:	DSE
Pre-requisite Subject	:	FOM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes

1. Apply a range of Quantitative and/or Qualitative Research Techniques to business and Management problems / issues.
2. Necessary critical thinking skills in order to evaluate different Research Approaches utilized in the service industries.
3. Identify the overall Process of designing a Research study from its inception to its Report.
4. Define the Meaning of a variable, and be able to identify independent, dependent, and mediating variables.

UNIT-I

MARKETING RESEARCH - Nature and Scope of Marketing Research—Role of Marketing Research in Decision Making; The Research Process—Steps in the Research Process; Designing a Research Proposal.

UNIT-II

SOURCES OF DATA: Sources of Data, Primary Data and Secondary Data, Survey Method of Data collection, Observation Method—Types of observation, Interview, Depth Interview, Focus group Interview, Questionnaire, Method, Steps in the design of a questionnaire.

UNIT-III

SECONDARY METHOD OF DATA COLLECTION—Advantages & Disadvantages of Secondary Data—Criteria for evaluating secondary Sources—Secondary sources of Data in the Indian Context.

UNIT-IV

MEASUREMENT AND SCALING - Concept of Measurement and Scaling, Types of Scales Nominal, Ordinal, Interval and Ratio Scales—Attitude Scales Thurston, Likert, Semantic differential Scales, Reliability and Validity of a scale. Sampling Techniques, Data Analysis: Z Test, t-Test, Paired t-Test, Chi-Square Test.

Reference

1. Tull and Hawckins, “Marketing Research”, Tata McGraw Hill.
2. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
3. Martin Callingham, “Market intelligence”, Kogan Page Publishers.
4. G.C. Beri, “Marketing Research”, Tata McGraw Hill.
5. Malhotra, K. Naresh, “Marketing Research and applied orientation”, Pearson Education.
6. Kumar, Marketing Research, Sage Publication.
7. Green E. Paul, Tull S. Donald & Albaum, Gerald: “Research for Marketing Decisions”, PHI.

BBA-M452**Services Marketing****4 Credits (3-1-0)**

Course Category	:	DSE
Pre-requisite Subject	:	FOM
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

1. To analyze and develop students' understanding of those aspects of marketing of particular relevance to service producing organizations.
2. To recognize the present strategies and approaches for addressing these challenges.
3. To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.
4. To give an overview and analyze the present scenario on the services in the organized retailing

Unit I:

Foundation of Services Marketing Introduction , The services concept- Service Industry –Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing - The Growth in Services – Global & Indian Scenarios, Distinctive Characteristics of Services - Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory.

Unit II:

Segmentation, Targeting and Positioning Strategic Aspects of Services Marketing, Segment Selection or targeting a few Segments, Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Importance of Services Marketing in Indian Economy, Growth of service sector in Indian Economy.

Unit III:

The Services Marketing Mix Service Product, Service Products; 8 LH Bundled with Conventional Products and Standalone, Service Life Cycle, Service Design: A General Framework, Service quality issues and the human dimension in Services. Customer loyalty and profitability.

Unit IV:

Distribution Strategies for Services Challenges in Distribution of Services, Personal Selling – Advertising and Sales Promotion in Service Industry, Customer Satisfaction & Service Quality in Service Marketing – Service Triangle, Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery

Text Books:

1. Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, NewDelhi 2000.
2. Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
3. Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi 2011

BBA-H101 KNOWLEDGE PROCESS OUT SOURCING 4 Credit (3-1-0)

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

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.
4. Will know Elements of back office services, also Future trends and threats

UNIT 1

Knowledge Process out Sourcing-meaning, benefits of KPO, Growth Drivers, KPO Models and types of Vendors-off shore, KPO- Evolution Destinations, Challenges of Off Shoring, Disadvantages of KPO, Contribution of KPO in India

UNIT 2

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 3

Human Resource BPO and KPO, Difference between KPO and BPO, KPO market, KPO Industry, reason for out sourcing, activities involved in KPO, Out Sourcing trends, Emerging KPO Domain, Publishing KPO

UNIT 4

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 Out Sourcing, Delhi: Jaico Publishing House
2. Bingham, J. Mastering Data Processing, Macmillan Publishing House

BBA-H201

Management of Industrial Relation

4 Credits :(3-1-0)

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes :

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.
4. to know about trade union and wages and compensation.

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-(latest edition)

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-H251 Strategic Human Resource Management 4 Credit (3-1-0)

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes :

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 organizations
3. Demonstrate a basic understanding of different tools used in forecasting and planning Strategic Human Resource needs.
4. To know about the HRIS and HR planning in details.

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.

Books Recommended: -

- 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

BBA-H301 Leadership Dynamics in Management 4 Credits (3-1-0)

Course Category : DSE
 Pre-requisite Subject : HRM
Contact Hours/Week : Lecture: 3, Tutorial : 1, Practical: 0
 Number of Credits : 4
Course Assessment Methods : Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

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
4. To know about the group formation and group norms along with group cohesiveness.

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.

Books Recommended :

- 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.)

BBA-H351 Team Building and Group Dynamics 4 Credits (3-1-0)

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two 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.
4. To know about Group decision making techniques.

Unit -1 Concept and Characteristics of Team; Popular Forms 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. Ginnetts Team Effectiveness Leadership Model Team Building for Work Teams, Building High Performance 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.

Referred books;(latest edition).

1. Robins, Stephen P. - Organizational Behaviour
2. Schen - Organizational Psychology
3. Davis, K & Newstorm - Human Behaviour at Work
4. Prasad, L.M. - Organizational Behaviour

BBA-H352	PERFORMANCE MANAGEMENT	4 Credits (3-1-0)
Course Category	: DSE	
Pre-requisite Subject	: HRM	
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0	
Number of Credits	: 4	
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.	

Course Outcomes:

1. To understand the importance of employee performance to achieve the organizational goals.
2. To identify the process of performance management applications.
3. How to do Industrial Restructuring and Performance counseling
4. To know the Indian and Western Thoughts on Performance Management.

UNIT-I

Quality Performance Management - Concept - Dimensions - Facilitating Organizations for Performance - Organizational Dynamics and Employee Performance – Job Analysis, Work Place and Its Improvement Through 5S - Modern Management Techniques and Management of Employee Performance - Team Building - Concept, Culture, Methods, Effectiveness & Empowerment Problems - Potential and Perspectives.

UNIT-II

Organizational Structure and Employee Motivation and Morale - Contemporary Thinking on Employment Practices and Work Schedules - Related Performance Appraisal Systems – Reward Based – Team Based – Competency Based- Leadership Based -Quality Circle - Features - Process.

UNIT-III

Industrial Restructuring - Reward System and Employee Productivity - Performance Counseling – Performance Evaluation & Monitoring – Methods of Performance Evaluation -Performance Management in Multi-National Corporations.

UNIT-IV

Indian and Western Thoughts - Performance Management in the perspective of Indian Ethos – Ethical Issues and Dilemmas in Performance Management.

REFERENCES

Srinivas Kandula, Performance Management, Prentice Hall India, New Delhi,
 Dewakar Goel, Performance Appraisal and Compensation Management, Prentice Hall India, New Delhi,
 Robert Cardy, Performance Management, Prentice Hall India, New Delhi
 S.K. Chakravarthy, Managerial Effectiveness and Quality of Work Life - Indian Insights, Tata-Mcgraw Hill, New Delhi

BBA-H 401**GLOBAL HR PRACTICES****4 Credits (3-1-0)**

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

1. To understand the concepts of globalization in HR Perspective
2. To familiarize the key aspects and contemporary issues to the students
3. To understand the developments in global HR practices and its challenges
4. To know about various Change Management Model.

UNIT -I

Introduction - Growth of International Business and Globalization - Operational Objectives and Means of Globalization in HR Perspective - Use of Balanced Score Card - Choosing an International Competitive Strategy - Forms of Operations. HR Challenges & Opportunities - National Differences Facing Operations – Domestic & MNC Perspectives - Linkages among Countries - Governance of Operations - Individual and Company Concerns – Multi cultural orientation to employees – Research and documentation Orientation in Global organizations - Ethical and Socially Responsible Behavior - Careers in International Business

UNIT -III

HR Policies and Operations in a Global Setting - Distinctive Features of HR Functions -Planning, Organizing, Directing & Control - Operations - Manpower Planning to Separations in a Global Set-up - Staffing - Skill & Knowledge Development - Incentives & Compensation Package - Motivational Systems – Reporting Relationships – Performance Appraisal Systems – Employee Empowerment – Value systems – Shared Corporate Culture and Grievance Handling – Reactive & Proactive Mechanisms

UNIT -IV

Change Management Model - Appreciating Change - Industry Analysis - Business Models - Mobilizing Support - Executing Change - Building Change Capability - Leadership and Change – Diversity as Enhancer of Learning and Effectiveness Within Groups and Organizations – HR to Develop Global Organisational Learning Systems.

UNIT -V

Quality Performance in Knowledge Based Organizations - Technology – Behavioral & Technical - Universal Quality Standards & HRM – Eastern Management Thought for Global Management - Commitment, Quality, and Stress Free Work Life.

REFERENCES

1. Punnett Betty Jane, International Perspectives On Organizational Behavior And Human Resource Management, M.E. Sharpe
2. Monir Tayeb, International HRM, Oxford University Press
3. Dowling & Welch, International HRM: Managing People In Multinational Context, Cengage Learning, NewDelhi

BBA-H451 ORGANIZATIONAL DEVELOPMENT AND CHANGE 4 Credits (3-1-0)

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

1. To emphasise and understand the necessity for change NNNN
2. To understand the resistance to change and the process of change
3. To familiarise the concepts and techniques of OD Objectives.
4. To apply various strategies for OD interventions.

UNIT-I

Change - Stimulating Forces - Change Agents - Planned Change - Unplanned Change – Models of Organisational Change - Lewin's Three Step Model. Resistance to Change - Individual Factors - Organisational Factors – Techniques to Overcome Change.

UNIT-III

Change Programs – Effectiveness of Change Programs - Change Process - Job Redesign - SocioTechnical Systems.

UNIT-IV

OD - Basic Values - Phases of OD - Entry - Contracting - Diagnosis – Feedback - Change Plan - Intervention - Evaluation - Termination.

UNIT-V

OD Interventions - Human Process Interventions - Structure and Technological Interventions - Strategy Interventions - Sensitivity Training - Survey Feedback - Process Consultation - Team Building - Inter-group Development - Innovations - Learning Organisations.

REFERENCES

Kondalkar, ORGANIZATION EFFECTIVENESS AND CHANGE MANAGEMENT, PHI Learning, New Delhi
 French & Bell, ORGANISATIONAL DEVELOPMENT, McGraw-Hill.
 Dipak Bhattacharyya, ORGANIZATIONAL CHANGE AND DEVELOPMENT, Oxford University Press, New Delhi

BBA-H452 Counselling and Negotiation Skills for Management 4Credits (3-1-0)

Course Category	: DSE
Pre-requisite Subject	: HRM
Contact Hours/Week	: Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home Assignments, quizzes, Two minor tests and One Major Theory Examination.

Course Outcomes:

1. Understand complex theory and practice of negotiation in particular and conflict resolution in general.
2. Identify the challenges we all have in dealing with negotiation and conflict resolution.
3. Apply negotiation as a system and the important role of subsidiary factors.
4. Role of trust and also ethics in negotiation

Unit I

Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.

Unit II

Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse. Ethics in Counselling.

Unit III

Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks

Unit IV

Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.

References:

Singh Kavita – Counselling Skills for Managers (PHI)
 Kotler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning
 Lewicki, R.: Essentials of negotiation
 Korobkin, R.: Negotiation theory and strategy

BBA-EN301**Entrepreneurship, Innovation & Design Thinking**

Course category : DSE

Pre- requisites : Entrepreneurship

Contact hours/week : Lecture: 3, Tutorial: 1, Practical:0

Number of Credits : 4

Course Assessment: Continuous assessment through tutorials, assignments, Methods Quizzes, Two Minor test and Major Theory Examination

Course Outcome:

1. Understand the basics of Entrepreneurship & Innovation and their role.
2. Differentiate between Entrepreneurship & Innovation.
3. How to do marketing of Innovation and also will be able to know about Technology Innovation Process.
4. Understand the Patents and Copyrights its type and process of IPR.

Unit 1: Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation. Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship.

Unit 2: Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation, Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy-I, Blue Ocean Strategy-II

Unit 3: Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting. Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SME'S strategic involvement in sustainable development, Exploration of business models for material efficiency services

Unit 4: Management of Innovation, creation of IPR ,Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India, Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators : Business Vs Technology, Managing Investor for Innovation , Future markets and Innovation needs for India.

BOOKS AND REFERENCES

1. 8 Steps To Innovation: Going From Jugaad To Excellence- Book by Rishiksha T. Krishnan and Vinay Dabholkar
2. Innovation and Entrepreneurship Book by Peter Drucker.
3. HBS series on Innovation and Entrepreneurship

BBA-EN351	New Venture Launching	(3-1-0)
Course Category	: GEC	
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, Two minor tests and One Major Theory Examination.	

Course Outcomes:

1. To understand the concept of entrepreneurship and skill sets of an entrepreneur.
2. To examine historical and theoretical perspective of entrepreneurship.
3. To enable recognition and shaping of various opportunities for new venture.
4. To develop a credible business plan for real life situations.

Unit I

Introduction Concept of entrepreneurship, entrepreneur's role, task and personality, theoretical perspective of entrepreneurship, entrepreneurial intention, entrepreneurial orientation, type of entrepreneurship, Understanding the entrepreneurial perspective in individuals, developing creativity and understanding innovation, Importance of entrepreneurship.

Unit II

Evaluating Entrepreneurial Options and Startup Opportunities Understanding the idea and an opportunity. The opportunity creating, shaping, recognizing and seizing. Screening venture opportunities, gathering information and analyzing. Evaluating venture opportunities and develop startup strategy. Feasibility analysis and risk taking ability.

Unit III

Understanding Startup Finances, Capital & Other Requirements An overview of startup finance and sources of finance. Understanding the business model and financial projections—how to forecast expenses and revenue. Gathering the resources, developing entrepreneurial marketing and operational plan. Role of government institutions. Developing Team and Presenting Business Plan The importance of team, forming and building team. Examining sample business plans and writing business plan. Understanding the investor's perspective and presenting the business plan. Valuation of business plan and the elevator pitch.

Unit IV

Launching and Managing the New Venture Entrepreneurial challenges as an individual and as an entrepreneur, both. Skills of managing business risk enhancing success. Module VI Legal Aspects of Business Legal form of new venture. Legal issues and other formalities related to venture. Emerging trends, Technologies and Practices in new venture creation Technology-enabled trends that will help shape businesses and the economy, Technical intelligence in business—understanding technology threats and opportunities, Technology Business Incubators, emergence and growth of new technology-based companies

Text reading

- Holt H. David(2005), Entrepreneurship New Venture Creation, Prentice-Hall
- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007), Entrepreneurship, McGraw Hill
- Suhail Abidi and Manoj Joshi, The VUCA Company, 2016, Jaico Publishing India, ISBN 978-81-8495-662-7

BBA-EN401 ENTREPRENEURSHIP DEVELOPMENT 4 Credits (3-1-0)

Course Category	:	(GEC)
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, Two 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, and manage resources and company for starting new ventures.
3. Students can map the parameters to assess opportunities and constraints for new business ideas
4. Students can learn how to Prepare Business Plan.

Unit 1

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 2

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 3

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 4

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:

- Entrepreneurial development & management by Vasant Desai
- Small scale industries & entrepreneurship by Vasant Desai

BB-EN451 Social Entrepreneurship**Course Category :** (GEC)**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, Two Minor tests and One Major Theory Examination.**Course Outcomes:**

1. Understand the concept of entrepreneurship, types and phases.
2. Understand the dynamics of entrepreneurial dimensions.
3. Generate qualities and aspirations of renowned entrepreneurs.
4. Ability to apply tools and techniques in entrepreneurial venture.

Unit 1:

Concept of entrepreneurship, Meaning, Definition, characteristics and functions of entrepreneur, Types of Entrepreneur, Need for training and development -EDPP Phases of EDP-Development of women Entrepreneurs and rural Entrepreneurs.

Unit 2:

Introduction to Innovation Creativity, Invention and innovation, Types of Innovation, Relevance of Technology for Innovation, The Indian innovations and opportunities, Social Entrepreneurial Role Models, Mohammed Yuns, Bunker Roy, Jeroo Billimoria, Anshu Gupta, Vijaya Mahajan, Azim Premji.

Unit 3:

Tools for SE: Fund Development and building a donor constituency, Building a volunteer Constituency, CSR and Venture Philanthropy. Social Audit.

Unit 4:

Growth and promotion of Entrepreneurship in India, Institutional arrangements, Entrepreneurial motivation - Values and Culture, Entrepreneurship in various sectors - Access to finance, market, R&D and Technology Policies and programmes related to entrepreneurship development.

Reference Books:

1. Introduction to Social Entrepreneurship by Teresa Chahine,
2. Social Entrepreneurship Management, Anant Verma, Global India Publications Pvt Ltd; First edition (December 31, 2009)
3. Social Entrepreneurship – New Models of Sustainable Social Change, Nicholls, Alex, ed., Publisher: Oxford University Press.
4. Banker to the Poor: Micro-Lending and the Battle Against World Poverty, Yunus, Muhammad, Publisher: Public Affairs
5. Innovation and Entrepreneurship, Drucker, Peter F. (1995) New York: Harper Business.

BB-IT101**Fundamental of Cyber Security****4Credit (3-1-0)**

Course Category	: GEC
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, Two minor tests and One Major Theory Examination.

Course Outcomes :

1. Analyze 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 analyses software vulnerabilities and security solutions to reduce the risk of exploitation.
4. To about the legal points related to cyber security.

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, mall ware, 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.

Books Recommended :

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)

BB-IT251**E-BUSINESS****4Credits (3-1-0)**

Course Category	: GEC
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, Tutorial class, Two 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 saving resources.
3. To develop an entrepreneurial approach in current market scenario of e-commerce.
4. To know about M-Commerce, (E-CRM) and (E-SCM).

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 Recommended:

- 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

BB-IT301 INTRODUCTION TO ARTIFICIAL INTELLIGENCE

Course Category	: GEC
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, Tutorial class, Minor tests and One Major Theory Examination.

Course Outcomes :

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.
4. Know about creativity, Chabot's and also long term implications.

UNIT 1

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 2

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 3

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 4

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

BB-IT 351 MANAGEMENT INFORMATION SYSTEM 4 Credits (3-1-0)

Course Category	: GEC
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, Tutorial class, Minor tests and One Major Theory Examination.

Course Outcomes :

1. Understands the concept, its development and management support for the Management Information System
2. Ability to define needs and dimensions of MIS, steps for short- and long-range plans and budget for MIS
3. Analyses the elements and data sources, constraints and develops formats and documents of MIS
4. 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.

Books & References:-

- Murdick, Robert G., Information System for Modern Management, Prentice Hall
- 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
- Schulthesis, Management Information System, McGraw-Hill Education

BB- IT 401 DATABASE MANAGEMENT SYSTEM 4 Credits (3-1-0)

Course Category	: GEC
Pre-requisite Subject	: BIT
Contact Hours/Week	: Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	: 4
Course Assessment	
Methods	: Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, 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.
3. To know Database Models and Implementation.
4. Data Normalization and Protection.

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 Relationships 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

BB- IT 451 BUSINESS INTELLIGENCE AND DATA VISUALIZATION

Course Category	: GEC
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, Tutorial class, Minor tests and One Major Theory Examination.

Course Outcomes

1. Apply visualization techniques for various data analysis tasks.
2. Presenting data through charts and maps
3. Design information dashboard.
4. Data Visualization and Customization

UNIT I

Introduction to Business Intelligence: Definition of BI – Historical Perspective of BI- Architecture of BI- Data Warehouse, Business Analytics, Business Performance Management, User Interface, Cyclical process of a business intelligence analysis.

UNIT II

Data Visualization: Data and Information Visualization- A brief history of Data Visualization- Data Visualization for businesses- Different types of Charts- Business Activity Monitoring through Dashboard - Emergence of Data Visualization and Visual Analytics.

Unit III

Data Visualization with Tableau: Working with Tableau Data Source and Basic Charts: Introduction to Tableau, Connecting to Data Source: Text Files, Excel, Access, other databases, merging multiple data sources, Univariate Charts – Creating tables, bar graphs, pie charts, histograms, line charts, stacked bar graphs, box plots, Showing aggregate measures, Bivariate Charts – Creating tables, scatter plots, swapping rows and columns, adding trend lines, selecting color palettes, using dates. Multivariate Charts and Maps: Facets, area charts, bullet graphs, dual axes charts, Gantt charts, heat maps, Maps – Setting geographical roles, placing marks on map, overlaying demographic data, choropleth maps, polygon shapes, customizing maps

UNIT-IV

Data Visualization with Tableau-User-defined fields: Using predefined fields, calculating percentages, applying if-then logic, applying logical functions, showing totals and percentages, discretizing data, manipulating text, aggregate data. Data Visualization with Tableau Customization: Adding title and caption, font size and colours, adding various marks, adding reference lines, using presentation mode, adding annotation, adding drop-down selectors, search box selectors, slider selectors, creating dashboards, creating animated visualizations.

Reference

- 1) Efraim Turban, Ramesh Sharda, Dursun Delen, “Decision Support and Business Intelligence Systems”, 9 th Edition, Pearson 2013.
- 2) Nandeshwar, A. (2015), Tableau Data Visualization Cookbook, Mumbai: PACKT / Shroff Publishers.
- 3) Iliinsky, N. & Steele, J. (2012), Designing Data Visualizations, Mumbai: O’Reilly / Shroff Publishers. 2) Milligan, N.J. (2015), Learning Tableau, Mumbai: PACKT /Shroff Publishers.

AUDIT COURSES/ VAC

BBA-AU01/BBA-01		HUMAN VALUES & ETHICS	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	:	-	
Course Assessment			
Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Two Minor tests and One Major Theory Examination.	
Course Outcomes	:		
		<ol style="list-style-type: none"> 1. To create conducive environment for professionals to grow as good and responsible human beings imbibing values and ethics. 2. Understanding the significance of environment. 3. Developing humanitarian outlook. 4. Professional Ethics and conduct. 	

Unit I

Introduction –Need, Basic Guidelines and Content: Understanding the need, basic guidelines, content and process for value Education, Self-Exploration – What is it? – Its content and process: “Natural Acceptance” And Experiential Validation – as the mechanism for self explanation, Continuous Happiness and Prosperity – A look at basic Human Aspirations, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario.

Unit II

Process for Value Education: Right understanding, Relationship and Physical Facilities – basic 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

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

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, Britain

BBA-AU02/ 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, Two 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
4. Safety Education And Training

UNIT I

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

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

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

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
2. Heinrich. H.W. "Industrial Accident Prevention", McGraw-Hill Company, New York,
3. Dan Petersen , "Techniques of Safety Management", McGraw-Hill Company, Tokyo,

BBA-AU03/ 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, Two Minor tests and One Major Theory Examination.

Course Outcome:

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.
4. Practical approach in simulation

UNIT I

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

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

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

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-AU04/ BBA-04 FOREIGN LANGUAGE: (GERMAN LANGUAGE)

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, Two Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 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. 4. Verbs and accusative and dative objects

Unit I

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

Unit II

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

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 pronoun etc. Translation of simple sentences from German into English and simple sentences from English into German.

Unit IV

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 handout

BBA-AU05/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, Two Minor tests and One Major Theory Examination.
Course Outcomes		

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.
4. To aware about financial literacy

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 Clients, Business Correspondent and Business Facilitator, Outreach Model for Banks, The Post Office model, Financial Literacy and Counseling of Rural People. Challenges for the Future-Inclusive Growth through Rural Employment, the Micro-enterprises Model.

REFERENCE

1. K G Karmarkar, G D Banerjee, N P Mohapatra: Towards Financial Inclusion In India Sage Publication
2. Desai, Vasant : Rural Development in India. Himalaya Publishing House
3. Rohtagi : Rural Banking & Overdues Management Cybertech

BBA-S103**Tally for Managers****4 Credit (3-0-2)**

Course Category:	SEC
Pre-requisite Subject:	None
Contact hours/week:	Lecture: 3, Tutorial: Practical: 2 (Total Credit: 04)
No of Credits:	4
Course Assessment Methods:	Continuous assessment through tutorials, Attendance, home assignments, quizzes, Practical, one minor Test and one Major Theory Exam.

Course Outcomes: After successfully completion of this course the students will be able to

1. Create company, enter accounting voucher entries including advance voucher entries.
2. Reconcile bank statement, do accrual adjustments, and print financial statements, accrual adjustments, and print financial statements, etc. in Tally ERP.9 software.
3. Create and Alteration of Multiple Ledgers/Groups and would be able to create of Inventory:
4. Do possess required skill and can also be employed as Tally data entry operator.

UNIT 1:

Introduction to Tally Screen: Button Bar, Calculator, Work Area, Gateway of Tally Menu,

Creation of company: Accounts Only Company, Inventory Only Company, , Alteration of company, Optional Features of Tally for Financial Accounting – F11, Configuration options of Tally – F12.

Account Masters: Creation of Account Masters, Creation/Alteration of Groups, Alteration of System Generated Reserved Groups, Deletion of Group/Ledger.

UNIT 2:

Creation/Alteration of Multiple Ledgers/Groups: Copying Masters, Set Credit Limits & Credit Periods for Debtors &/or Creditors, Advance options for automatic calculation of interest.

Creation of Inventory: Masters Stock Groups, Stock Categories, Units of Measurement, Godowns, Price Lists, Item Master,

UNIT 3:

Account Reports: Query through Alt F12 Range Button, Query through Ctrl F12 Value Button, Scale factor for values, Bird's Eye View/Drill Down (And trace back), Special Key Combinations available during display. Account Books, Cash Book(s), Bank Book(s), Ledgers, Statement of accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Exception Reports, Interest Calculations, On Receivables, On Payables.

Unit 4:

Purchase procedure in a company: Purchase Order, Receipt of Goods, Purchase invoice, Purchase Returns, Credit Note, Sales procedure in a company, Sales Order, Dispatch of Goods, Sales invoice Sales Returns, Debit Note, Using Optional Vouchers for Purchase Enquiry, Quotations, Inventory Reports,

Book:

Tally Prime with GST, V. Mishra, T Balaji Publication
Basic Accounting By Rajni Sofat, PHI Learning

BBA-S202 ADVANCED SPREADSHEETS TOOLS FOR FINANCIAL ANALYSIS 4 Credit (3-0-2)

Course Category	:	SEC
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, Two Minor tests and One Major Theory Examination.

Course Outcomes :

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.
4. Data Analysis and Decision Making

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 Pivot Tables, 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