

KALINGA UNIVERSITY RAIPUR



SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

**UNDER CHOICE BASED CREDIT, GRADING AND
SEMESTER SYSTEM**

(To be implemented from Academic Year 2021-2022)

**FACULTY OF COMMERCE AND
MANAGEMENT
KALINGA UNIVERSITY, RAIPUR, (C.G.)**

The Syllabus Book presents board objectives, structure, and contents of our Three-Years Bachelors of Business Administration (BBA) Program. The Syllabus is directional in scope and permits the much desirable flexibility to keep pace with the ever-growing body of knowledge, experiments and explorations in management education with special emphasis towards the human side of enterprise.

I. Introduction to Program:-

BBA course aims at exploring Management skills in the students. The course curriculum is designed in such a way so as to develop basic business and management skills in the students. The course structure is spread across six semester in three years which focuses on detailed study of business administration. It involves detailed study of different aspects of the business and managing its operations. It equips the students with the latest business knowledge to meet the requirements of changing corporate firms. The SIP & Live project work inculcates real time business situations & learning corporate social responsibilities which improve decision making skills among students.

The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts. These are building blocks for working in different type of organizations in diverse business conditions. A wide range of opportunities open in front of the students once the course is completed.

II. The BBA program is designed with an aim to develop:-

1. The students holistically with an integrated approach.
2. To carry out different assignments of organization.
3. Art & skills by means of soft skill training sessions so that they can be equipped with both hard skills & soft skills to work under dynamics of market.

Broadly, the course is of Three Years divided into Six Semesters, each semester is having compulsory papers of full credit (100 marks) which is having 60 sessions each of 50 minutes duration. The structure of the Course is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory.

III. Learning Outcome based approach to curriculum Planning:-

Nature and Extent of the Programme:- The entire curriculum of BBA is planned to have following learning outcomes:

1. Students should orient towards fundamentals of Accounts, Statistics, Economics and Financial Management, Financial Markets along with Quantitative techniques to handle the financial problems in first two years of their three year program.
2. They will also learn communication skill of English in their first year itself.
3. During first year of their program they will get sensitized towards environment through Environmental Studies course.

4. They will also learn to use fundamentals of Information Technology and Database Systems and Computer Application part-I & part-II under SEC papers during the first two year of the program.
5. Students will learn core courses and general electives with four Discipline Specific Electives in their fifth and sixth semester each.
6. The progression of the program is such that every next semester will use the learning of previous semester(s) and from understanding of the subjects to concept building followed by critical evaluation and application in the real world.
7. Students are also motivated to go for live project and Summer Internship to gain the practical insight from industry which makes their specialized papers understanding more meaningful.

IV. Graduate Attributes:-

1. Academic Excellence:

Sound knowledge of the subjects studied.

2. Professional Efficiency:

Ability to use the knowledge for quality services in financial market in an efficient manner.

3. Social Engagement:

Through their subject knowledge and co-curricular activities serve the society especially to those at bottom of the pyramid.

4. Environmental Sensitivity:

Environmental care has taken prime position because of the threat caused. The students get sensitized through the EVS paper in their first year of study and keep on getting alerts through various other academic and extra-curricular activities. They are also expected to sensitize the society at large on this account.

5. Critical Thinking:

The design of the program itself makes the critical thinking as an integral part.

6. Analytical Bent of Mind:

Critical thinking leads to analysis of the subject i.e. understanding beyond the verbal meaning and establishing cause effect relation.

7. Creativity and Originality:

Regular compulsion of critical thinking and analysis the subject makes the students as original thinker and able to create their own view on the subject.

8. Intellectual Curiosity:

During the process of developing their own view on the subject they tempt to read and learn as much as possible and they become in-quisitive on the topic.

9. Strong Presentation and Communication Skills:

Students are asked to present on the topic assigned to them for the purpose under every paper either individual or in group. This makes their presentation skill strong and they become effective presenter as well as communicator of their innovative ideas/views.

10. Leadership and team spirit:

Working on various assignments both academic and extra-curricular help them in becoming team worker. Since they engage with society at large on different projects which help them to germinate their leadership quality and nurture that into full leadership.

V. Qualification Descriptors for Graduates:-

1. Demonstrate:
 - (i) A coherent understanding of how an industry operates and managed.
 - (ii) Managerial and Analytical skills required in an industry.
2. Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, and their application.
3. Meet one's own needs for start-ups or any entrepreneurial venture.
4. Demonstrate subject-related and transferable skills that are relevant for entry level management positions in diverse industries.
5. Create a sound foundation for students to pursue higher level studies and research in areas of management.

VI. Program Outcomes:-

- Enables students to apply knowledge of management theories and practices to solve business problems.
- Encourages analytical and critical thinking abilities for business decision making.
- Promotes ethical and value-based leadership ability.
- Provides a wide knowledge of all disciplines of the course and training in management of both animate and inanimate entities and develops leadership skills.
- Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
- Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
- Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.
- Makes students capable of recognizing and resolving ethical issues.
- Helps to prepare students for managerial roles and as entrepreneurs.

VII. Program Specific Outcome:-

- Ability to define, analyse the solutions for different business problems and using logical reasoning patterns for evaluating information, materials, and data for practical implementation.
- Provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.
- Apply ethical principles and commitment towards professional ethics and responsibility.
- Function effectively as a member, leader, individual or group in diverse environment.
- Ability to conceptualize a complex issue into a coherent written statement and oral presentation and to communicate effectively on complex activities with technical community.
- Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.

- Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- Ability to demonstrate technical competence in domestic and global arena of business through the study of major disciplines within the fields of business.

VIII. Eligibility for Admission:-

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination.

IX. Assessment/Evaluation of the course:-

Candidates will be Continuously Evaluated/Assessed on the basis of their performance both internally and externally. The Weightage of Internal Marks would be 30% and for Term-end is 70%. The External Marks will be evaluated on the basis of End-term Examination and Internal Marks will be evaluated on the basis of Class Participation and attendance/ Tests/Assignments/Presentations etc. Candidates should mandatory pass separately in both Internal & External Exam.

X. Programme Structure:-

This Programme is designed as per the following structure:

1. Core Courses.
2. Generic Elective.
3. Skill-Enhancement Elective Course.
4. Discipline Specific Elective.
5. Employment Enhancement Compulsory Course.
6. Ability – Enhancement Compulsory Course.
7. Extra-Curricular& General Interest.

XI. Miscellaneous:-

1. **Attendance:** The student must meet the requirement of 75% attendance per semester per course for grant of the term. The institute may condone the shortage in attendance in exceptional circumstances, up to a maximum of 15%. The institute shall have the right to withhold the student from appearing for examination of a specific course if the above requirement is not fulfilled.
2. **Medium of Instruction:** The medium of Instruction & Evaluation shall be English.

XII. Detailed Course List for each category of courses is provided in Annexure I.

XIII. Detailed syllabus of each course is provided in Annexure II.

SYLLABUS FOR B.B.A 2021-2022

| SEMESTER - I | | | | | | |
|--------------------------------------|--|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA101 | Principles of Management | CC-1 | 4 | 30 | 70 | 100 |
| BBA102 | Financial Accounting | CC-2 | 4 | 30 | 70 | 100 |
| BBA103 | Business Economics -I | CC-3 | 4 | 30 | 70 | 100 |
| | Choose Any 104A/104B | AECC-1 | 2 | 15 | 35 | 50 |
| BBA104A | English | | | | | |
| BBA104 B | NCC | | | | | |
| BBA105 | Fundamentals of Information Technology | SEC-1 | 3 | 30 | 70 | 100 |
| BBA106P | Fundamentals of Information Technology (Lab) | SEC-1 | 1 | 20 | 30 | 50 |
| Total | | | 18 | | | |
| Live Project-I (One Week) | | | | | | |

| SEMESTER - II | | | | | | |
|------------------------|--|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA201 | Business Economics – II | CC-4 | 4 | 30 | 70 | 100 |
| BBA202 | Cost Accounting | CC-5 | 4 | 30 | 70 | 100 |
| BBA203 | Organizational Behaviour | CC-6 | 4 | 30 | 70 | 100 |
| BBA204 | Operations and Supply Chain Management | GE-1 | 4 | 30 | 70 | 100 |
| | Choose Any 205A/205B | AECC-2 | 2 | 15 | 35 | 50 |
| BBA205 A | Environmental Studies | | | | | |
| BBA205B | NCC | | | | | |
| BBA206 | Data Base Management System | SEC-2 | 3 | 30 | 70 | 100 |
| BBA207P | Data Base Management System (Lab) | SEC-2 | 1 | 20 | 30 | 50 |
| Total | | | 22 | | | |
| Live Project-II | | | | | | |

| SEMESTER - III | | | | | | |
|-----------------------|-----------------------------------|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA301 | Financial Management | CC-7 | 4 | 30 | 70 | 100 |
| BBA302 | Marketing Management | CC-8 | 4 | 30 | 70 | 100 |
| BBA303 | Human Resource Management | CC-9 | 4 | 30 | 70 | 100 |
| BBA304 | Statistics for Business Decisions | CC-10 | 4 | 30 | 70 | 100 |
| BBA305 | Live Project & Project Report | EECC-1 | 2 | 25 | 25 | 50 |
| BBA306 | Computer Application-I | SEC-3 | 3 | 30 | 70 | 100 |
| BBA307P | Computer Application Lab.- I | SEC-3 | 1 | 20 | 30 | 50 |
| Total | | | 22 | | | |

| SEMESTER - IV | | | | | | |
|--------------------------|--|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA401 | Research Methodology | CC-11 | 4 | 30 | 70 | 100 |
| BBA402 | Business Law | GE-2 | 4 | 30 | 70 | 100 |
| BBA403 | Income Tax | CC-12 | 4 | 30 | 70 | 100 |
| BBA404 | Organization Development & Change Management | CC-13 | 4 | 30 | 70 | 100 |
| BBA405 | Personality Development and Communication Skills | SEC-4 | 2 | 15 | 35 | 50 |
| BBA406 | Computer Application-II | SEC-5 | 3 | 30 | 70 | 100 |
| BBA407P | Computer Application Lab.- II | SEC-5 | 1 | 20 | 30 | 50 |
| Total | | | 22 | | | |
| Summer Internship | | | | | | |

| SEMESTER - V | | | | | | |
|---|---|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA501 | Business Policy and Strategy | CC-14 | 4 | 30 | 70 | 100 |
| BBA502 | Business Ethics & Cooperate Social Responsibility | GE-3 | 4 | 30 | 70 | 100 |
| BBA503 P | Summer Internship Project Report | EECC-2 | 4 | 50 | 50 | 100 |
| SELECT ANY ONE GROUP | | | | | | |
| BANKING & INSURANCE | | | | | | |
| BBA504 | Banking & Insurance | DSE-1 | 4 | 30 | 70 | 100 |
| BBA505 | Banking & Information Technology | DSE-1 | 4 | 30 | 70 | 100 |
| MARKETING MANAGEMENT | | | | | | |
| BBA506 | Marketing Analytics | DSE-2 | 4 | 30 | 70 | 100 |
| BBA507 | Sales & Distribution Management | DSE-2 | 4 | 30 | 70 | 100 |
| HUMAN RESOURCE MANAGEMENT | | | | | | |
| BBA508 | HR Analytics | DSE-3 | 4 | 30 | 70 | 100 |
| BBA509 | Performance Appraisal & Compensation Management | DSE-3 | 4 | 30 | 70 | 100 |
| E-COMMERCE & DIGITAL MARKETING | | | | | | |
| BBA510 | E-Commerce & Social Media Platforms | DSE-4 | 4 | 30 | 70 | 100 |
| BBA511 | Online Content Development and Blogging | DSE-4 | 4 | 30 | 70 | 100 |

| EVENT & PR | | | | | | |
|---------------------------------------|---|-------|-----------|----|----|-----|
| BBA512 | Event Management and Logistics | DSE-5 | 4 | 30 | 70 | 100 |
| BBA513 | Event & Sponsorship Management | DSE-5 | 4 | 30 | 70 | 100 |
| FAMILY BUSINESS & START UP | | | | | | |
| BBA514 | Entrepreneurship & Developing Small Scale Business | DSE-6 | 4 | 30 | 70 | 100 |
| BBA515 | Exploring Business Opportunity, Launching and Sustaining Business | DSE-6 | 4 | 30 | 70 | 100 |
| FINANCE | | | | | | |
| BBA516 | Financial Market Institution and Services | DSE-7 | 4 | 30 | 70 | 100 |
| BBA517 | Financial Analytics | DSE-7 | 4 | 30 | 70 | 100 |
| Total | | | 20 | | | |

| SEMESTER - VI | | | | | | |
|---|------------------------------------|-------------|---|----|----|-----|
| BBA601 | Entrepreneurial Development | GE-4 | 4 | 30 | 70 | 100 |
| BBA602 | Local to Global Management | CC-15 | 4 | 30 | 70 | 100 |
| BBA603 | ECA AND GI * (Report and Viva) | ECA & GI | 2 | 15 | 35 | 50 |
| BBA604 P | Project Report | EECC-3 | 2 | 25 | 25 | 50 |
| SELECT ANY ONE GROUP | | | | | | |
| BANKING & INSURANCE | | | | | | |
| BBA605 | Banking Law & Operations | DSE-1 | 4 | 30 | 70 | 100 |
| BBA606 | Insurance Law & Practice | DSE-1 | 4 | 30 | 70 | 100 |
| MARKETING | | | | | | |
| BBA607 | Advertisement and Brand Management | DSE-2 | 4 | 30 | 70 | 100 |
| BBA608 | New Age Marketing | DSE-2 | 4 | 30 | 70 | 100 |
| HUMAN RESOURCE MANAGEMENT | | | | | | |
| BBA609 | Training and Development | DSE-3 | 4 | 30 | 70 | 100 |
| BBA610 | Leadership | DSE-3 | 4 | 30 | 70 | 100 |
| E COMMERCE & DIGITAL MARKETING | | | | | | |
| BBA611 | Google Ad Words | DSE-4 | 4 | 30 | 70 | 100 |
| BBA612 | Cyber Law and Security | DSE-4 | 4 | 30 | 70 | 100 |

| EVENT & PR | | | | | | |
|---------------------------------------|--|-------|-----------|----|----|-----|
| BBA613 | Event Operation | DSE-5 | 4 | 30 | 70 | 100 |
| BBA614 | Event Productions Process | DSE-5 | 4 | 30 | 70 | 100 |
| FAMILY BUSINESS & START UP | | | | | | |
| BBA615 | Social and Rural Entrepreneurship | DSE-6 | 4 | 30 | 70 | 100 |
| BBA616 | Business Plan, Project Formulation and Preparation | DSE-6 | 4 | 30 | 70 | 100 |
| FINANCE MANAGEMENT | | | | | | |
| BBA617 | Investment Analysis and Portfolio Management | DSE-7 | 4 | 30 | 70 | 100 |
| BBA618 | Goods and Service Tax | DSE-7 | 4 | 30 | 70 | 100 |
| Total | | | 20 | | | |

| CBCS COURSE STRUCTURE FOR BBA | | |
|--|-----------------------------|------------|
| Courses | Credits | |
| Total | | |
| I. Core Course: - | 15X4 | 60 |
| (15 Paper of 4 Credit each) | | |
| II. Elective Courses: - | | |
| 1. Discipline Specific Elective | 4X4 | 16 |
| (4 Paper of 4 Credit each) | | |
| 2. Generic/Open Elective (Inter disciplinary) | 4X4 | 16 |
| (4 Paper of 4 Credit each) | | |
| III. Ability Enhancement Courses: - | | |
| 1. Ability – Enhancement Compulsory Course | 2X2 | 04 |
| (2 Papers of 2 Credits) | | |
| 2. Employment Enhancement Compulsory Course | (2X2) + (1X4) | 08 |
| (2 Paper of 2 Credit and 1 Paper of 4 Credit) | | |
| 3. Skill-Enhancement Elective Course | (4X1) + (1X2) +(4X3) | 18 |
| (4 Papers of 1 Credit, 1 paper of 2 credits and 3 Paper of 3 Credit) | | |
| 4. ECA and GI | 1X2 | 02 |
| (1 paper with 2 credit) | | |
| | | |
| Total Credits: | | 124 |

IMPORTANT ABBREVIATIONS: -

| CATEGORY | DESCRIPTION |
|-----------------|--|
| 1. CC | Core Course |
| 2. GE | Generic Elective |
| 3. SEC | Skill-Enhancement Elective Course |
| 4. DSE | Discipline Specific Elective |
| 5. EECC | Employment Enhancement Compulsory Course |
| 6. AECC | Ability – Enhancement Compulsory Course |
| 7. ECA & GI | Extra-Curricular& General Interest |

SEMESTER - I

BBA

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| SEMESTER - I | | | | | | |
|--------------------------------------|--|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA101 | Principles of Management | CC-1 | 4 | 30 | 70 | 100 |
| BBA102 | Financial Accounting | CC-2 | 4 | 30 | 70 | 100 |
| BBA103 | Business Economics -I | CC-3 | 4 | 30 | 70 | 100 |
| | Choose Any One 104A /104B | AECC-1 | 2 | 15 | 35 | 50 |
| BBA104A | English | | | | | |
| BBA104B | NCC | | | | | |
| BBA105 | Fundamentals of Information Technology | SEC-1 | 3 | 30 | 70 | 100 |
| BBA106P | Fundamentals of Information Technology (Lab) | SEC-1 | 1 | 20 | 30 | 50 |
| Total | | | 18 | | | |
| Live Project-I (One Week) | | | | | | |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - I | Course: Core: CC-1 |
| Name of the Course: PRINCIPLES OF MANAGEMENT | Course Code: BBA101 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of the course is to familiarize the learner with emerging management theories and practice for reflective and holistic thinking on management principles and practices.

Course Outcome: After completing the course, the student shall be able to:

CO1: Understand the evolution of management and apprehend its effect on future managers.

CO2: Analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.

CO3: Comprehend the changes happening in organization structure over time.

CO4: Analyze the relationship amongst functions of management i.e. planning, organizing, directing and controlling.

CO5: Appreciate the changing dynamics of management practice.

Unit I

Contact Hours: 12

Meaning and importance of management: Coordination mechanisms in organizations, management as an eclectic modern discipline; Theory base of management- classical, neo-classical and modern constructions of management; Managerial functions, roles (Mintzberg), levels and competencies.

Unit II

Contact Hours: 12

Organizational objective setting; Decision Making: environment (certainty, risk, uncertainty), and techniques for individual and group decision-making; Forecasting and Scheduling; Planning vis-à-vis Strategy - meaning and elements of environment of business firm –micro (immediate), meso (intermediate e.g. industry), macro (domestic); Industry structure, Business-level strategic planning.

Unit III

Contact Hours: 12

Division of Labor; Decentralization and Delegation; Organizational forms (Mintzberg); Factors affecting organizational design; Departmentalization; Staffing as a function; Organizational structures and Organograms- traditional and modern - comparative suitability and changes over time, formal- informal organizations' interface.

Unit IV

Contact Hours: 12

Motivation – meaning, importance and factors affecting motivation; Leadership – meaning, importance and factors affecting leadership, leadership styles, and followership; Principles of controlling; relationship amongst planning, organizing, directing and controlling; Performing controlling function; Measures of controlling and accountability for performance.

Unit V
Contact Hours: 12

Management challenges of the 21st Century; Factors reshaping and redesigning management purpose, performance and reward perceptions- internationalization; Digitalization: Entrepreneurship & innovation; Values & ethics, holistic purpose and measures of firm performance; Workplace diversity; Democracy and Sociocracy; Subaltern management ideas from India.

Text Book:

- 1 Kumar, Pradeep. Management: principles and applications. JSR Publication House LP Delhi. 2019.

Reference Books:

- 1 Drucker, P. F. (2006). The Practice of Management. Newyork: Harper & Row.
2. Griffin. Management Principles and Application. Cengage, 12th Edition.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|---|
| I | Knowledge of fundamentals of management from theories and role of managers. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Assignment/Quiz. |
| II | Generating knowledge about the market environment for better decision making. | Application Based learning/Case Study/Video/Role-Play, Lecture. | Evaluation of Students on the basis of Class test. |
| III | Comprehension of the basic concepts related to factors affecting organizational structure and design. | Presentation/Video/Case Study/Life Project. | Evaluation of Students on Live Project/ Case Study. |
| IV | Acknowledging the significance of leadership, motivation and controlling. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Class test. |
| V | Synthesis of new era challenges of management and value and ethics. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/Survey. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - I | Course: Core: CC-2 |
| Name of the Course: FINANCIAL ACCOUNTING | Course Code: BBA102 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course provides conceptual knowledge of financial accounting and the techniques for preparing accounts in different types of business organizations.

Course Outcome: After completing the course, the student shall be able to:

CO1: Understand the theoretical framework of accounting and to prepare financial statements.

CO2: Determine depreciation and value of inventory.

CO3: Learn accounting for hire purchase transactions, leases, branches and departments.

CO4: Understand the concepts of partnership firm and prepare accounts for dissolution of a partnership firm.

CO5: Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting.

Unit I

Contact Hours: 12

Conceptual Framework: Accounting principle, Concepts and Conventions introduction to Accounting Standards and Indian Accounting Standards (AS& Ind AS), Accounting Process: Journal, Ledger, Trial Balance, Financial Statements (overview) Capital Expenditure (and Receipts), Revenue Expenditure (and Receipts) and Deferred Revenue Expenditure. Preparation of Financial Statement of a profit-making sole proprietorship trading firm with additional information, Preparation of Financial Statements of a not-for profit organizations.

Unit II

Contact Hours: 12

Accounting for Plant Property and Equipment & Depreciation: Meaning of Depreciation, Depletion and amortization, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method, Inventory Valuation: Meaning, Significance of Inventory Valuation, Inventory Record System-periodic and Perpetual, Methods of Inventory Valuation-FIFO, LIFO and Weighted Average.

Unit III

Contact Hours: 12

Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Leases: Concept, Classification of leases (Simple practical problems), Accounting for Branches (excluding foreign branches): Dependent branches ('Debtor's system' and 'Stock & debtors System') and overview of Independent branches. Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses, Methods of departmental accounting (excluding memorandum stock and memorandum mark-up account method).

Unit IV
Contact Hours: 12

Partnership accounts: Fundamentals, Admission, Retirement and Death of a partner (only an overview), Accounting for Dissolution of Partnership Firm: Dissolution of Partnership Firm including Insolvency of partners (excluding sale to a limited company), Gradual realization of assets and piecemeal payment of liabilities.

Unit V
Contact Hours: 12

Computerized Accounting System: Computerized accounts by using any popular accounting software: Creating a company; Configure and Features settings; Creating Accounting Ledgers and Groups, Creating Stock items and Groups; Vouchers Entry; Generating Report – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Selecting and Shutting a Company; Backup and Restore of Data of a Company.

Text Book:

1. Tulsian, PC. Financial Accounting, Tata McGraw Hill New Delhi 2nd Edition. 2016.

Reference Books:

1. Sehgal, Ashok & Deepak Sehgal. Fundamentals of Financial Accounting, Taxmann.
2. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting, Taxmann.
3. Kumar, Alok. Financial Accounting, Singhal Publication.
4. Lt Bhupinder. Financial Accounting – Concepts and Applications, Cengage.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|---|
| I | Knowledge of the theoretical framework of accounting and to prepare financial statements. | Presentation/Case Study/ Lecture/Experiential learning. | Evaluation of Students on the basis of Assignment/Quiz. |
| II | Computation of Depreciation and valuation of inventory. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluating student on the basis of class test. |
| III | Knowledge of accounting for hire purchase transactions, leases, branches and departments. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on the basis of Assignment/Quiz. |
| IV | Improved knowledge of the concepts of partnership firm and preparation of accounts for dissolution of a partnership firm. | Presentation/Video/Case Study/Research Study. | Evaluating student on the basis of class test. |
| V | Acquired skill for preparation of trading and profit and loss account and balance sheet using computerized accounting. | Presentation/Video/Case Study/Research Study. | Evaluation on the basis of Presentation. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - I | Course: Core: CC-3 |
| Name of the Course: BUSINESS ECONOMICS I | Course Code: BBA103 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The purpose of this course is to apply business economic concepts and techniques in evaluating business decisions taken by firms.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To explain the mechanics of supply and demand in allocating goods and services and resources.

CO2: To describe how changes in demand and supply affect markets.

CO3: To understand the choices made by a rational consumer.

CO4: To identify relationships between production and costs.

CO5: To define key characteristics and consequences of different forms of markets.

Unit I

Contact Hours: 12

Meaning, Nature and Scope of Business Economics – Micro and Macro, Basic Economic Problems, Market forces in Solving Economic Problems.

Unit II

Contact Hours: 12

Concept of Demand, Elasticity of Demand, Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue, Concept and Law of Supply, Factors Affecting Supply.

Unit III

Contact Hours: 12

Cost of Production: Social & Private Costs of Production, difference between Economic and Accounting Costs, Long Run and Short Run Costs of Production. Economies and Diseconomies of Scale and the Shape of the Long Run Average Cost.

Unit IV

Contact Hours: 12

Perfect Competition- Equilibrium of Firm and Industry under Perfect Competition, Monopoly – Price Determination under Monopoly, Monopolistic Competition – Price and Output Determination under Monopolistic Competition.

Unit V

Contact Hours: 12

The consumption decision: preferences and their representation with indifference curves; budget constraints; a consumer's optimum choice; income and substitution effects; labour supply and savings decisions.

Text Book:

1. S.K. Misra, V.K. Puri, Micro Economics –I, Himalaya Publishing House, New Delhi 38th edition 2019.

Reference Books:

1. Dr. Girijashankar, Business Economics (Micro), AtharvaPrakashan, Pune.
2. Dr. S.K. Singh, Business Economics, SahityaBhawan Publications, New Delhi.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge and understanding of nature and Scope of Business Economics. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of concept of Demand. | Application Based learning/Case Study/Video/Role -Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Improved understanding of cost of production. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of Market structure. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Improved knowledge of consumption decision. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - I | Course: Core: AECC-1 |
| Name of the Course: ENGLISH | Course Code: BBA104 |
| Total Marks for Evaluation: 50 (Internal Marks: 15 External Marks: 35) | No. of Contact hours: 30 |

Objectives: The objective of this course is to develop an understanding of English Language.

Course Objective

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

CONTENTS

| | |
|--|-----------|
| Unit I: Introduction: | 06 |
| Theory of Communication, Types and modes of Communication, Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English | |
| Unit II: Language of Communication: | 06 |
| Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English | |
| Unit III: Speaking Skills: | 06 |
| Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, Regional influences on English, Convergence and divergence, Linguistic Imperialism, | |
| Unit IV: Reading and Understanding- | 06 |
| Close Reading, Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts | |
| Unit V: Writing Skills | 06 |
| Documenting Report Writing Making notes Letter writing, Writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters | |

Course outcome:

It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

Recommended Readings:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBrati Biswas

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|--|--|
| I | Knowledge of Types and modes of Communication. | Presentation/Case Study/Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Language of Communication. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively by Speaking Skills. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge about reading, analysis and interpretation. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| V | Identify and properly use the Business Etiquettes and communicate effectively with varied stakeholders Report and Resume Writing. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - I | Course: Core: SEC-1 |
| Name of the Course: FUNDAMENTALS OF INFORMATION TECHNOLOGY | Course Code: BBA105 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: Give students an in-depth understanding of why computers are essential components in business, education and society.

Course Outcome: The successful completion of this course shall enable the student to:

CO1: Bridge the fundamental concepts of computers with the present level of knowledge of the students.

Unit I

Contact Hours: 15

Introduction to Computers: -The evolution of computers – Computer Generation from First Generation to Fifth Generation, Classifications of Computers – Micro, Mini, Mainframe and Super Computers, Distributed Computer Systems, Parallel Computers. Computer Hardware - Major Components of a Digital Computer, Block Diagram of Computer, Input-Output devices, Description of Computer Input Units, Output Units, CPU Computer Memory – Memory Cell, Memory Organization, Read Only Memory, Serial Access Memory, Physical Devices Used to construct Memories, Magnetic Hard Disk, floppy Disk Drives, Compact Disk Read Only Memory, Magnetic Tape Drive.

Unit II

Contact Hours: 15

Number System: -Decimal, Binary, Octal, Hexa-decimal, Conversion – Decimal to all other number systems, Binary to octal and Hexa Decimal, Addition of binary numbers, Binary subtraction, Use of complements to represent negative numbers, Conversion of a binary fraction to a decimal fraction and decimal to binary fraction, Binary Coded Decimal (BCD), ASCII Codes, EBCDIC codes, Gray codes, Unicodes. Algorithm and Flowcharts: Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples.

Unit III

Contact Hours: 15

Computer Software: -System software, assemblers, compilers, interpreters, linkers Elementary, Operating System concepts, different types of operating systems, Application Software. Introduction to MS Office (MS-Word, MS Power Point, MS-Excel) Computer programming and Languages: Algorithms, flow chart, decision tables, pseudo code, Low level languages and introduction to high level languages.

Unit IV
Contact Hours: 15

Data Communication and Computer Networks: Data Transmission mode, Data transmission media, Digital and Analog Transmission, what is computer Network? Network types, Network topologies, Communication Protocol, OSI Model. The Internet: Definition, Brief History, Network Types (LAN, WAN and MAN), Client and Servers, Intranet, Extranet. Basic Services, Email, File Transfer Protocol, Telnet, Usenet News, Terminologies related to Internet: Protocol, Domain name, IP address, URL, World Wide Web. Overview of Various Services on Internet: E-mail, FTP, Telnet, Chat, Instant Messaging, Internet Search Tools: Gopher, Archie, World Wide Web. WWW Browsers: Line Browsers, Graphical Browsers, Java Enabled Browsers. Uses of the Internet: Internet Service Providers and Types of Internet Connection: Direct/Leased line Connection, Remote Dial up Connection, SLIP/PPP Connection.

Text Book:

1. Alex Leon & Mathews Leon, "Fundamentals of Information Technology", Leon Techworld, 10th Edition 2017.

Reference Books:

1. V. Raja Raman, "Introduction to Computers", PHI.
2. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing House.
3. Norton Peter, "Introduction to computers", 10th Ed., TMH.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|---|
| I | Knowledge of theoretical concept of computers. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment Evaluation/Quiz. |
| II | Improved understanding of number systems. | Application Based learning/Lecture/ Presentation. | Evaluation of Students on the basis of Application-Based Activity/Evaluation, Assignment/Class test. |
| III | Application of software's. | Presentation/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project/ Assignment. |
| IV | Comprehensive awareness of computer networks. | Presentation/Case Study/Live Project. | Evaluation of Students based on Networking Study Presentation/ Assignment Evaluation/Class test. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - I | Course: Core: SEC-1 |
| Name of the Course: FUNDAMENTALS OF INFORMATION TECHNOLOGY (LAB) | Course Code: BBA106P |
| Total Marks for Evaluation: 50 (Internal Marks: 20 External Marks: 30) | No. of Contact hours: 30 |

Objectives: Give students an in-depth understanding of why computers are essential components in business, education and society.

Course Outcome: The successful completion of this course shall enable the student to:

CO1: Understand the practical concepts of MS Word, MS Excel and MS Power Point.

Unit I

Contact Hours: 10

MS-WORD:

1. Text Manipulations.
2. Usage of Numbering, Bullets, Tools and Headers.
3. Usage of Spell Check and Find and Replace.
4. Text Formatting.
5. Picture Insertion and Alignment.
6. Creation of Documents Using Templates.
7. Creation of Templates.
8. Mail Merge Concept.
9. Copying Text and Picture from Excel.
10. Creation of Tables, Creation of Tables Formatting Tables.
11. Splitting the Screen.
12. Opening Multiple Document, Inserting Symbols in Documents.

Unit II
Contact Hours: 10
MS –EXCEL:

1. Creation of worksheet and Entering Information.
2. Aligning, Editing Data in Cell.
3. Excel Function (Date, Time, Statistical, Mathematical, Financial Functions).
4. Changing of Column Width and Row Height (Column and Range of Column).
5. Moving, Copying, Inserting and Deleting Rows and Columns.
6. Formatting Numbers and Other Numeric Formats.
7. Drawing Borders Around Cells.
8. Creation of Charts Raising Movind.
9. Changing Chart Type.
10. Controlling the Appearance of a Chart.

Unit III
Contact Hours: 10
MS-POWER POINT Working with Slides:

1. Creating, saving, closing presentation.
2. Adding Headers and footers.
3. Changing Slide layout.
4. Working fonts and bullets.
5. Inserting Clip art: Working with clipart.
6. Applying Transition and animation effects.
7. Run and Slide Show.

Text Book:

1. Sinha P K, “Fundamentals of Computer” – BPB Publication. 6th Edition.

Reference Books:

1. Raman Raja V- “Fundamentals of Computer” - PHI.
2. Norton Peter- “Introduction to Computer” TMH.
3. Sharma Upadhaya and Agrawal, “Elementary Computer Application”, Panchsheel Prakashan Jaipur.
4. Leon Alexis, Lecon Mathews, “Fundamental of Information Technology”, VPH.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|-------------------------------------|--|--|
| I | Knowledge of MS-WORD. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Improved understanding of MS-EXCEL. | Application Based learning/Case Study/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Application of MS-POWER POINT. | Presentation/Case Study. | Evaluation of Students on Presentation on Live Project, Assignment. |

SEMESTER - II

BBA

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| SEMESTER - II | | | | | | |
|------------------------|--|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA201 | Business Economics – II | CC-4 | 4 | 30 | 70 | 100 |
| BBA202 | Cost Accounting | CC-5 | 4 | 30 | 70 | 100 |
| BBA203 | Organizational Behaviour | CC-6 | 4 | 30 | 70 | 100 |
| BBA204 | Operations and Supply Chain Management | GE-1 | 4 | 30 | 70 | 100 |
| | Choose Any One 205A /205B | AECC-2 | 2 | 15 | 35 | 50 |
| BBA205 A | Environmental Studies | | | | | |
| BBA205 B | NCC | | | | | |
| BBA206 | Data Base Management System | SEC-2 | 2 | 15 | 35 | 50 |
| BBA207 P | Data Base Management System (Lab) | SEC-2 | 2 | 20 | 30 | 50 |
| Total | | | 22 | | | |
| Live Project-II | | | | | | |

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| Name of the Program/Semester: BBA - II | Course: Core: CC-4 |
| Name of the Course: BUSINESS ECONOMICS- II | Course Code: BBA201 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course introduces students to the basics of Macroeconomics and International Economics. The objective of this course is to familiarize students with the fundamentals of macroeconomics and to emphasize the importance of assessing the external macro environment by businesses in order to survive and prosper. The course introduces students to the basic macroeconomic variables.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To identify the basic macroeconomic variables.

CO2: To identify economic growth and its determinants.

CO3: To identify international factors affecting economies.

CO4: To Analyze policies and its role.

CO5: To Assess the external macro environment.

Unit I

Contact Hours: 12

Concepts of Macro Economics: Definition, importance, growth, limitations of Macro-Economics, Macro-Economic Variables, Circular flow of income in two, three, four sector economy, relation between leak ages and injections in Circular Flow.

Unit II

Contact Hours: 12

Macro Market Analysis: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, relationship between saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment.

Unit III

Contact Hours: 12

National Income: Concepts, definition, methods of measurement, National income in India, problems in measurement of National Income & precautions in estimation of National Income. National Income: determination in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

Unit IV

Contact Hours: 12

Money Market: Functions and forms of money, demand for Money-Classical, Keynesian and Friedmanian Approach, measures of Money Supply, Quantity Theory of Money, Inflation and Deflation.

Unit V

Contact Hours: 12

Equilibrium of Product and Money Market: This IS-LM Model, Product Market and Money Market, Derivation, Shift. Equilibrium of IS-LM curve. Application of IS-LM Model in Monetary and Fiscal Policy.

Text Book:

1. Chaturvedi, D. D and Anand Mittal.: Business-Economics II (GGSIPU Edition), Brijwasi Book Distributors, 2016.
2. Dwivedi, D. N.; Macro Economics, Tata McGraw Hill, 5th Edition.
3. Introductory Macro Economics, Taxmann's, msSangeeta&ms Vaishali Kapoor.

Reference Books:

1. Mishra, S. K. and V. K. Puri; Modern Macro-Economic Theory, Himalaya Publishing House, 2016.
2. Edward Shapiro; Macro-Economic Analysis, Tata McGraw Hill, 2019.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|--|-----------------------------|
| I | Knowledge of the basic macroeconomic variable. | Lectures/ discussion/ case study. | Short Reports /Assignment. |
| II | Improved awareness towards economic growth and its determinants. | Lectures/ discussion/ case study. | Class test/Presentation. |
| III | Analyzing policies and its role. | Lectures/ Discussion/ experiential learning. | Short notes/ Live Projects. |
| IV | Assessing the external macro environment. | Lectures/ interactive discussions. | Tests /Assignments. |
| V | Analyzing international factors affecting economies. | Lectures/ interactive discussions. | Short Reports/ Tests/ Quiz. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - II | Course: Core: CC-5 |
| Name of the Course: COST ACCOUNTING | Course Code: BBA202 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the process of costing related with the basic function and management challenges in the emerging perspective in finance area.

Course Outcome: The successful completion of this course shall enable the student to:

CO1: Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.

CO2: Exercise appropriate judgement in selecting and learning material/ inventory control concepts.

CO3: Plan, design and execute labour requirement and procedures under different plans, and concepts.

CO4: Understanding overheads and its ascertainment using different treatment techniques and practices.

CO5: Learn problems relevant to different types of cost using ideas and techniques some of which are at forefront of the discipline.

Unit I

Contact Hours: 12

Meaning and Scope of Cost Accounting: Basic Cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing.

Unit II

Contact Hours: 12

Materials Control: Meaning – Steps Involved - Material and Inventory – Techniques of Material/Inventory Control – Valuation of Incoming & Outgoing Material – Material Losses.

Unit III

Contact Hours: 12

Labour Cost Control: Direct and Indirect Labour, Steps involved – treatment of Idle Time, Holiday Pay, Overtime etc. in Cost Accounts, Casual Workers & Out Workers, Labour Turnover, Methods of Wage Payment, Incentive Plans.

Unit IV

Contact Hours: 12

Overheads: Meaning and Classification of Overheads – Treatment of specific items of Overheads in Cost Accounts – Stages involved in Distribution of Overheads – Methods of Absorption of Overheads- Treatment of Under and Over Absorption of Overheads.

Unit V

Contact Hours: 12

Methods of Costing: Single Output Costing, Job Costing, Contract & Batch Costing Process Costing (including Joint Products and By-Products and Inter-Process Profits), Operating/Service Costing. (Transport & Power House only).

Text Book:

1. Arora M.N, Cost Accounting 2nd Edition, Vikas Publishing House Pvt. Ltd. 2021.

Reference Books:

1. Horngren; Cost Accounting, 16th edition, Pearson India.
2. Gowda, J. Made: Advanced Cost Accounting, Himalaya Publishing House.
3. Maheshwari, S. N. and S. N. Mittal; Cost Accounting -Principles & Practice, A Mahavir Publication.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|--|---|
| I | Recognition and application appropriate theories, principles and concepts relevant to cost accounting. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Assignment/Quiz. |
| II | Synthesis of appropriate judgement in selecting and learning material/ inventory control concepts. | Application Based learning/Case Study/Lecture. | Evaluating student on the basis of class test. |
| III | Knowledge of labour cost control. | Presentation/Case Study. | Evaluation of Students on the basis of Assignment/Quiz. |
| IV | Synthesis of overheads and its ascertainment using different treatment techniques and practices. | Presentation/Video/ Case Study/Research Study. | Evaluating student on the basis of class test. |
| V | Application and analysis of different methods of costing. | Presentation/ Quiz. | Evaluation of Students on the basis of Quiz. Presentation on leading manufacturing concern and their cost accounting. |

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| Name of the Program/Semester: BBA - II | Course: Core: CC-6 |
| Name of the Course: ORGANIZATIONAL BEHAVIOR | Course Code: BBA203 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of the course is to help students develop an understanding of the basic management concepts and behavioural processes in organizations which are important for them to adapt to the changing corporate environment.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understanding the concept of organizational behavior.

CO2: To strengthening the foundations of individual behavior with an understanding of human personality, perception, learning and emotions.

CO3: To understanding the process of leadership.

CO4: To understanding the behavioral approach to Managerial decision-making.

CO5: To develop an understanding of teams and groups in organizations.

Unit I

Contact Hours: 12

Organizational Behavior – Definition, Nature, Understanding Human Behavior through the eyes of OB, Contribution of OB to different disciplines, Different models of OB, Research Foundation of OB, Hawthorne Studies, Theory X, Theory Y, Theory Z.

Unit II

Contact Hours: 12

Individual Behaviour - Basic Psychological Process - Personality, Determinants of Personality-Personality Traits- Perception, factors affecting perception - Learning, Theories of Learning-Social Learning. Motivation – Theories of Motivation (Maslow's, Herzberg, McGregor, X and Y theory) Financial and Non-Financial Motivation.

Unit III

Contact Hours: 12

Leaderships- Types - Theories of Leadership (Trait theory, Michigan Studies etc) Modern Approach to Leadership Theories - Leadership Styles.

Unit IV

Contact Hours: 12

Behavioral Dynamics: Interpersonal Relationship or Behaviour, Nature, Analysis of Interpersonal Analysis, Transactional Analysis, Types of Transactions Analysis.

Unit V

Contact Hours: 12

Group Behavior & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development Team; Concept of Team Vs. Group; Types of teams.

Text Book:

1. R. K. Chopra, Organizational Behavior, Arise Publishers & Distributors, New Delhi 16th edition 2019.
2. K. Aswathappa, Organizational Behavior, Himalaya Publishing House, New Delhi 12th edition 2018.

Reference Books:

1. Fred Luthans, Organizational Behavior, Tata McGraw Hill.
2. Robin. S. P. Organizational Behavior, Prentice Hall India, New Delhi.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of concept of Organizational Behaviour. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Improved understanding of Individual Behaviour. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Knowledge of Leadership and followership concept. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Improved understanding of Behavioral Dynamics. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Practical exposure of work teams and groups. | Video on group dynamics and discussion to understand group roles; role plays to understand the concepts of teams. | Exercise, cases and quiz. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - II | Course: Core: GE-1 |
| Name of the Course: OPERATIONS AND SUPPLY CHAIN MANAGEMENT | Course Code: BBA204 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course is designed to help the students understand the role of operations in improving the efficiency of an organization including both manufacturing and service one and also help them appreciate the linkage of operations with corporate strategy.

Course Outcome: The successful completion of this course shall enable the student to:

CO1: Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business.

CO2: Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location.

CO3: Understand different types of production processes and facility layout suitable for manufacturing different categories of products and how different processes could be analyzed with the help of process flow charts.

CO4: Understand the elemental processes involved in designing a product and a service.

Unit I

Contact Hours: 12

System Concept of Production, Types of Production System, Productivity, World Class Manufacturing. Process Planning & Design, Value Analysis/ Value Engineering, Make or Buy Decision, Capacity Planning, Forecasting: Demand Patterns, Measures of forecasting, Forecasting Models: Simple Moving Average Method, Weighted Moving Average, Simple (single) Exponential Smoothing, Linear Regression, Delphi Method.

Unit II

Contact Hours: 12

Facility Location: Factors influencing Plant Location, Break Even Analysis. Plant Layout & Materials Handling: Classification of Layout, Advantages and Limitations of Process Layout, Advantages and Limitations of Product Layout, Advantages and Limitations of Group Technology Layout..

Unit III

Contact Hours: 12

Line Balancing: Concept Mass Production system, Objective of Assembly Line Balancing, Rank Positional Weight Method.

Unit IV

Contact Hours: 12

Nature of Aggregate Planning Decisions, Aggregate Planning Strategies, Aggregate Planning Methods: Heuristic Method, Transportation Model for Aggregate Planning. Material Requirement Planning: Product Structure/Bill of Materials (BOM), MRP Concept Single Machine Scheduling: Types of Scheduling, Concept of Single Machine Scheduling, SPT Rule to Minimize Mean Flow Time, Minimizing Weighted Mean Flow Time, EDD Rule to Minimize Maximize Lateness, Flow Shop Scheduling.

Unit V

Contact Hours: 12

Supply Chain Management: Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, SC strategies, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment.

Text Book:

1. Operations and Supply chain Management (SIE) 15th edition 2018 by Richard B. Chase, Ravi Shankar, F. Jacobs.

Reference Books:

1. Operations and Supply chain Management 8th Edition by Russel & Taylor 2015.
2. Operations and Supply chain Management Pearson 5th edition.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|--|---|
| I | Knowledge of the role of operations and production in both manufacturing and service organizations and the significance of operations strategy in overall business. | Discussion & Presentation/Tour in a organization/ Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Analysis and application suitable production strategies to be adopted for meeting varying level of demand depending on the type of product and nature of demand and also an appropriate volume of input materials to be procured at a particular point of time depending on production schedule and available inventory. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test, Quiz. |
| III | Improved understanding of the role of supply chain in an organization and the significance of supply chain strategy in overall business. | Presentation/ Video/Case Study. | Quiz, Assignment. |
| IV | Knowledge of different modes of transportation, different design options of transportation network in a supply chain, their applicability under different contexts and the trade-offs in transportation design. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. Quiz. |
| V | Synthesis of the role of supply chain in an organization and the significance of supply chain strategy in overall business. | Theory and concepts would be introduced through lecture and experience sharing. Supply chain strategy would be discussed through a case. | Case analysis Evaluation of Students based on Research Study Presentation, Assignment Evaluation, and Class test. Quiz. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - II | Course: Core: AECC-2 |
| Name of the Course: ENVIRONMENTAL STUDIES | Course Code: BBA205A |
| Total Marks for Evaluation: 50 (Internal Marks: 15 External Marks: 35) | No. of Contact hours: 30 |

Objectives: To ensure that the students not only understand commerce but also give significance to the environment its usefulness and limitations.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand fundamentals of environment.

CO2: To understand about the concept of natural resources.

CO3: To understand about the concept biodiversity and conservation.

CO4: To understand environmental pollution.

CO5: To understand Human Communities and the Environment.

Unit I

Contact Hours: 06

Introduction to Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development, Ecosystems: What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit II

Contact Hours: 06

Natural Resources : Renewable and Non-renewable Resources, Land resources and land use change; Land degradation, soil erosion and desertification, Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations, Water; Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state), Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit III

Contact Hours: 05

Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots
India as a mega-biodiversity nation; Endangered and endemic species of India, Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity, Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit IV
Contact Hours: 09

Environmental Pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste, Pollution case studies, Environmental Policies & Practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture, Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD), Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit V
Contact Hours: 04

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons; case studies, Disaster management: floods, earthquake, cyclones and landslides, Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36---37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29---64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|--|--|
| I | Knowledge of nature of ecosystems. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of energy resources. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Analyze biodiversity and its measures to conserve. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of environmental policies & practices. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Detailed Knowledge about environmental ethics. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - II | Course: Core: SEC-2 |
| Name of the Course: DATA BASE MANAGEMENT SYSTEM | Course Code: BBA206 |
| Total Marks for Evaluation: 50 (Internal Marks: 15 External Marks: 35) | No. of Contact hours: 30 |

Objectives: The objective of this course is to develop an understanding of Data Base Management System.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concept of database system.

CO2: To understand about the Entity Relationship Model.

CO3: To understand about the Relational Model.

CO4: To understand about schema refinement & normal forms.

Unit I

Contact Hours: 06

Introduction of Database Systems: File System versus a DBMS Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS.

Unit II

Contact Hours: 06

Entity Relationship Model: Overview of Database Design, Entities, Attributes, and Entity Sets, Relationships and Relationship Sets, Additional Features of the ER Model, Conceptual Database Design with the ER Model – Entity versus Attribute, Entity versus Relationship.

Unit III

Contact Hours: 06

Relational Model: Introduction to Relational Model, Foreign Key Constraints, Enforcing integrity Constraints, Querying Relational Data, Logical Database Design: ER to Relation, Introduction to Views, Destroying/Altering Tables and Views, Codd Rules.

Unit IV

Contact Hours: 06

Schema Refinement & Normal Forms: Introduction to Schema Refinement, Functional Dependencies, Examples Motivation Schema Refinement, Reasoning about Functional Dependencies, Normal Forms, Decompositions, Normalization (Up to 3rd Normal Form).

Unit V

Contact Hours: 06

Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules,; Database Creation and Manipulation; SQL Queries: the Form of a Basic SQL Query, Union, Intersect, and Expect, Introduction to Nested Queries, Aggregate Operators, Null Values.

Text Book:

1. Elmasri and Navathe, (2017), Fundamentals of Database Systems, 13th edition, Pearson Education.

Reference Books:

1. Ramakrishnan, R. and Gehrke, J. (2007), Database Management Systems, 3rd edition, McGraw Hill Education.
2. Kanan,. A. and Date, C. J., (2006), an Introduction to Database System, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of Database Systems concepts. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Entity Relationship Model. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Synthesis of Relational Model. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Practical application of schema Refinement & Normal Forms. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Objects Concept. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - II | Course: Core: SEC-2 |
| Name of the Course: DATA BASE MANAGEMENT SYSTEM (LABS) | Course Code: BBA207P |
| Total Marks for Evaluation: 50 (Internal Marks: 20 External Marks: 30) | No. of Contact hours: 30 |

Objectives: To develop the skills to use MS ACCESS of the undergraduate students. The students should be able to create multiple documents using database management systems.

Course Outcome: The successful completion of this course shall enable the student:

CO1: Demonstrate the skills to design and create reports using DBMS.

CO2: To create tables, reports and labels using data base management systems.

1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting fields criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. Creating Labels and Mail-Merge Documents: Using the Label Wizard, using Custom Labels, Printing Multiple Labels and Merging Access Data with Word Documents.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| S.No. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|--------------|--|---|--|
| I | Knowledge and Familiarity with Access Objects. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge in more specific how to create Database and tables. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively by Creating Queries and forms. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and properly prepare Reports and Labels and Mail-Marge Documents. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

SEMESTER - III

BBA

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| SEMESTER - III | | | | | | |
|-----------------------|-----------------------------------|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA301 | Financial Management | CC-7 | 4 | 30 | 70 | 100 |
| BBA302 | Marketing Management | CC-8 | 4 | 30 | 70 | 100 |
| BBA303 | Human Resource Management | CC-9 | 4 | 30 | 70 | 100 |
| BBA304 | Statistics for Business Decisions | CC-10 | 4 | 30 | 70 | 100 |
| BBA305 | Live Project & Project Report | EECC-1 | 2 | 25 | 25 | 50 |
| BBA306 | Computer Application-I | SEC-3 | 3 | 30 | 70 | 100 |
| BBA307 P | Computer Application Lab.-I | SEC-3 | 1 | 20 | 30 | 50 |
| Total | | | 24 | | | |

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| Name of the Program/Semester: BBA - III | Course: Core: CC-7 |
| Name of the Course: FINANCIAL MANAGEMENT | Course Code: BBA301 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.

Course Outcome: The successful completion of this course shall enable the student:

CO1: Explain the concept of fundamental financial concepts, especially time value of money.

CO2: Apply capital budgeting projects using traditional methods.

CO3: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.

CO4: Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.

Unit I

Contact Hours: 12

Introduction to Financial Management: Nature, Scope and Environment of Financial Management, Agency Problem, Financial Goals, Financial and Profit Planning – Value and Return – Valuation of Bonds and Shares.

Unit II

Contact Hours: 12

Time Value of Money: Capital Budgeting – Nature and significance – Time Value of Money – Discounting and Compounding, Annuity and Perpetuity – Methods for Evaluating Capital Expenditure Proposals, Computation of Cost of Capital.

Unit III

Contact Hours: 12

Portfolio Analysis: Risk and Return: Portfolio Theory and Asset Pricing Models. (CAPM & APT) Beta Estimation and Cost of Equity Analysis and Interpretation of Financial Statements using the Techniques of Ratio Analysis and Funds Flow Analysis, DU-PONT Analysis.

Unit IV

Contact Hours: 12

Working Capital Management:– Nature of Working Capital – Need for Working Capital Estimation of working Capital Requirement, Financing Working Capital Requirement, Commercial Papers Management of Cash and Receivables – Factoring.

Unit V

Contact Hours: 12

Leverage Analysis & Capital structure: Leverage Analysis, Financial Leverage, Operating Leverage, Compound Leverage. Significance of Leverage, its Effect on Profit, its Impact on Cost of Capital and Firms ability to raise Capital. Capital Structure: Theory and Practice. Relevance of Capital Structure.

Text Books:

1. M Khan and P K Jain, Financial Management, Tata McGraw – Hill Publishing Co. Ltd., New Delhi. 2018. 6th Edition.

Reference Books:

1. I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd., New Delhi.
2. James C Van Horne, Financial Management and Policy, Prentice Hall of India, New Delhi.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Improved knowledge of theoretical framework of Financial Management. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Sound awareness of discounting and compounding techniques. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Analyze and interpret financial statements, bond prices and yields and fixed-income portfolios. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Application of working capital investment decision and financial policies to business valuation. | Presentation/Video/Case Study /Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Synthesis of leverage analysis and capital structure. | Presentation/Case Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA - III | Course: Core: CC-8 |
| Name of the Course: MARKETING MANAGEMENT | Course Code: BBA302 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand the nature and scope of marketing.

CO2: To develop an understanding of various marketing philosophies.

CO3: To understand segmentation, targeting and positioning.

CO4: To understand the marketing mix and marketing environment.

CO5: To understand contemporary issues in marketing.

Unit I

Contact Hours: 12

Introduction to Marketing- Meaning, Nature, Importance and Scope of Marketing, Basic Concept of Marketing-need, Want and Desire, Distinction Between Market and Marketing, Difference Between Marketing and Selling, Significance and Functions of Marketing, Role of Marketing Manager, Concept of Marketing Mix.

Unit II

Contact Hours: 12

Product and Type of Product-Product Planning, Product Line and Product Mix, Product Life Cycle -Stages and Strategies, New Product Development and Brand and its Types Branding of a Product, Price- Meaning Nature, Pricing Criteria and Methods of Pricing.

Unit III

Contact Hours: 12

Marketing Segmentation and Positioning-Meaning and Definition of Segmentation, Different Ways to Segmentation and Basis for Segmentation, requirements of Market Segmentation and Benefits of Segmentation. Product Positioning and its Importance.

Unit IV

Contact Hours: 12

Promotion and Physical Distribution of Product- Meaning and Definition of Advertising, Promotion mix, Steps in Promotion Mix, Elements in Promotion Mix, Sales Promotion, Direct Marketing and Personal Selling, Recent Trends in Promotion Sale. Advertising – Role of Advertising, Types of Channel, Selection of Distribution Channel. Concept of Consumer Behavior.

Unit V

Contact Hours: 12

Marketing and its Types-services Marketing, Rural Marketing, Recent Trends in Marketing, Marketing Research – Meaning & Scope – Marketing Research Procedure – Types & Techniques of Marketing Research, Meaning, Importance and Relevancy of Marketing Ethics.

Text Books:

1. Philip Kotler, Kevin Lane Keller Pearson 15th edition.

Reference Books:

1. Saxena Rajan, Marketing Management, TMH Publication.
2. Sontaki C N, Marketing Management, Kalyani Publishers 2007.
3. Mamoria C B, Marketing Management, Himalaya Publishing.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of Introduction to Marketing. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in more specific Product Mix Strategies. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to Identify and Select Markets. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Improved understanding of Promotion and Physical Distribution. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of recent trends in Marketing. | Presentation and discussion on contemporary issues in marketing. | Mini cases and presentation. |

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| Name of the Program/Semester: BBA - III | Course: Core: CC-9 |
| Name of the Course: HUMAN RESOURCE MANAGEMENT | Course Code: BBA303 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to enable learners to understand the importance of human resources and their effective management in organizations.

Course Outcome: After completing the course, the student shall be able to:

CO1: Understand basic nature and importance of human resource management and policies.

CO2: Analyze the current theory and practice of recruitment and selection.

CO3: Realize the importance of performance management system in enhancing employee performance.

CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, the increase productivity of the workforce.

CO5: Understand role of modern HRM in meeting challenges of changing business environment.

Unit I

Contact Hours: 12

Meaning, importance and scope of HRM; Evolution of HRM; functions, status and competencies of HR manger; Human Resource Planning – quantitative and qualitative dimensions; Job analysis – job description and job specification; HR Policies.

Unit II

Contact Hours: 12

Recruitment, selection, placement, induction, and socialization – an overview; Developing Human Resources; Training – Need, types, and evaluation; Role specific and competency-based training.

Unit III

Contact Hours: 12

Performance appraisal – nature and objectives, methods of performance appraisal, potential appraisal & employee counseling; Job changes – transfers and promotions; HR audit.

Unit IV

Contact Hours: 12

Job evaluation; Compensation – concept and policies, base and supplementary compensation, performance linked compensation – individual, group, and organization level.

Unit V

Contact Hours: 12

Employee health and safety, employee welfare, social security (excluding legal provisions); Grievance handling and redressal; Industrial disputes and settlement machinery; Emerging issues and challenges of HRM – employee empowerment, downsizing, work- life balance, use of technology in HRM functions; e-HRM, green-HRM, outsourcing HRM, ethics in HRM (surveillance vs. privacy).

Text Book:

- Decenzo, D. A., & Robbins, S. P. (2018). Fundamentals of Human Resource Management India: Wiley.17th Ed.

Reference Books:

- Pattanayak, B. (2018). Human Resource Management. Delhi. Prentice hall of India.15th Ed.
- Rastogi, S. Management of Human Resource. Sun India.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|---|
| I | Knowledge of managing and understanding pragmatic approach of Management. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment /Evaluation. |
| II | Indexed knowledge and understanding about effective recruitment and selection strategy. | Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, /Evaluation/ Assignment /Class test. |
| III | Application of various methods of measuring employee performance. | Application Based learning/Presentation/Video/Case Study. | Presentation/ Assignment/ Class test. |
| IV | Analysis of effective salary grades for employees and decision making on other compensation issues. | Application Based learning /Presentation/ Video/Case Study/ Role play. | Presentation/ Assignment/Class test. |
| V | Practical application of modern HRM, Industry Standards and trends and issues of workplace. | Presentation/ Video/Case Study. | Evaluation of Students based on Research Study Presentation/ Assignment Evaluation/Class test. |

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| Name of the Program/Semester: BBA - III | Course: Core: CC-10 |
| Name of the Course: STATISTICS FOR BUSINESS DECISIONS | Course Code: BBA304 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt to various managerial situations.

Course Outcome: The successful completion of this course shall enable the student to:

CO1: Summarize data sets using Descriptive statistics.

CO2: Analyze the relationship between two variables of various managerial situations.

CO3: Geometrically Interpret Correlation and Regression.

CO4: Develop managerial decision problems using Probability Density Functions and Cumulative Density Functions.

Unit I

Contact Hours: 12

Definition of Statistics, Scope of Statistics in Economics & Management, limitation of Statistics. Data Condensation and Graphical Methods: Raw data, attributes and variables, classification, Frequency Distribution, Cumulative Frequency Distributions. Graphs- Histogram, Frequency Polygon. Diagrams- Multiple bar, pie, Subdivided Bar.

Unit II

Contact Hours: 12

Measures of Central Tendency: Meaning and objectives of Measures of Central Tendency, Criteria for good Measures of Central Tendency, Arithmetic Mean, Median and Mode for Grouped and Ungrouped Data, Combined Mean.

Unit III

Contact Hours: 12

Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Moments, Skewness, Kurtosis, z-score, Chebyshev and empirical rule. Graphical Analysis of Ordered Data: Histograms, Stem and Leaf Plots, Bos-and-Whisker Plots.

Unit IV

Contact Hours: 12

Correlation and Regression: Concept of Correlation, Positive & Negative Correlation, Karl Pearson's Coefficient of Correlation, Rank Correlation, Meaning of Regression, Two Regression Equations, Regression Coefficients and Properties, Geometric Interpretation of Regression.

Unit V

Contact Hours: 12

Probability: Meaning and need, Theorems of addition and multiplication, Conditional probability, Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, exponential and Normal distribution, Central limit theorem.

Text Book:

1. Business Statistics; S. M. Shukla & S.P. Sahai; Sahitya Publications 2019.
2. Business Statistics: Problems & Solutions; J.K. Sharma; Pearson Education India.

Reference Books:

1. S.P. Gupta, Statistical Methods, Sultan Chand & Sons.
2. Vohra N.D, Quantitative Techniques in Management, Tata McGraw-Hill Publishing Company.
3. D. N. Elhance, Fundamental of Statistics, Kitab Mahal.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of managing and understanding of Basics of statistics to solution of simple business and economic problems. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of applications of measures of Central Tendency. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Effective applications of measures of Dispersion. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of Correlation and Regression. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Application of Probability. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|---|----------------------------|
| Name of the Program/Semester: BBA - III | Course: EECC-1 |
| Name of the Course: LIVE PROJECT & PROJECT REPORT | Course Code: BBA305 |
| Total Marks for Evaluation: 50 (Internal Marks: 25 External Marks: 25) | |

Objectives: The objective of this course is to develop an understanding of the process of Management related with the basic function and management challenges in the emerging perspective. This paper consists of two phases i.e., Phase-I: Practical Training/Live Project (25 Marks) and Phase-II: Project Report (25 Marks).

Phase I – Practical Training and live Project

Objective of the Practical Training: To provide for field observational exposure on various types of cooperative institutions and incubation training on the functioning of cooperative institutions with the Theoretical Learning of the subject.

Mode of Live Project: This will be observational study visits to various categories of Cooperatives from primary to apex levels and to various Production and Service Sector. This has to be done under the guidance and supervision of a faculty in-charge who will mentor the students. The Students are expected to maintain a record of this observational study visits in which they shall record all the information they have gathered during the visits.

Phase I – Assessment of the Live Project

Assessment of the Live Project: Live Project and Record will be assessed by a Faculty member's and Dean of Commerce & Management, Kalinga University Raipur.

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|--------------------|-----------------|
| A. Project Report | 25 Marks |
| B. Viva – Voce | 25 Marks |
| Total Marks | 50 Marks |

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| Name of the Program/Semester: BBA - III | Course: Core: SEC-3 |
| Name of the Course: COMPUTER APPLICATION – I | Course Code: BBA306 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To familiarize with Front-end concept for developing various IT Applications Project.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand the GUI and Windows Programming.

CO2: To understand about the Concepts in Visual Basic.

CO3: To understand about the programming in visual basic.

CO4: To understand creating and application of problems.

Unit I

Contact Hours: 15

Introduction to GUI and Windows Programming: GUI: Concept & Tools, The Title Bar, Menu System, Menus and The Menu Bar, The Size Box, System Menu Box, Icons, Cursors, Scroll Bars, Tool Bar, Client Area. Introduction to Visual Basic Environment: features of Visual Basic, Starting Visual Basic the Environment, The Special Features of the Menu Bar Customizing the Visual Basic Environment.

Unit II

Contact Hours: 15

Concepts in Visual Basic: Events, Modules, Methods, Procedure, Function Procedures, SUB Procedures, Event Procedure, Creating and Event Procedure, Parts of an Event Procedure, General Procedures, Creating a General Procedure Working with Forms : Forms, Controls, Custom Controls, Properties, MDI Forms, Create and MDI Application, MDI Child Property, Menus, The Menu Editor, Creating a Menu, Creating Popup Menus, Growing Menus, Sub Menus.

Unit III

Contact Hours: 15

Programming in Visual Basic: Data Types, Variables, Constants, Operators in Visual Basic, Arithmetic Operations, Comparison Operators, Logical Operators, Array and the various Types, Control Arrays, Setting up the control Array, To remove a control Array, To add and delete controls at run time, User Defined Data Types, Control Structures, Unconditional Branch Statement, The With Statement, The Built-in Procedures of Visual Basic, Conversion procedure, String Manipulation.

Unit IV

Contact Hours: 15

Creating and Application : Defining the Problem, Designing the User Interface, Designing the Main Form, Writing the Code, Data Access: Data Access Overview, The Jet Database Engine Bound Data Controls, Connectivity through DAO, RDO and ADO, Retrieving Data Using Structured Query Language (SQL), Querying a Database.

Text Book:

1. Foxall James, 2008, Visual Basic in 24 hrs/ SAMS Teach Yourself in 24 hrs, 1st Edition, Pearson Education.
2. Teach yourself Visual Basic, 2004, Techmedia Publication.

Reference Books:

1. Black Book of Visual Basic, 2008, Dream Tech Press.
2. Beginning in Visual Basic 6.0, 2008, Wrox Publication.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|--|
| I | Knowledge of introduction to GUI and Windows Programming. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment Evaluation/Quiz. |
| II | Improved understanding of concepts in Visual Basic. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity/Evaluation, Assignment/Class test. |
| III | Knowledge of programming in Visual Basic. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project/ Assignment. |
| IV | Practical understanding of retrieving Data Using Structured Query Language. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation/ Assignment Evaluation/Class test. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - III | Course: Core: SEC-3 |
| Name of the Course: COMPUTER APPLICATION LAB -I | Course Code: BBA307P |
| Total Marks for Evaluation: 50 (Internal Marks: 20 External Marks: 30) | No. of Contact hours: 30 |

Objectives: The objective of the course is to familiarize students with the practical aspects of computer applications.

The Lab will be based on syllabus of BBA306.

SEMESTER - IV

BBA

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| SEMESTER - IV | | | | | | |
|--------------------------|---|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA401 | Research Methodology | CC-11 | 4 | 30 | 70 | 100 |
| BBA402 | Business Law | GE-2 | 4 | 30 | 70 | 100 |
| BBA403 | Income Tax | CC-12 | 4 | 30 | 70 | 100 |
| BBA404 | Organization Development & Change Management | CC-13 | 4 | 30 | 70 | 100 |
| BBA405 | Personality Development and Communication Skills | SEC-4 | 2 | 25 | 25 | 50 |
| BBA406 | Computer Application-II | SEC-5 | 3 | 30 | 70 | 100 |
| BBA407 P | Computer Application Lab.-II | SEC-5 | 1 | 20 | 30 | 50 |
| Total | | | 24 | | | |
| Summer Internship | | | | | | |

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| Name of the Program/Semester: BBA - IV | Course: Core: CC-11 |
| Name of the Course: RESEARCH METHODOLOGY | Course Code: BBA401 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop scientific thinking for critically analyzing management problems and develop basic knowledge on qualitative, quantitative and mixed methods research, as well as relevant ethical and philosophical considerations.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To create scientific attitude towards solving a management problem and impart knowledge about tools available for carrying out research.

CO2: To introduce the basic concepts and need of research methodology that will help in data analysis and preparation of reports.

CO3: To understand the use of research design and software in research.

CO4: To understand in reporting procedure of research activities.

Unit I

Contact Hours: 12

Introduction to Research: Meaning, Objectives and Importance of Research, Types of Research, Research Process. Characteristics of Good Research. Hypothesis-Meaning, Nature, Significance, Types and Sources. Research Design – Meaning, Definition, Need and Importance, Steps, Scope and Essentials of a Good Research Design. Sampling-

a. Meaning of Sample and Sampling.

b. Methods of Sampling-

1. Non-Probability Sampling-Convenient, Judgment, Quota, Snow ball.

2. Probability – Sample Random, Stratified, Cluster, Multi Stage.

Unit II

Contact Hours: 12

Data Collection and Processing: Types of Data and Sources-Primary and Secondary Data Sources.

Methods of Collection of Primary data-

a. Observation i.) Structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets).

b. Experimental i)Field, ii) Laboratory.

c. Interview –i) Personal Interview ii)focused group, iii)in-depth interviews Method.

d. Survey – Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media Listening.

e. Survey instrument – i) Questionnaire designing-

a. Types of questions – i) structured/close ended and ii)unstructured/open ended, iii)Dichotomous, iv) Multiple Choice Questions.

b. Scaling techniques- i) Likert scale, ii)Semantic Differential scale.

Unit III
Contact Hours: 12

Data Analysis and Interpretation: Processing of Data – Meaning & Essentials of i) Editing, ii) Coding, iii) Tabulation Analysis of Data - Meaning, Purpose, Types, Interpretation of Data-Essentials, Importance, Significance and Descriptive Analysis. Testing of hypothesis – One Sample T-Test, ANOVA, F- test, Chi Square and Paired Sample Test.

Unit IV
Contact Hours: 12

Advanced Statistical Techniques: Introduction, Characteristics and Application of Correlation and Regression Analysis, Factor Analysis, Cluster Analysis, Discriminant Analysis, Multidimensional Scaling.

Unit V
Contact Hours: 12

Research Report: Report writing- Meaning, Importance Structure, Types, Process and Essentials of a Good Report.

Text Books:

1. Research Methodology: Methods and Techniques by C.R. Kothari and Gaurav Garg. 2019.

Reference Books:

1. Research Methodology by Ranjit Kumar, Pearson India.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of Basics concept of research. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of data Collection and Processing tools. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively with others and Data Analysis and Interpretation. | Presentation/Video/ Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of Advanced Statistical Techniques. | Presentation/Video/ Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge and understanding of Research Report. | Presentation/Video/ Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - IV | Course: Core: GE-2 |
| Name of the Course: BUSINESS LAW | Course Code: BBA402 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To impart basic knowledge of the important business legislation along with relevant case law.

Course Outcome: The successful completion of this course shall enable the student to:

CO1: Understand characteristics of Indian Contract Act.

CO2: Define Specific Contract, Contract of Indemnity of Indian contract Act.

CO3: Describe features of the Sales of Good Act 1930.

CO4: Identify the main provisions of The Partnership Act, 1932 and Limited liability partnership.

CO5: Describe the provisions of Negotiable Instrument Act 1881.

Unit I

Contact Hours: 12

The Indian Contract Act, 1872: General principle of Law of Contract, Contract: Meaning, Characteristics and Kinds, Essentials of a Valid Contract: Offer and Acceptance Consideration, Contractual Capacity, Free Consent, legality of Objects, Void Agreements, Discharge of a Contract Modes of Discharge, Breach and Remedies against Breach of Contract, Contingent Contracts, Quasi Contracts.

Unit II

Contact Hours: 12

The Indian Contract Act, 1872: Specific Contract – Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency.

Unit III

Contact Hours: 12

The Sale of Goods Act, 1930: Contract of Sale, Meaning and Difference between Sale and Agreement to Sell, Conditions and Warranties, Transfer of Ownership in Goods including Sale by a Non-owner, Performance of Contract of Sale, Unpaid Seller: Meaning Rights of an Unpaid Seller against the Good and the Buyer.

Unit IV

Contact Hours: 12

The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of a Partnership Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and Outgoing Partner, Mode of Dissolution of Partnership, The Limited Liability Partnership Act, 2008: Salient Features of LLP, Differences between LLP and Partnership, LLP and Company, LLP Agreement. Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relationship.

Unit V
Contact Hours: 12

The Negotiable Instruments Act 1881: Meaning, Characteristics, and Types of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque Holder and Holder in Due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheque.

Text Book:

1. Business Law, Avtar Singh, Eastern Book Company, Lucknow, 11th Edition 2019.

Reference Books:

1. Elements of Mercantile Law, N. D Kapoor, Sultan Chand & Sons, 34th Edition 2013.
2. Business Law, M. C. Kuchhal, and Vivek Kuchhal, Vikash Publishing House, New Delhi, 7th Edition, 2018.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|---|
| I | Knowledge of The Indian Contract Act. | Presentation/ Lecture. | Presentation/ Assignment Evaluation, Quiz. |
| II | Enhanced awareness of Indemnity and Guarantee. | Application Based learning/Case Study/ Lecture. | Application-Based Activity/ Evaluation, Assignment, Class test. |
| III | Knowledge of Sales of Good Act 1930. | Presentation/ Video/Case Study/Life Project. | Presentation on Life Project/ Assignment. |
| IV | Identify the main provisions of The Partnership Act, 1932 and Limited liability partnership. | Presentation/ Video/Case Study/Research Study. | Research Study Presentation/ Assignment Evaluation. |
| V | Knowledge of the provisions of Negotiable Instrument Act 1881. | Application Based learning/Case Study/ Lecture. | Assignment Evaluation/ Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - IV | Course: Core: CC-12 |
| Name of the Course: INCOME TAX | Course Code: BBA403 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course aims to impart knowledge of law pertaining to levy of income tax in India. It also aims to enable the students to apply the same practically.

Course Outcome: After completing the course, the student shall be able to:

CO1: To understand the basic concepts in the law of income tax and determine the residential status of different persons.

CO2: To Identify the five heads in which income is categorised and compute income under the heads ‘Salaries’ and ‘Income from House Property’.

CO3: To compute income under the head ‘Profits and gains of business or profession’, ‘Capital gains’ and ‘Income from other sources’.

CO4: To understand clubbing provisions, aggregate income after set-off and carry forward of losses, and deductions allowed under the Income Tax Act; and further to compute taxable income and tax liability of individuals and firms.

CO5: To develop the ability to file online returns of income.

Unit I

Contact Hours: 12

Basic concepts: Income; Agricultural income; Person; Assessee Assessment year; Previous year; Gross Total Income; Maximum marginal rate of tax; Permanent Account Number (PAN) Residential status: Scope of total income on the basis of residential status; Exempted income under section 10.

Unit II

Contact Hours: 12

Income from Salaries; Income from House Property.

Unit III

Contact Hours: 12

Profits and gains of business or profession; Capital gains; Income from other sources.

Unit IV

Contact Hours: 12

Income of other persons included in assessee’s total income; Aggregation of income and set-off and carry forward of losses; Deduction from gross total income; Rebates and reliefs; Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court.

Unit V

Contact Hours: 12

Filing of returns; Manually, on-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory on-line filing of returns for specified assesses.

Text Book:

1. Ahuja, Girish and Gupta Ravi, Systematic Approach to income Tax. Bharat Law House, Delhi . 43rd Edition 2021.
2. Singhanian, Vinod K. and Singhanian Monica. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi. 22nd Edition 2021.

Reference Books:

1. Vinod Kumar Singhanian, e-filing of Income Tax Returns and Computation of Tax, Taxmann Publication Pvt. Ltd, New Delhi. Latest Version.
2. 'Excel Utility' available at incometaxindiaefiling.gov.in.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of basic concepts in the law of income tax and determine the residential status of different persons. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge of five heads in which income is categorised and compute income under the heads 'Salaries' and 'Income from House Property'. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to compute income under the head 'Profits and gains of business or profession', 'Capital gains' and 'Income from other sources'. | Presentation/Video/ Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Application of clubbing provisions, aggregate income after set-off and carry forward of losses, and deductions allowed under the Income Tax Act; and further to compute taxable income and tax liability of individuals and firms. | Presentation/Video/ Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Indexed knowledge of online returns of income. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - IV | Course: Core: CC-13 |
| Name of the Course: ORGANIZATION DEVELOPMENT & CHANGE MANAGEMENT | Course Code: BBA404 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The purpose of this course is to familiarize students with the basic organizational processes which enable them to understand to dynamics of organizational life thereby leading to organizational effectiveness and change.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand the concept of organizational change and development.

CO2: To develop an understanding of different models of change.

CO3: To familiarization with the concept of organization climate and culture.

CO4: To understand how managers manage conflict & develop collaborative behavior.

Unit I

Contact Hours: 12

Organizational Development- Definition, assumptions, Nature, Goals, Process, Objectives Strategies- Diagnostics Activities, Team Building, Survey Feedback, Process Consultation, Planning & Goal setting, OD Diagnosis Activities and Methods, Intervention Mechanisms.

Unit II

Contact Hours: 12

Organizational Change: Basic Concept, Definition, Nature & Need to Organizational Change. Factors, Forces for Change: Types; Essential components of Change, Management Program. Process of Change: Model, Change Agent: Roles and Responsibilities, Resistance to Change. Overcoming Resistance: Strategies & Techniques Planned Change.

Unit III

Contact Hours: 12

Organizational Conflicts- Causes, Nature Measures to Resolve Organizational Conflicts. Inter Group Behaviour and Collaboration, Laboratory Learning Techniques, Managerial Grid, Sensitivity Training, Transactional Analysis, Inter-Group and Team Building Interventions, Management by Objectives.

Unit IV

Contact Hours: 12

Organizational Culture and Climate, Organizational Learning, Power and Politics in the Organization, Integration and Control.

Unit V

Contact Hours: 12

The Process of Empowerment, Management of Gender Issues, Creativity and Innovation. Understanding and Managing Diversity. OD in Indian Organization.

Text Book:

1. S. P. Robbins, Organizational Behavior, Pearson Education 14th edition 2018.
2. Prasad, Organization Development for Excellence, McMillan, India 11th edition 2016.

Reference Books:

1. French and Bell, Organizational Development, Pearson Education.
2. D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education.
3. Madhukar Shukla, Understanding Organization: Organization Theory and Practices in India, PHI.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of concepts of Organizational Change and Development. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Improved understanding of Organizational Climate and Culture. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Deep understanding of management of Conflict & Collaboration. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of Power and Politics in Organization. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Improved awareness of gender Issues in management. | Exercise and situation analysis on identifying and managing gender issues in organizations. | Exercise, cases and quiz. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - IV | Course: Core: SEC-4 |
| Name of the Course: PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS | Course Code: BBA405 |
| Total Marks for Evaluation: 50 (Internal Marks: 15 External Marks: 35) | No. of Contact hours: 30 |

Objectives: The objective of this course is to develop communication skills as well as positive personality traits, to acquire a language suitable for technical communication and to inculcate the habit of regular reading and writing.

Course Outcome: The successful completion of this course shall enable the student:

CO1: Understand the role of communication in personal & professional success.

CO2: Prepare and present messages with a specific intent.

CO3: will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

CO4: Will learn etiquettes and gestures for business purpose.

CO5: will have a practical knowledge of employability quotient.

Unit I

Contact Hours: 10

Techniques in Personality development a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning.

Unit II

Contact Hours: 05

Written communication: Basics of Letter writing, memorandum, notice email, and report writing. Resume writing.

Unit III

Contact Hours: 05

Communication skills and Personality Development a) Intra personal communications and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking.

Unit IV

Contact Hours: 10

Business Etiquettes: Business Manners, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences. Employability Quotient: Introduction, Resume writing, Dress Code, Mock Interview, The art of participating in Group Discussion, Psychometric analysis. Employability Quotient: Introduction, Resume writing, Dress Code, Mock Interview, The art of participating in Group Discussion, Psychometric analysis.

Text Book:

1. Kumar, Sanjay and Pushplata, Communications Skill, Oxford University Press. 2nd Ed. 2011.

Reference Book:

1. Mandal, S.K., Effective Communication and Public Speaking, Jaico Publishing. 1st Ed.
2. Nirali Prakashan, Communication Skill and Personality Development. 5th Ed.
3. Mitra, B.K., Personality Development and Soft Skills; OUP. 2nd Ed.
4. Soft Skills, Career Development Centre, Green Pearl Publications. 2nd Ed.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|---|
| I | Enhancement of personality development skills and communication skills. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/Assignment/ Evaluation/Quiz. |
| II | Indexed knowledge and understanding of written communication, ability to develop and express ideas, opinions and information in appropriate form. | Application Based learning/Case Study/ Lecture. | Evaluation of Students on the basis of Application-Based Activity/Evaluation/ Assignment, Class test. |
| III | Knowledge about leadership and Will acquire skills regarding team building. | Presentation/Video/Case Study/Live Project/Role Play/ Lecture. | Evaluation of Students on Presentation on Live Project/Assignment. |
| IV | Application of business etiquettes and a clear idea about the interviews. | Presentation/Video/ Practical/ Role Play/ Lecture. | Evaluation of Students based on Presentation/ Evaluation. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - IV | Course: Core: SEC-5 |
| Name of the Course: COMPUTER APPLICATION -II | Course Code: BBA406 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To familiarize the students with various Web based packages to develop customize web site.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concept of World Wide Web.

CO2: To understand the process of designing and constructing your Web site.

CO3: To understand about the key concept of HTML.

CO4: To understand in more Graphics for web pages.

Unit I

Contact Hours: 15

An Introduction to the World Wide Web: Concepts of Web Browsers, Internet explorer, Netscape Navigator, Internet and internet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server Planning your Web Site: Doing Business on the Web, An Overview of Internet Service Providers (ISP), A Search Engine, Types of search engine, working of a Basic Search Engine, Searching Techniques, Making a Web Site Plan, Forming a Project Team, Setting Goals and Objectives, Developing the Right Business Strategy.

Unit II

Contact Hours: 15

Designing and constructing your Web site: Developing Content, Designing Individual Pages, Designing & Constructing your Web site, Implementing your Web, Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts, Creating your Web Site with FrontPage: Introducing FrontPage, Editing Documents in the FrontPage Editor, Formatting Page, Linking Pages to the World, Displaying Images in Pages.

Unit III

Contact Hours: 15

HTML: What is HTML?, HTML Basics, Document Tags, Container and Empty Tags, Entering paragraph Text on your Web page, The
 Tag, The Comment Tag Working with HTML Text: Working with HTML Text, Emphasizing Text Implicitly And Explicitly, The <BLOCKQUOTE> Element, Pre-formatting Text, the <DIV> Tag, The Tag, The <BASEFONT> Tag, Using Lists in Web Document, Nested Ordered, Unordered Lists, Menu List, Directory Lists, Definition Lists.

Unit IV

Contact Hours: 15

Graphics for web pages: Choosing the correct Graphics File Format, Color in images, Loss of image quality due to compression, Adding inline image to web page, Scaling down an image, Alternative Text for the tag, Understanding Image maps Working with Links: Working with links, Relative and absolute links, Providing links for internet services, Link Tag.

Text Book:

1. C. Xavier, World Wide Web Design with HTML, McGraw Hill Education 12th edition 2017.

Reference Books:

1. HTML-4.0 unleashed – Techmedia Publication.
2. HTML, DHTML- Ivan Bayross.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of managing and operations world wide web. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in more designing and constructing your web site. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively with HTML tools. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and properly use the graphics for web pages. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - IV | Course: Core: SEC-5 |
| Name of the Course: COMPUTER APPLICATION LAB -II | Course Code: BBA407P |
| Total Marks for Evaluation: 50 (Internal Marks: 20 External Marks: 30) | No. of Contact hours: 30 |

Objectives: To familiarize the students with Orientation to the Front Page environment and building web sites.

FRONT PAGE:- Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View records your observation.
2. On the home page, give a brief description about yourself & type the following sub heading – qualification, - Hobbies, & - Interest, - Future plans, & - Address for communication.
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web paged using the Front Page explorer and write your academic and professional qualification. Places a bookmark at an appropriate place and save the page as – qualification.
6. Link the page, qualification.htm, with the sub-heading – qualification in the home.
7. Create a new page using the front page editor and write your hobbies and interest on it.
8. Link the page, Hobbies.htm, with the sub-heading – hobbies & - interest in the home page.
9. Create a new page and write a few lines on your future plans and save the page as.
10. Link the page. Future-plan.htm, with the sub heading – future plan in the home page.
11. Create a new page, write your address for communication & save the page as – address.
12. Link the page, - address.htm to the sub-heading – address for communication page in the page.
13. Interest a navigation bar in the page.
14. Test all hyperlinks in the front page editor and record your observation.

Adding Image and special feature to web:-

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page – future.htm and insert a background sound file into the page.
19. Open the web page —hobbies.html and apply animation (as animated GIF) to the image or clipart (if inserted).

Working with tables and frame:-

20. Open the page, —hobbies.html and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as —12l.
22. Insert —Address Bookl as caption for the table.
23. Split the column named cell phone no into two and name them as —offl and —Resil.

Creating Forms and connecting to the database:-

24. Open the page, bearing your name and insert a form. Assign the base name as —personal detailsl and save the file as —personal.txtl format.
25. The form should contain the following fields as mentioned below.

Personal Profile

Name:

Address:

Phone Off:

Phone Resi:

Mobile:

E-mail:

Fax:

Passport no.:

Driving License No.:

Insurance Policy No:

Blood Group:

Credit Cards:

26. Assign a drop down menu for the credit cards fields.
27. Assign a one line text driving license no.

Advanced Topics:-

28. Open the page, bearing your name and insert marque to display the message —Welcome to my sitel.
29. Open each and every page —apply suitable page transitions and animations.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| S. No. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|---------------|---|---|--|
| I | Knowledge of managing of new site. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Practical application of the most appropriate theme at the web page and the web site. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively by Link the page, qualification.html, with the sub-heading. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of address for communication. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

SEMESTER - V

BBA

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| SEMESTER - V | | | | | | |
|---|---|-----------------|----------------|-----------------------|-----------------------|--------------|
| Subject Code | Subject Name | Category | Credits | Internal Marks | External Marks | Total |
| BBA501 | Business Policy and Strategy | CC-14 | 4 | 30 | 70 | 100 |
| BBA502 | Business Ethics & Cooperate Social Responsibility | GE-3 | 4 | 30 | 70 | 100 |
| BBA503 P | Summer Internship Project Report | EECC-2 | 4 | 50 | 50 | 100 |
| SELECT ANY ONE GROUP | | | | | | |
| BANKING & INSURANCE | | | | | | |
| BBA504 | Banking & Insurance | DSE-1 | 4 | 30 | 70 | 100 |
| BBA505 | Banking & Information Technology | DSE-1 | 4 | 30 | 70 | 100 |
| MARKETING MANAGEMENT | | | | | | |
| BBA506 | Marketing Analytics | DSE-2 | 4 | 30 | 70 | 100 |
| BBA507 | Sales & Distribution Management | DSE-2 | 4 | 30 | 70 | 100 |
| HUMAN RESOURCE MANAGEMENT | | | | | | |
| BBA508 | HR Analytics | DSE-3 | 4 | 30 | 70 | 100 |
| BBA509 | Performance Appraisal & Compensation Management | DSE-3 | 4 | 30 | 70 | 100 |
| E-COMMERCE & DIGITAL MARKETING | | | | | | |
| BBA510 | E-Commerce & Social Media Platforms | DSE-4 | 4 | 30 | 70 | 100 |
| BBA511 | Online Content Development and Blogging | DSE-4 | 4 | 30 | 70 | 100 |

| EVENT & PR | | | | | | |
|---------------------------------------|---|-------|-----------|----|----|-----|
| BBA512 | Event Management and Logistics | DSE-5 | 4 | 30 | 70 | 100 |
| BBA513 | Event & Sponsorship Management | DSE-5 | 4 | 30 | 70 | 100 |
| FAMILY BUSINESS & START UP | | | | | | |
| BBA514 | Entrepreneurship & Developing Small Scale Business | DSE-6 | 4 | 30 | 70 | 100 |
| BBA515 | Exploring Business Opportunity, Launching and Sustaining Business | DSE-6 | 4 | 30 | 70 | 100 |
| FINANCE | | | | | | |
| BBA516 | Financial Market Institution and Services | DSE-7 | 4 | 30 | 70 | 100 |
| BBA517 | Financial Analytics | DSE-7 | 4 | 30 | 70 | 100 |
| Total | | | 20 | | | |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - V | Course: Core: CC-14 |
| Name of the Course: BUSINESS POLICY & STRATEGY | Course Code: BBA501 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to understand the strategic issues and policy decision, facing business and how current management concept address these issues.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand strategic management process in management.

CO2: To understand strategic management process in an organization.

CO3: To understand about the approaches to the Environment scanning.

CO4: To understand about internal analyses of organizations and their competitive environment.

CO5: To understand more specific approaches to Strategy formation from models.

Unit I

Contact Hours: 12

Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management.

Unit II

Contact Hours: 12

Strategic Management Process: Formulation Phase – Vision, Mission, Environmental Scanning, Objectives and Strategy; Implementation phase – Strategic Activities, Evaluation and Control.

Unit III

Contact Hours: 12

Environmental Analysis: Need, Characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process – Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.

Unit IV

Contact Hours: 12

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of Analysis and Diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

Unit V

Contact Hours: 12

Formulation of Strategy: Approaches to Strategy formation; Major Strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model; Major Issues involved in the Implementation of Strategy: Organization Structure; Leadership and Resource Allocation.

Text Book:

1. Kazmi, Azhar. (2019), Strategic Management and Business Policy, 5th Edition, McGraw Hill Education.

Reference Book:

1. Ghosh, P.K., (2012), Strategic Planning and Management, 8th Edition, Sultan Chand & Sons, New Delhi.
2. Walker, Gordon, (2015), Modern Competitive Strategy, 4th Edition, McGraw Hill.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|--|--|
| I | Improved knowledge of strategic analysis in a variety of industries and competitive situations. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Comprehensive understanding exposure in crafting business using what-if analysis to evaluate action alternatives, and Making sound strategic decisions. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Application of accumulated Knowledge to deal with the complex business problems by internal analyses. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Improved awareness towards competent strategy execution and give them some confidence in being able to function effectively as part of a company's strategy- implementing team. | Presentation/Video/Case Study /Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Synthesis of strategy formulation from models associated with implementing and executing company strategies. | Presentation/Case Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - V | Course: Core: GE-3 |
| Name of the Course: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY | Course Code: BBA502 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To understand the Business Ethics and to provide best practices of business ethics, to learn the values and implement in their careers to become good managers.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To Analyze the Employees conditions and Business Ethics.

CO2: To analyze various ethical codes in corporate governance.

CO3: To Enhance awareness and critical self-examination of one's own values.

CO4: To appreciate the relevance of personal values in the business/workplace setting.

CO5: To Analyze corporate social Responsibility.

Unit I

Contact Hours: 12

Introduction to Business Ethics, Ethical Theories and Principles of Business Ethics, Making Decisions in Business Ethics and Managing the Business Ethics.

Unit II

Contact Hours: 12

The Ethics of Job Discrimination, Employees and Business Ethics, Shareholders and Business Ethics, Consumers and Business Ethics, Suppliers, Competitors and Business Ethics, Civil Society and Business Ethics.

Unit III

Contact Hours: 12

Government Regulations and Business Ethics, Environment and Business Ethics, Ethics in the Market Place, Future perspective of Business Ethics .

Unit IV

Contact Hours: 12

Corporate Social Responsibility (CSR)- Introduction and Evolution of CSR, Role of Various Institutions in CSR, Creating and Managing the CSR Framework.

Unit V

Contact Hours: 12

CSR towards Different Stakeholders, Impact of CSR, Criticism of CSR, Future of CSR.

Text Book:

1. Business Ethics-Andrew Crane & Dirk Matten, Third Edition-Oxford. 3rd Edition 2011.

Reference Book:

1. Business Ethics-Concepts and Cases-Manuel G Velasquez, PHI Learning.
2. Corporate Responsibility-A Critical Introduction-Michael Blowfield& Alan Murry, Oxford.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|--|--|
| I | Knowledge of theoretical foundations of business ethics. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment Evaluation/Quiz. |
| II | Re-examine their knowledge of business and economic concepts from an ethical perspective. | Application Based learning/Case Study/Video/Role -Play, Lecture. | Evaluation of Students on the basis of Application-Based Activity/Evaluation/ Assignment/Class test. |
| III | Able to apply and illustrate the importance, for business and the community, of ethical conduct. | Presentation/ Video/Case Study/Life Project. | Evaluation of Students on Presentation on Life Project/ Assignment/Class Test. |
| IV | Reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision making. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation/ Assignment Evaluation/Class test. |
| V | Application of systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation/ Assignment Evaluation/Class test. |

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|--|-----------------------------|
| Name of the Program/Semester: BBA – V | Course: Core: EECC-2 |
| Name of the Course: SUMMER INTERNSHIP PROJECT REPORT | Course Code: BBA503P |
| Total Marks for Evaluation: 100 (Internal Marks: 50 External Marks: 50) | |

Objectives: The aim of incorporating the SIP project to BBA student is to expose them with tools and techniques of research with appropriate understanding of methods and methodology and will come to know the importance of research and its process. They will also be able to understand the application of research in the specified domain of organization. This is being carried out to support the organization in terms of enhancing the decision through empirical investigation of collected data which upon further treatment with any standard statistical package will generate result which in turn will help in gaining sustainability in market, The secondary objective is to bridge the theoretical learning with practical and real world and to carry out this student need to do field survey/design questionnaire in their respective domain and identify the respondents from the population. The project will be assisted by the faculty members of the school appointed/nominated by head of the school. Further the student need to prepare their research report in presentable format and are required to submit to the school for the award of credits/marks. The tenure of the project will be based on the availability of duration with the organization and the total marks for this will be 100 including viva voce. Student can select any area of research in consultation with the organization and appointed faculty members of the school.

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|--|---------------------------------|
| Name of the Program/Semester: BBA – V (Banking & Insurance) | Course: Core: DSE-1 |
| Name of the Course: BANKING & INSURANCE | Course Code: BBA504 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To impart knowledge about the basic principles of the banking and insurance.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand Origin and growth of commercial banks in India.

CO2: To understand Technological Channels for the Delivery of Financial Services.

CO3: To gain conceptual knowledge regarding Anti-money Laundering Guidelines.

CO4: To understand Types of business risk.

Unit I

Contact Hours: 12

Lectures: Origin of banking: definition, Types of deposits, Origin and growth of commercial banks in India. India's Approach to banking Sector Reforms, International security standards in banking, Global Financial Crisis and India's banking Sector.

Unit II

Contact Hours: 12

Achievements of Financial Sector Reforms and Areas of Concern. Technological Channels for the Delivery of Financial Services, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks.

Unit III

Contact Hours: 12

Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advance against various securities. Securitisation of Standard Assets, Anti-money Laundering Guidelines, Credit Information Bureau of India Ltd. (CIBIL) Basel I, Basel II, Migration to Basel II Norms, Balance Sheet of a Bank; special items, off balance sheet items.

Unit IV

Contact Hours: 12

Basic concepts of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Insurable interest, Indemnity, Economic function, Proximate cause, Subrogation and contribution.

Unit V

Contact Hours: 12

Legal Aspects of insurance contract, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Regulatory Framework of Insurance: Role, power and functions of IRDA, IRDA Act 1999. Bancassurance.

Text Book:

1. Bhasin, Niti, Indian Financial System : Evolution and Present Structure, New Century Publications 2014.
2. Agarwal, O.P., Banking and Insurance, Himalya Publishing House 2011.

Reference Book:

1. Suneja, H.R., Practical and Law of Banking, Himalya Publishing House.
2. Saxena, G.S., Legal Aspects of Banking Operations, Sultan Chand and Sons.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge of Origin and growth of commercial banks in India. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Knowledge of Technological Channels for the Delivery of Financial Services. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Students will able to understand regarding Anti-money Laundering Guidelines. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Conceptual knowledge regarding Types of business risk. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Identification and analysis of Legal Aspects of insurance contract. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA – V (Banking & Insurance) | Course: Core: DSE-1 |
| Name of the Course: BANKING INFORMATION TECHNOLOGY | Course Code: BBA505 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the process of technology related with the banking information and challenges in the emerging perspective.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key function in banking as applied in practice.

CO2: To understand about the electronic fund transfer system with respect to banking information.

CO3: To understand about the document handling system in banking scenario.

CO4: To understand in more specific security considerations related areas from hardware to software dimension.

Unit I

Contact Hours: 12

Bank mechanization – branch computerization – meaning, benefits, online systems with mini computer networking and with main frame computers, time sharing, duplication of data bases at various levels. Electronic payment system- ATM – advantages, disadvantages, safety measures in installing ATMs, electronic clearing service, credit clearing, process, benefits of the scheme, limitations of the scheme, debit clearing, process. Corporate and personalized banking, tele-banking.

Unit II

Contact Hours: 12

Electronic fund transfer system: transfer of funds – benefits of fund transfer system-society for worldwide internet bank financial tele-communications-SWIFT-facilities of SWIFT, bank net, Rbinet, special features of RBINE, two level funds transfer, Fedwire, bankwire, point of sale, chip card.

Unit III

Contact Hours: 12

Document handling system- magnetic ink character recognition(MICR)- features of MICR cheques, size quality of paper, MICR Equipment, benefits of MICR technology, MICR based national clearing system. Code allotment under MICR, city codes, city codes, micro-filming, benefits of microfilming, microfiche, optical disk in documents handling, Documents transmission systems.

Unit IV

Contact Hours: 12

Banking Technology – Electronic clearing service, objectives of ECS, procedure, cyber trading, mechanism, benefits – RTGS system, multimedia, application area of multimedia, voice mail electronic mail, multimedia based FAX, digital signatures, Cyber crime and cyber laws, penalty for damage to computer and computer system, hacking with computer system.

Unit V
Contact Hours: 12

Security considerations-computer, power failure, accidental damage, human errors, malicious damage, measures to check damage to computers, security measures for computers, audit trails, computer audit system, computer viruses- classification of viruses, types of viruses, safety from viruses, treatment of infection from virus.

Text Book:

1. Banking and information Technology by Rajender Kumar Uppal. 2010.

Reference Book:

1. Information Technology Indian Institute of Banking Finance. 2010. Macmillan Publishers.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge of managing and understanding pragmatic approach of Bank mechanization. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in more specific electronic fund system. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work documents transmission systems. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and properly use banking technology to work effectively with varied stakeholders. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of security considerations in banking scenario. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA – V (Marketing Management) | Course: Core: DSE-2 |
| Name of the Course: MARKETING ANALYTICS | Course Code: BBA506 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To develop marketing strategies and resource allocation decisions driven by quantitative analysis. To understand issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand the importance of data and analytics in marketing decisions.

CO2: To understand Ability to apply key marketing analytics tools and techniques.

CO3: To understand the marketing decision-making process and the role of marketing analytics in better decisions.

CO4: To understand Ability to apply marketing analytics procedures to business problem solving.

Unit I

Contact Hours: 12

Market: Meaning, Definition, Classification of Markets. Marketing: Meaning, Definition, Features, Importance, Evolution and Functions of Marketing–Difference between Marketing and Selling. Marketing Environment: Micro and Macro Marketing Environment, Controllable and Uncontrollable Factors- Modern Marketing Concepts – Marketing Mix – Definition and Elements – Market Segmentation. Segmentation and Positioning Analysis using Ranking Techniques.

Unit II

Contact Hours: 12

Product: Meaning, Definitions – Elements of Product Policy and Branding Strategies – Product life Cycle and New Product Planning. Price: Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing – Product and Pricing Analytics using Statistical Techniques.

Unit III

Contact Hours: 12

Promotion Mix: Sales Promotion, Meaning, Definition, Objectives, Advantages and Kinds of Sales Promotion. Advertising: - Meaning, Definition, Functions, objectives, Advantages, Kinds of Advertising Media. Personal Selling: - Meaning, Definition, Objectives, Importance, Qualities of a Good Sales Man, Features and Process of Personal Selling. Channels of Distribution:- Meaning, Definition, Importance, Types, Factors Determining Choice of Channel of Distribution. Promotion and Distribution Analytics using Statistical Techniques.

Unit IV

Contact Hours: 12

Agricultural Marketing in India – Problems and Remedies, Regulated Markets-Functions and Advantages. Organized Markets- Characteristics, Commodity Exchange- Future Contracts – Hedging. Co-operative Marketing – Objectives – Features – Functions-Advantages and Limitations. Commodity related analysis using Con-Joint Analysis.

Unit V
Contact Hours: 12

E-Marketing – (Difference between e-marketing and e-business)* - E-Marketing past, present and future. Strategic e-marketing: Strategic planning – e-business models. E-Marketing plan: overview – creating – steps in e-marketing plan. Planning using Decision Trees.

Text Book:

1. Pillai R.S.N. and Bagavathi – Modern Marketing Principles and Practices, S. Chand & Co. New Delhi, Reprint 2017, 10th edition.

Reference Books:

1. Gupta C.B., Rajan Nair N. – Marketing Management, Sultan Chand and Sons, New Delhi, 12th edition Reprint, 2010.
2. Lilien, Gary L. and Arvind Rangaswamy – Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Trafford Publishing, Revised 2nd edition, (ISBN141202252-5), 2004.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|---|
| I | Knowledge of key concepts of marketing and Market Segmentation Segmentation and Positioning Analysis using Ranking Techniques. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Able to Understand Elements of Product Policy and Branding Strategies and Product and Pricing Analytics using Statistical Techniques. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to Understand Promotion Mix and Channel of Distribution Promotion and Distribution Analytics using Statistical Techniques. | Presentation/ Video/Case Study/Live Project. | Presentation on Live Project, Assignment. |
| IV | Able to Analyze Agricultural Marketing in India – Problems and Remedies and Con-Joint Analysis. | Presentation/ Video/Case Study/Research Study. | Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of E-Marketing and Planning using Decision Trees. | Presentation/ Video/Case Study/Research Study. | Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA – V (Marketing Management) | Course: Core: DSE-2 |
| Name of the Course: SALES AND DISTRIBUTION MANAGEMENT | Course Code: BBA507 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to give management students, an overview and understanding of sales and distribution function in business and other disciplines.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand inter-dependence and relationship amongst channels of distribution.

CO2: To understand how sales and distribution fits into the big picture of marketing and how these aspects can be combined to achieve organizational goals.

CO3: To analyze decision alternatives and planning and implementation of Sales and marketing programs.

CO4: To analyze selection, motivation of channel members and managing conflict.

Unit I

Contact Hours: 12

Overview of Sales Management- Introduction, Objectives, Role of Sales Management in Marketing, Role of Sales Management in Marketing Strategy Development, Nature and Responsibilities of Sales Management, Careers in Sales Management, Modern Roles and Required Skills for Sales Managers.

Unit II

Contact Hours: 12

Understanding Personal Selling and Sales Force Management- Introduction, Objectives, Approaches to Personal Selling, Process of Personal Selling, Automation in Personal Selling, Organization Design and Staffing, Sales Planning, Time and Territory Management, Managing the Sales Force.

Unit III

Contact Hours: 12

Emerging Concepts in Distribution Management- Introduction, Indian Distribution Scenario at Present, Vertical Marketing System, Horizontal and Multi-Channel Marketing Systems, Understanding Distribution of services.

Unit IV

Contact Hours: 12

Channel Management- Introduction, Marketing Channels, Designing Channels, Selection and Recruitment of Channel Partners, Channel Motivation, Channel Relationships Management, Channel Evaluation, Information Systems for Channels.

Unit V

Contact Hours: 12

New Trends in Sales Management- Introduction, Sales Management Information System, Relationship Marketing, Role of E-commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers.

Text Book:

1. Sales and Distribution Management – S. L. Gupta 15th edition 2017.

Reference Books:

1. Channel Management & Retail Management – Meenal Dhotre.
2. Purchasing and Supply Management – Dobler and Burt.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Improved awareness about Sales Management. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Practical aspects of Personal Selling and Sales Force Management. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Through understanding of Distribution Management. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Improved conceptual and practical knowledge to manage channels for enhanced performance. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of New Trends in Sales Management. | Presentation/case study. | Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA – V (HRM) | Course: Core: DSE-3 |
| Name of the Course: HR ANALYTICS | Course Code: BBA508 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The course is an application oriented one and most of the exercises have to be done with case studies and examples. During the course basic concepts regarding HR metric will be revised and applied using organizational data.

Course Outcome: The successful completion of this course shall enable the student:

CO1: This course introduces the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.

CO2: The Student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making.

CO3: The students will use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management.

CO4: Employ appropriate software to record, maintain, retrieve and analyse human resources information (e.g., staffing, skills, performance ratings and compensation information).

Unit I

Contact Hours: 12

Introduction to HR Analytics: Evolution of HR Analytics, HR information systems and data sources, HR Metric and HR Analytics, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21 (r) Model.

Unit II

Contact Hours: 12

Diversity Analysis: Equality, diversity and inclusion, measuring diversity and inclusion, Testing the impact of diversity, Workforce segmentation and search for critical job roles.

Unit III

Contact Hours: 12

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, Finding out selection bias, Predicting the performance and turnover.

Unit IV

Contact Hours: 12

Performance Analysis: Predicting employee performance, Training requirements, evaluating training and development, Optimizing selection and promotion decisions.

Unit V

Contact Hours: 12

Monitoring impact of Interventions: Tracking impact interventions, Evaluating stress levels and value-change. Formulating evidence based practices and responsible investment. Evaluation mediation process, moderation and interaction analysis.

Text Book:

1. Edwards Martin R, Edwards Kirsten (2016), “Predictive HR Analytics: Mastering the HR Metric”, Kogan Page Publishers, ISBN-0749473924.

Reference Books:

1. Fitz-enz Jac (2010), “The new HR analytics: predicting the economic value of your company’s human capital investments”, AMACOM, ISBN-13: 978-0-8144-1643-3.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|--|--|
| I | Improved understanding of HR Analytics. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Able to identify Diversity Analysis. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to Understand Recruitment and Selection Analytics. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Able to apply Performance Analysis. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Monitoring impact of Interventions. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA – V (HRM) | Course: Core: DSE-3 |
| Name of the Course: PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT | Course Code: BBA509 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the process of appraisals and compensation techniques for employees.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand performance appraisals is to measure and improve the performance of employees and increase their future potential and value to the company.

CO2: To Review the appraisee's performance and clearly summaries the agreed level of performance.

CO3: To understand about the role of human resources management in dealing with employees, and methods used to provide compensation.

CO4: To understand a sound knowledge of job evaluation approaches and provide an understanding of how job evaluation fits into the broader context of human resources management, and to provide practical skills in the application of job evaluation systems.

CO5: To understand profit sharing plans to retain employee in order to improve productivity.

Unit I

Contact Hours: 12

Performance Appraisal – Conceptual framework, Definition of performance appraisal, objectives of performance appraisal, Process of performance appraisal, Importance of performance appraisal.

Unit II

Contact Hours: 12

Common Appraisal Methods 1: Critical Incident, Graphic Rating Scale & BARS, Rent Appraisal method 2: Narratives, Forces Choice & Forced Distribution, and Performance counselling- Introduction to Performance counselling, Concept of Performance Counselling, Principles of Performance Counselling, and Performance Counselling Skill.

Unit III

Contact Hours: 12

Introduction to Compensation and Rewards; Objective of Compensation and Rewards; Introduction to Framework of Compensation Policy; Labor market characteristics and pay relatives Introduction to Compensation, Rewards, Wage Levels and Wage Structures; Introduction to Wage Determination Process and Wage Administration rules; Introduction to Factors Influencing Wage and Salary Structure and Principles of Wage and Salaries Administration; Introduction to the Theory of Wages: Introduction to Minimum, Fair and Living Wage.

Unit IV**Contact Hours: 12**

Job Evaluation: Introduction to Nature and Objectives of Job Evaluation; Introduction to Principles and Procedure of Job Evaluation Programs; Introduction to Basic Job Evaluation Methods; Introduction to Implementation of Evaluated Job; Introduction to Determinants of Incentives; Introduction to Classification of Rewards; Incentives in India; Introduction to Types of Wage Incentive Plans; Introduction to Prevalent Systems & Guidelines for Effectives Incentive Plans; Introduction to Non-Monetary Incentives.

Unit V**Contact Hours: 12**

Profit Sharing Introduction to Cafeteria Styles of Compensation; Introduction to Problems of Equity and Bonus; Profit Sharing & Stock Options; Introduction to Features of Fringe Benefits; Introduction to History and Growth Factors; Coverage of Benefits; Introduction to Employee Services & Fringe Benefits in India.

Text Book:

1. Personal & Human Resource Management, by P. Subba Rao, Himalaya Publishing House. (2018)5th Ed.

Reference Books:

1. Human Resource Management, by K. Aswathappa, Tata McGraw Hill Publishing House. (2013)8th Ed.
2. Bhawdeep Singh & Prem Kumar – Current Trends in HRD: Challenges & Strategies in a changing scenario.(2016).
3. Human Resource Management, by L.M. Prasad, Sultan Chand & Sons.8th Ed.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|---|---|
| I | Knowledge about tools to develop an employee, and support decisions about promotions and employee training and supporting salary decisions. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment/Quiz. |
| II | Indexed knowledge and understanding in more specific about behaviors, traits, competencies, or completed projects— against which employees are judged and counselling skills. | Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Quiz/Assignment/ Class test. |
| III | Able to work on basic compensation concepts and the context of compensation practice and to strengthen the pay-for-performance link. | Presentation /Case Study/Live Project/Lecture. | Evaluation of Students on Presentation on Live Project/ Assignment/ Quiz. |
| IV | Identify and properly implement a job evaluation scheme and develop grade structures and focus on Compensation Benefits and Rewards. | Presentation/ Video/Case Study/Research Study/Lecture. | Evaluation of Students based on Research Study Presentation/ Assignment/Class test. |
| V | Identification and Deep understanding about how stock options are a popular employee reward for a long term service, which rewards employees for the company's profitability. | Presentation/ Video/Case Study/Research Study /Lecture. | Evaluation of Students based on Research Study Presentation/ Assignment/Class test. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - V (E-Commerce & Digital Marketing) | Course: Core: DSE-4 |
| Name of the Course: E-COMMERCE & SOCIAL MEDIA PLATFORMS | Course Code: BBA510 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course is aimed at developing an understanding of emerging e-commerce paradigms, with special reference to various issues and concerns imperative to implementation of e-commerce strategies.

Course Outcome: The successful completion of this course shall enable the student:

CO1: Developing an understanding of transacting electronically and emerging technology for the same.

CO2: Familiarizing the students with the concepts of EDI and Knowledge Management for e-commerce.

CO3: Introduce the students to the government initiatives for e-business.

CO4: Discuss the significance of electronic payments.

Unit I

Contact Hours: 12

E-Business – Origin and Need of E-Commerce, Factors affecting E-Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work Electronic Commerce Models, Value Chains in Electronic Commerce.

Unit II

Contact Hours: 12

Understanding the Social Media Platforms: Social Media Past, Present future Trends, Two Social Media Giants: Facebook and Twitter, The Growing Revolution of Whatsapp, The “Social” of Social Media: How Social Media Can Be Used for Interpersonal Communication, Experiential Learning: Study and Compare all the Social Media Platforms.

Unit III

Contact Hours: 12

Building Presence on Social Media Platforms: Social Media and Networking, Social Media and Marketing, Social Media and Workforce, Social Media and Geo-Politics, Design Influencer Strategy, Experiential Learning: Study and Mention the Key features of some of the Influencer’s on Social Media.

Unit IV

Contact Hours: 12

Positioning on the Social Media: Blogs, Videos, Wikis, and More, Understanding and strategically Position yourself in the Relevant Media, Copyrights and privacy issues, Social entertainment, Social Media Marketing Strategy, Copy writing, Experiential Learning: Build a Brand and Position it on the various Online Social Media Platforms and Develop your own Network – Analyze which Platform gives the best return.

Unit V
Contact Hours: 12

Generating Returns from Social Media: Social commerce, ratings, and reviews, Hashtag, How to Build and Bank on the Metrics of the Social Media?, Getting Organic Leads, Drive referrals to your website using social media, Collect leads using social media, Using social media for PR, Experiential Learning: Set up a Business and Create – Organic Leads, Business Generation, Direct traffic from social media to the website, integrate transactions online.

Text Book:

1. Social media Marketing , John Walis , kindle edition 2017.
2. E-Business and E- Commerce Management: strategy and implementation: Dave Chaffey 2011.

Reference Books:

1. Ecommerce : An Indian perspective : S.J.P.T joseph 2019.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Improved understanding of E-Business. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Knowledge of Social Media Platforms. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Awareness regarding Geo-Politics. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of Positioning on the Social Media. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Able to develop Direct traffic from social media to the website. | Field Survey Discussions. | Field Study by Group of Students and presentation. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA – V (E-Commerce & Digital Marketing) | Course: Core: DSE-4 |
| Name of the Course: ONLINE CONTENT DEVELOPMENT AND BLOGGING | Course Code: BBA511 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the online content development and blogging related with the function and management challenges in the emerging perspective.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand multimedia concept as applied in management practice.

CO2: To understand about basic of animation as a tool for managing digital marketing.

CO3: To understand about the role of blogging for e-commerce and digital marketing.

CO4: To understand in more specific economic dimension of blogging in managing business activities.

Unit I

Contact Hours: 12

Introduction to Multimedia: Understanding Multimedia, History and Evolution of Multimedia, Multimedia Systems, Design Fundamentals, Experiential Learning: Free Software Available to Develop Content for presentations etc. study them, Basics of Designs: Creating a Logo, Visiting Cards and Brochure, Creating a Print Advertisement, Package Design, News Letter – Understanding their layout and building them on free tools, Experiential Learning: Develop and make all the above listed in a soft format.

Unit II

Contact Hours: 12

Basic of Animation: History of animation: Types of animation: case study, Understanding and learning the Principles of animation through the view of different animation film: case study, Creating frame by frame animation for a short animation (maximum 10 sec with simple drawing and then on system creation), Creating simple frame by frame animation for a short animation (maximum 20 sec with color drawings and background).

Unit III

Contact Hours: 12

Understanding Basic of Blogging: State of Blogosphere, History of the Best Bloggers, Experiential Learning: Analyze the Performance of the Various Blogs.

Unit IV

Contact Hours: 12

Generating Money from your Blog: Converting your blog to a business, getting an Audience, Monetizing your site, Blogging productivity, Experiential Learning: Generate Revenue from your Blog after setting it up.

Unit V
Contact Hours: 12

Develop the Writing Art of an Blog: First Impressions, Writing titles, Understanding search, Blog promotion, Blogging software, Experiential Learning: Write Articles for Various Blogs, relevant to their audience.

Text Book:

1. Word press for beginners 2021: Dr. Andy Williams, 2020.

Reference Books:

1. Youtube Secrets: Sean Cannel & Benji Travis 2018.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of managing and understanding pragmatic approach of multimedia. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of animation and Photoshop as a tool for digital marketing. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Understanding Basic of Blogging. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Economic benefit of blogging. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Practical working with blogs. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA – V (Event & PR) | Course: Core: DSE-5 |
| Name of the Course: EVENT MANAGEMENT AND LOGISTICS | Course Code: BBA512 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the process of Event Management and logistics related with the basic function challenges in the emerging perspective of management.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To enlighten and appreciate role of event marketing in organizing a successful event.

CO2: To understand about the marketing and environment with respect to event management.

CO3: To understand about the role of market segmentation with respect to Event development and event Life Cycle.

CO4: To understand key concept of event logistics.

Unit I

Contact Hours: 12

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure management.

Unit II

Contact Hours: 12

Event risk Management, compliances, insurances, site layout, venue Management, capacity & standard set ups, logistical issues, production schedules, supervising event execution, staff coordination, communication equipments, pre-show, the show and post-show, follow up – team & clients.

Unit III

Contact Hours: 12

Setup considerations for décor – prior to the event and at the event, staging & seating needs, knowing rigging, objectives of event lighting, video & projection, introduction to audio, types of special effects – streamers, confetti, fog, smoke, lasers, etc. technological terms – audio visual services & equipments risk and safety.

Unit IV

Contact Hours: 12

Event Logistics: Venue logistics, Warehousing & distribution, Delivery management & loading schedules, Transportation, Asset tracking, freight, bump out logistics.

Unit V

Contact Hours: 12

Event logistics plan and procedures: Create and effective event logistics plan based on event goals & strategy, budget target audience, theme, number of attendees, catering program, Development of a logistics plan/scheme for the event, Preparation of a time plan for the event while at the site. Event logistics checklist: Introduction and significance, Introduction, Significance of Logistic checklist.

Text Book:

1. Start and Run Event planning business by Cindy lemaire Mardi foster-walkar – Self Counsel Press 2018, ISBN – 1551803674, 9781551803678.

Reference Books:

1. Event Planning Ethics and Etiquette – Publisher: John Wiley & Son, Publication.
2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success – Entrepreneur Press (Author), Cheryl Kimball (Author) – Publication: 2017.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|---|--|
| I | Knowledge of managing and understanding pragmatic approach of Marketing for managing events. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Marketing Environment. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Conceptual knowledge of market segmentation, , advertising and sales promotion in event areas. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Key knowledge of event logistics concepts in practical working. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Overview of event logistics plan and procedures. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - V (Event & PR) | Course: Core: DSE-5 |
| Name of the Course: EVENT & SPONSORSHIP MANAGEMENT | Course Code: BBA513 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course provides a comprehensive theoretical and practical understanding of events sponsorship.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concepts of event and its types in management as applied in practice.

CO2: To understand about the event sponsorship.

CO3: To understand about the event risk in broader perspective.

CO4: To evaluate event sponsorship and overcoming sponsorship objections.

Unit I

Contact Hours: 12

Event & its Types: Types of Event like Sports, Rallies, Wedding, Birthday Party, Celebrity/Artiste Management, Conference/Seminar, Corporate events, Exhibitions and Trade Fairs, Fashion Shows and its planning, Preparing event proposal, Strategy: Writing a event proposal to convert prospective client into our customer.

Unit II

Contact Hours: 12

Event Risk: Introduction to Event Risk – Introduction and Understanding concept of Event Risk, Identifying Risk – Types of risks – Know risk whether financial, Technology, Safety and Security, Mis-management Natural Disaster, Assessing/Prioritizing Risks – Determining the contribution of each risk to the aggregate risk profile, and prioritizing accordingly, Managing Risk and Hazard – Eliminating Plan, Substitution Plan.

Unit III

Contact Hours: 12

Understanding of Event Sponsorship: Definition and understanding of Sponsorship, Difference between sponsorship with benevolence, Benefits of Sponsorship, Developing Sponsors – Factors to consider for identifying appropriate sponsors, Steps for developing prospective sponsors, Selling Sponsorships – Identify needs and goals of sponsors, Plan for selling sponsorship proposal.

Unit IV

Contact Hours: 12

Overcoming Sponsor Objections: Identify reason for Sponsors objections, Objection and approval pointers for acceptance or rejection of offer from sponsors, Feedback to overcome objections from sponsors in future, Solution for objections, Negotiating, Closing and servicing Sponsorship sale: Analyzing sponsor needs before negotiation, Noting concerns and evaluation of concessions to resolve concerns, Positive approach while closing sponsorship, Words 'ask' is the most powerful three-letter word in sponsorship sales, Positive communication for renewal of sponsorship, Deliver what is promised, Written Form signed by sponsor representative of their needs.

Unit V

Contact Hours: 12

Evaluating Sponsorships: Develop and implement a system for measuring the sponsor's activities, Conduct sponsorship evaluations, Get tracked results of sales due to sponsorship in your event.

Text Book:

1. Event Sponsorship by Ian McDonnell, Malcolm Moir: 2013.

Reference Book:

1. Event Sponsorship by Bruce E. Skinner.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of Event Sponsorship. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Improved Understanding of developing Sponsors. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Knowledge of Selling Sponsorships. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Application of Objection and approval pointers for acceptance or rejection of offer from sponsors. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Improved understanding of Negotiating, Closing and servicing Sponsorship sales. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|---|---------------------------------|
| Name of the Program/Semester: BBA - V (Family Business & Startup) | Course: Core: DSE-6 |
| Name of the Course: ENTREPRENEURSHIP & DEVELOPING SMALL SCALE BUSINESS | Course Code: BBA514 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to help the students to develop an entrepreneurial mind set and gain an understanding of the entire entrepreneurial process through analysis of various situations.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To explain the meaning and significance of entrepreneurship and understand the process of entrepreneurial action.

CO2: To understand the entrepreneurial mindset and personality.

CO3: To understand the importance of idea generation, identifying opportunities and the value of a business plan.

CO4: To understand the role of creativity and innovation in entrepreneurship.

Unit I

Contact Hours: 12

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Managerial functions and Roles. Insights from Indian practices and ethos.

Unit II

Contact Hours: 12

Setting up a Small Business: Determination of the nature of the business unit: Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise, setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries.

Unit III

Contact Hours: 12

Government support: MSME Act (2006), government procurement policies. Institutional Support Mechanism: SIDO, SIDBI, NSIC, SISI, Commodity Boards, State Directorate of Industries, SIDC'S, SFC, District Industries Centre. MUDRA Bank. Institutional Support Mechanism: Testing Laboratories, Product and Process Development Centres, ED Institutions (National 4 and State 14), Institute for Entrepreneurship Development, State consulting organizations (MITCON, RAJCON, etc.).

Unit IV

Contact Hours: 12

Institutional Support Schemes: Interest Subsidy, Seed/Margin Money, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity Fund Scheme, Bills Rediscounting Scheme. Factoring of bills. Institutions: Development Research Institute, NSDC, NSDA, NRLM's SRLM's.

Unit V
Contact Hours: 12

Policy Support Mechanism: Reservation of Items for Small Scale Industries, Rationale, Procedures, Criticism, De-reservation, Removal of Quantity Restrictions, Government's Purchase Preferences Policy for Small Industries Products, Price Preference Policy for SSI products. Policy of Priority Credit, Equity Participation, Equity issues by small enterprises through OCTEI.

Text Book:

1. Katz, J. and Green, R.: Entrepreneurial Small Business, Tata McGraw Hill 12th edition 2018.

Reference Books:

1. Shukla, M.B., Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge of basic concept of entrepreneurship and understand the process of entrepreneurial action. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Improved understanding of entrepreneurial mind set and personality. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Awareness about importance of Idea generation, Identifying opportunities and the value of a business plan. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Improved understanding of the role of creativity and innovation in entrepreneurship. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Understand the Policy Support Mechanism. | Presentation/ Video/Case Study. | Entrepreneur interview, case analysis, and quiz. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - V (Family Business & Startup) | Course: Core: DSE-6 |
| Name of the Course: EXPLORING BUSINESS OPPORTUNITY, LAUNCHING AND SUSTAINING BUSINESS | Course Code: BBA515 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To learn the ways to identify new business idea.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand Business ideas that solves problems.

CO2: To understand Creativity and Business Idea.

CO3: To understand Ways to identify Business Ideas.

CO4: To understand Sustainable Development Principles.

Unit I

Contact Hours: 12

Business ideas that solves problems – Good idea are networks – The perfect state of mind for idea creation Solve things that may become problems – Adapt to evolving needs – Save people money – make people’s live easier – make chores or things that feel like tasks less unpleasant- Turn a hobby or something you’re passionate about into a business – Fulfill a need – Appeal to a base - Experience more – steal other’s idea.

Unit II

Contact Hours: 12

Creativity and Business Idea: Sources of New Ideas – Consumers – Existing Product & Services – Distribution Channels – Research and Development. Methods of Generating Ideas – Creative Problems Solving - Brainstorming - Reverse Brainstorming – Brain writing - Gordon Method – Checklist Method Idea Stage – Concept Stage – Product Development Stage – Test Marking Stage.

Unit III

Contact Hours: 12

Ways to identify Business Ideas that could really change the World: Find opportunities in your own community - Draw upon your own personal experiences - Look for ideas that get other people involved - Go out your way to ask others how you can help - Give back through meaningful philanthropically work. Look at all the things that bug you - Tap your interest – Travel – Keep your eyes open – Examine old mousetraps – then build a better one – Take it to the streets.

Unit IV

Contact Hours: 12

Sustainable Development Principles – Perform a Stakeholder Analysis – Set Sustainable Development Policies and Objectives – Design and Execute and Implementation Plan – Develop a Supportive Corporate Culture – Develop Measures and Standard of Performance – Prepare Reports – Enhance Internal Monitoring Process – Management Leadership.

Unit V
Contact Hours: 12

From Waste to Wealth - How to build a profitable business out of huge waste (An African case study) - Success stories - Some African entrepreneurs who make money from waste - Recycling business is the business of the future - Scrap Gold - Home items recycling - How to start Recycling Business from Home - The Typical items that you want recycling business include the following: - Foam (Packing) Peanuts - Cardboard Boxes - Plastic bags - Pallets - Wrapping Foam and more. High Profit Recycling - Recycling Business Profit Margin - Most Profitable Recycling Business - Recycling options for small Business - How to start a Recycling Business? - Recycling Business Ideas you can start with low capital.

Text Book:

1. Andriopoulos, C. and Dawson, P.: Managing Change, Creativity and Innovation, Sage 10th edition 2017.

Reference Books:

1. Bilton, C. and Cummins, S., Creative Strategy, Wiley.
2. Davila, T., Epstein, M.L. and Shelton, R. (ed.), The Creative Enterprise, Praeger.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Improved understanding of Business ideas that solves problems. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Knowledge of Creativity and Business Idea. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Improved understanding of Ways to identify Business Ideas. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of Sustainable Development Principles. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Improved understanding of profitable business out of huge waste. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - V (Finance) | Course: Core: DSE-7 |
| Name of the Course: FINANCIAL MARKET INSTITUTION AND SERVICES | Course Code: BBA516 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To Provide students an overview of financial markets & institutions in India and familiarize them with important fee and fund based financial services.

Course Outcome: After completing the course, the student shall be able to:

CO1: To understand the meaning and scope of financial markets as well as institutions in India.

CO2: To understand the concepts of Money Market and Capital Market.

CO3: To explain Commercial Banking and its Current developments.

CO4: To explain concept of Non-Banking Financial Companies (NBFC's).

CO5: To examine the Financial Services Industry.

Unit I

Contact Hours: 12

An Introduction to Financial System, Components, Financial System and Economic Development, Financial Inter-mediation, An overview of Indian Financial System since 1951, Financial Sector Reforms since liberalization 1990-91.

Unit II

Contact Hours: 12

Financial Markets & Capital Markets: Financial Markets: Money Market -Functions, organization and instruments. Role of central bank in money market. Indian Money Market – an overview. Capital Markets – Introduction, role and functions. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets – NSE, BSE, NIFTY, SENSEX. Role of Stock Exchanges in India. SEBI and Investor Protection.

Unit III

Contact Hours: 12

Financial Institutions - I: Commercial banking- introduction, its role in financing – commercial and consumer, recent developments like MUDRA financing, problem of NPAs, Bankruptcy and insolvency Act, Financial Inclusion.

Unit IV

Contact Hours: 12

Financial Institutions –II: Life and non-life insurance companies in India: public and private. Mutual Funds – Introduction and their role in capital market development. Types of mutual fund schemes (open ended vs close ended, Equity, Debt, Hybrid schemes and ETFs. Non-banking financial companies (NBFCs).

Unit V
Contact Hours: 12

Overview of financial services industry. Merchant Banking – pre and post issue management, underwriting. Regulatory framework relating to Merchant Banking in India. Leasing and Hire Purchase, Consumer and Housing Finance, Venture Capital Finance, Factoring Services, Credit Rating, Financial Advisory and Portfolio Management Services.

Text Book:

1. Bhole L. M., Financial Markets and Institution. Tata McGraw Hill Publishing.
2. Kumar, V., Gupta, K., Kaur, M., Financial Markets, Institutions and Financial Services. 2017.

Reference Books:

1. Annual Reports of Major Financial Institutions in India.
2. Khan, M. Y., Indian Financial System- Theory and practice, Vikas Publishing House.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Improved knowledge on basic concepts of financial services. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Synthesis of financial and capital market. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Improved understanding of various concepts related to commercial banking and recent development in banking scenario. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Deep understanding of fundamental concepts and working of capital market. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Comprehensive and improved knowledge of financial services industry and merchant banking. | Presentation/Video/Case Study/Research Study/Application. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

**FACULTY OF COMMERCE & MANAGEMENT
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| Name of the Program/Semester: BBA – V (Finance) | Course: Core: DSE-7 |
| Name of the Course: FINANCIAL ANALYTICS | Course Code: BBA517 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to provide knowledge of Financial Analytics.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand General statistical methods.

CO2: To understand Population Variance.

CO3: To understand Logistic regression.

CO4: To understand Risk Management.

Unit I

Contact Hours: 12

General statistical methods, Looking at Data. Descriptive graphical measures. Numerical measures. Sampling distributions, Maximum likelihood, Method of moments, Bayesian estimators. Applications to financial models, One variable statistical inference Confidence intervals and Testing Hypotheses on Population Means and Proportions, Two Population tests for Means and Proportions.

Unit II

Contact Hours: 12

Tests of Population Variance, Two Populations Review Midterm Examination Categorical Data Analysis. One and Two Way Tables. Goodness of Fit test. Independence Test Regression Analysis. Least Squares Fitting. Analysis and Testing. Prediction. Multiple Regression. Confidence intervals ANOVA table, multiple R², residuals Selection of variables. Correlation analysis, Variance inflation factors. Nonlinear regression. Generalized Additive Models Analysis of variance (ANOVA) models. Applications. Expansion to mixture models Analysis of Covariance.

Unit III

Contact Hours: 12

Logistic regression Intro to Risk measures: VaR, CVaR and CoVar Bootstrap Method and Permutation tests. Cross - validation methods Applications. Review and catching up.

Unit IV

Contact Hours: 12

Intro to Risk Management Modeling and Simulation Calibration of GBM and application to RM Introduction to Bond and Interest Rate Risk, Introduction to Bond and Interest Rate Risk.

Unit V

Contact Hours: 12

Introduction to Derivatives Managing Linear Risk Option Markets Managing Non-Linear Risk.

Text Book:

1. Financial Risk Manager Handbook, + Test Bank: FRM Part I / Part II 6th Edition by Philippe Jorion.

Reference Books:

1. Risk Management and Financial Institutions (Wiley Finance) 4th Edition by John C. Hull.
2. Practical Methods of Financial Engineering and Risk Management: Tools for Modern Financial Professionals by Rupak Chatterje.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|--|--|
| I | Knowledge of General statistical methods. | Presentation/ Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Population Variance. | Application Based learning/Case Study/Video/ Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively on Logistic regression. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of Risk Management. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of conceptual framework of Derivatives. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

SEMESTER - VI

BBA

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| SEMESTER - VI | | | | | | |
|---|------------------------------------|-------------|---|----|----|-----|
| BBA601 | Entrepreneurial Development | GE-4 | 4 | 30 | 70 | 100 |
| BBA602 | Local to Global Management | CC-15 | 4 | 30 | 70 | 100 |
| BBA603 | ECA AND GI * (Report and Viva) | ECA & GI | 2 | 15 | 35 | 50 |
| BBA604 P | Project Report | EECC-3 | 2 | 25 | 25 | 50 |
| SELECT ANY ONE GROUP | | | | | | |
| BANKING & INSURANCE | | | | | | |
| BBA605 | Banking Law & Operations | DSE-1 | 4 | 30 | 70 | 100 |
| BBA606 | Insurance Law & Practice | DSE-1 | 4 | 30 | 70 | 100 |
| MARKETING | | | | | | |
| BBA607 | Advertisement and Brand Management | DSE-2 | 4 | 30 | 70 | 100 |
| BBA608 | New Age Marketing | DSE-2 | 4 | 30 | 70 | 100 |
| HUMAN RESOURCE MANAGEMENT | | | | | | |
| BBA609 | Training and Development | DSE-3 | 4 | 30 | 70 | 100 |
| BBA610 | Leadership | DSE-3 | 4 | 30 | 70 | 100 |
| E COMMERCE & DIGITAL MARKETING | | | | | | |
| BBA611 | Google Ad Words | DSE-4 | 4 | 30 | 70 | 100 |
| BBA612 | Cyber Law and Security | DSE-4 | 4 | 30 | 70 | 100 |

| EVENT & PR | | | | | | |
|---------------------------------------|--|-------|-----------|----|----|-----|
| BBA613 | Event Operation | DSE-5 | 4 | 30 | 70 | 100 |
| BBA614 | Event Productions Process | DSE-5 | 4 | 30 | 70 | 100 |
| FAMILY BUSINESS & START UP | | | | | | |
| BBA615 | Social and Rural Entrepreneurship | DSE-6 | 4 | 30 | 70 | 100 |
| BBA616 | Business Plan, Project Formulation and Preparation | DSE-6 | 4 | 30 | 70 | 100 |
| FINANCE MANAGEMENT | | | | | | |
| BBA617 | Investment Analysis and Portfolio Management | DSE-7 | 4 | 30 | 70 | 100 |
| BBA618 | Goods and Service Tax | DSE-7 | 4 | 30 | 70 | 100 |
| Total | | | 20 | | | |

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| Name of the Program/Semester: BBA - VI | Course: Core: GE-4 |
| Name of the Course: ENTREPRENEURIAL DEVELOPMENT | Course Code: BBA601 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of Entrepreneurial Development and its basic function and challenges in the emerging perspective.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand the concepts of “entrepreneur”, “entrepreneurship” and their development in all forms and shapes.

CO2: Effectively assess entrepreneurial opportunities and build the required business plan to reach entrepreneurial goals.

CO3: To understand the programs designed and formulated by Central, State governments and other important institution in entrepreneurship development.

CO4: To understand the special challenges of starting new ventures and introducing new product and service ideas, the process of founding a startup.

CO5: Comprehend the legal issues involved while setting up an enterprise and entrepreneurial financing.

Unit I

Contact Hours: 12

Concepts of Entrepreneurship Development, Evaluation of the concept of Entrepreneur, Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Attributes and Characteristics of a Successful Entrepreneur.

Unit II

Contact Hours: 12

Managing Creativity issues to be addressed in working the Definition of Creativity – Definition – Attributes of a Creative Person – Creative Thinking and Motivation _ Managing Creativity – Organizational Actions that enhance and Hinder Creativity – Organizational Priorities and Creativity – Managerial responsibilities in a Creative organization. Search for Business Idea, Sources of Ideas, Idea Processing, Input Requirements: sources and criteria of Financing, Fixed and Working Capital Assessment, Technical and Marketing Assistance.

Unit III

Contact Hours: 12

Role of Entrepreneur in Indian Economy and Developing Economies with reference to Self-Employment Development, Entrepreneurial Culture, The Entrepreneurial Mind-set in Individuals, The Entrepreneurial mind-set in Organization and Corporate Entrepreneurship, Entrepreneurial Strategy: Generating and Exploiting New Entries.

Unit IV

Contact Hours: 12

Overview of Family Business Domain, Family Capital, Recognize Conflict, Decision Making and Conflict Management, Governance of the Family Enterprise, Enduring Family Enterprise. Innovation & Change, Nagging Issues.

Unit V
Contact Hours: 12

Succession Developing Leadership Abilities, Estate Planning Expectations of Successors, Self-Development and Career Plan, Preparing the Next Generation.

Text Book:

1. Vasanth Desai: Dynamics of Entrepreneurial Development & Management 6th edition.

Reference Books:

1. Carlock, R. S. & Ward, J. Strategic Planning for Family Business: Parallel Planning to Unit the Family and the Business. 2018, 5th edition.
2. Poza, E. J. Family Business. 2007.
3. Gupta & Srinivasan: Entrepreneurial Development.
4. John Kao: Creativity & Entrepreneurship.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|-------------------------------------|--|
| I | Knowledge of entrepreneurial development and the various attributes of an entrepreneur. | Assignment/ Quiz. | Evaluation of Students on the basis of Assignment/ Quiz. |
| II | Ability to understand the significance of various creative ideas in an entrepreneur. | Class Test/Case Study/ Role Play. | Evaluation of Students on the basis of Class test Case Study/ Role Play. |
| III | Acknowledging the role of an entrepreneur in development of the economy. | Live Project/Case Study. | Evaluation of Students on Live Project/Case Study. |
| IV | Improved Understanding the concept of conflict management and the significance of decision making. | Class Test/ Presentation/Role Play. | Evaluation of Students based on Class Test/ Presentation/Role Play. |
| V | Deep Understanding of significance if the innovation, self-development for the next generation. | Class Test/ Presentation/Role Play. | Evaluation of Students based on Class Test/ Presentation/Role Play. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - VI | Course: Core: CC-15 |
| Name of the Course: LOCAL TO GLOBAL MANAGEMENT | Course Code: BBA602 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to understand the factors contributing to the diverse and complex international business environment and the influence of global competitive forces and the resources needed to compete effectively in global markets.

Course Outcome: The successful completion of this course shall enable the student:

CO1: Understanding the local and Global Business Environment world.

CO2: Develop an understanding of rural community development.

CO3: Understanding how international business is affected by the many different types of environments (i.e. economic, political, social, cultural, financial, technological).

CO4: Understanding international trade policy and the World Trade Organisation (WTO); regional economic integration.

Unit I

Contact Hours: 12

Rural Development: Concept, Objectives, Importance, Nature and Scope; Characteristics of Rural Economy; Concept of Development, Distinction between Development and Growth, Indicators of Development; Prerequisites for Rural Development; Main Obstacles to Rural Development; Factors Governing Rural Development.

Unit II

Contact Hours: 12

Rural Community Development: Concept of Community, Functions of the Community, Community profile: Process and tools concept of community development, Characteristics, Principles and Scope, Panchayati Raj and community development in India.

Unit III

Contact Hours: 12

International Business and its environment – Significance, nature & Scope: Environment in International Business – domestic environment, foreign environment, global environment. b) International Economic Co-operation and Agreement – Regional Economic Integration (trade Blocs) – Types of economic Integration, free trade area, customs, union, common market, economic union; European union; Indo – EU Trade; A brief review of NAFTA, ASEAN, SAARC, SAPTA; International Commodity Agreement – Quota Agreement, buffer stock agreement, Bilateral / Multilateral contracts, Generalized System of Preferences (GSP) and System of Trade Preferences (GSTP). Compare Two Countries' business Environment or Two Different trade Blocs.

Unit IV**Contact Hours: 12**

International Economic Institutions – International Monetary Fund – Functions; Organization & Management; Resources of IMF – Subscription by members, and borrowing; Financing Facilities & Policies – Regular lending facilities, Special lending facilities; Technical Assistance; Special Drawing Rights (SDRS) World Bank – policies of world bank, lending programmes. Asian Development Bank – Objective, functions. World Trade Organisation – Functions, principles, salient feature. Study the Latest schemes of above institution promoting international business.

Unit V**Contact Hours: 12**

International Trade and payments – Government influence on trade – protectionism, tariff barriers, state trading, regulation of foreign trade. b) Trade in merchandise – growth of international trade; counter trade – forms of counter trade, growth of counter trade; Trade in services- restrictions in trade in services c) International Investment (FPI); Factors affecting international Investment, growth & dispersion of FDI. Compare Indian Trade barriers with any other country.

Text Book:

1. International business Environment – Francis Cherunilam, Himalaya Publishing House, Mumbai 16th edition 2018.
2. International Business – Alan M. Rugman & Richard M. Hodgetts, Pearson Education, Delhi 14th edition 2019.

Reference Books:

1. Business Environment – Ashwathappa; Himalaya Publishing House.
2. ‘International Business: Concept, Environment and Strategy’ By Vyuptakesh Sharan; Vyuptakesh Saran.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|---|--|
| I | Knowledge of managing and understanding of key concept of rural development. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in Rural Community Development. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively with Global Business Environment. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of International Economic Institutions. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of international Trade and payments. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA - VI | Course: Core: ECA & GI |
| Name of the Course: ECA AND GI* (REPORT AND VIVA) | Course Code: BBA603 |
| Total Marks for Evaluation: 50 (Internal Marks: 15 External Marks: 35) | |

Objectives: - ECA & GI stands for Extra Curricular Activities and General Interest, which is designed to appraise the potential of students. It intends to develop the students in every facet and will groom his/her personality for the competitive world.

Course Outcome: - This will include all the Academic and Non-Academic Competitions Intra & Inter-College levels in which a student has to actively participate. Students have to participate and give a detailed presentation regarding the Extra Curricular Activities done by them. They will be evaluated on the basis of their Participation and Presentation of Report submitted. The students who have not participated in any of the activities of ECA & GI will have to undergo 20 hours of assigned Live Project/NGO Project and submit the same to the Faculty-in-charges.

Evaluation Procedure: -

| Evaluation elements | Internal | External | Total |
|----------------------------|-----------------|-----------------|--------------|
| Report & Viva – Voce | 15 | 35 | 50 |

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| Name of the Program/Semester: BBA - VI | Course: Core: EECC-3 |
| Name of the Course: PROJECT REPORT | Course Code: BBA604P |
| Total Marks for Evaluation: 50 (Internal Marks: 25 External Marks: 25) | |

Objectives: The objective of this course is to develop an understanding of the process of Management related with the basic function and management challenges in the emerging perspective.

Project Report:

In 6th semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the faculty of Commerce & Management under the supervision of a core faculty member of the department. The Research Project Report will carry 50 marks. The evolution of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce. The evaluation of Project Report will comprise of 50 marks and would be evaluated by the internal guide. The evaluation of Viva Voce of project would comprise of 50 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results.

Assessment of the Project Report: will be assessed by a Internal & External examiner and Dean of Commerce & Management, Kalinga University Raipur.

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|-----------------------|-----------------|
| A. Project Report | 25 Marks |
| B. Viva – Voce | <u>25 Marks</u> |
| C. Total Marks | 50 Marks |

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| Name of the Program/Semester: BBA - VI (Baking & Insurance) | Course: Core: DSE-1 |
| Name of the Course: BANKING LAW & OPERATIONS | Course Code: BBA605 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To develop a robust knowledge base pertaining to significant facets of Banking Sector among students.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand Overview of Indian Banking System and its regulatory framework.

CO2: To understand Payment and Collection of Cheques and other Negotiable Instruments.

CO3: To understand Non-Performing Assets.

CO4: To understand Asset Reconstruction Companies (ARCs).

CO5: To understand Risk Management in Banks and Basel Accords.

Unit I

Contact Hours: 12

Overview of Indian Banking System and its regulatory framework: Introduction Regulatory Frame Work, Indian Banking System – An Evolution, Brief Over View of The Start of Reserve Bank of India (RBI), Private /Joint Stock Banks, Nationalization of Banks, Foreign Banks, Co-Operative Banks, Regional Rural Banks, Small Finance Banks and Payment Banks.

Unit II

Contact Hours: 12

Payment and Collection of Cheques and other Negotiable Instruments: Introduction Regulatory Framework Types of Negotiable Instruments, Parties to a Negotiable Instrument, Inland and foreign instrument, Endorsements, Crossing of a cheque. Case Laws on Responsibilities of Paying Bank, Case laws on Responsibility of Collecting Bank.

Unit III

Contact Hours: 12

Non-Performing Assets: Introduction Regulatory Framework: Classification of Bank Advances on basis of Performance, Non-Performing Asset (NPA), Income Recognition Norm, Asset Classification, Change in Ownership, Provisioning Norms, Provision Coverage Ratio (PCR), Corporate Debt Restructuring (CDR), Revised Framework, Timelines for Large Accounts to be Referred under IBC, Prudential Norms, Supervisory Review, Restructuring of Advances of MSME.

Unit IV

Contact Hours: 12

One Time Restructuring of existing loans to MSMEs, One Time Settlement (OTS), BIFR (Board for Industrial and Financial Reconstruction), Asset Reconstruction Companies (ARCs).

Unit V
Contact Hours: 12

Risk Management in Banks and Basel Accords: Stages of Risk Management Credit Risk Management Forms of Credit Risks, Taking Measures for Credit Risk Management, Credit Risk Models, Techniques of Credit Risk Measurement, Type of Risks in Banking Business, Liquidity Risk Management.

Text Book:

1. M.L. Tannan: Banking Law and Practice, Wadhwa & Company, Nagpur C.R. Datta & revised by S.K. Kataria 2019.

Reference Books:

1. A.B. Srivastava and: Seth's Banking Law, Law Publisher's India (P) Limited K. Elumalai.
2. R.K. Gupta: Banking Law and Practice, Modern Law Publications.
3. Prof. Clifford Gomez: Banking and Finance - Theory, Law and Practice, PHI Learning Private Limited 2018.
4. J.M. Holden: The Law and Practice of Banking, Universal Law Publishing.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of Indian Banking System and its regulatory framework. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment, Evaluation, Quiz. |
| II | Knowledge and understanding of Payment and Collection of Cheques and other Negotiable Instruments. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Knowledge of Non-Performing Assets. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on basis of Presentation/Live Project, Assignment, class test, Quiz. |
| IV | Knowledge of. Asset Reconstruction Companies (ARCs). | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study/Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Risk Management in Banks and Basel Accords. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study/ Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - VI (Baking & Insurance) | Course: Core: DSE-1 |
| Name of the Course: INSURANCE LAW & PRACTICE | Course Code: BBA606 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To impart knowledge on insurance related concepts to the students with the aim of broadening professional opportunities in the arena of insurance.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand Evolution of Insurance.

CO2: To understand Policy of Insurance Regulatory and Development Authority of India.

CO3: To understand Life Insurance underwriting.

CO4: To understand General Insurance Practices and procedures.

CO5: To understand Motor Insurance.

Unit I

Contact Hours: 12

Concept of Insurance, Evolution of Insurance History of Insurance, In India, Life Insurance, General Insurance, Regulation of Insurance Business In India, Regulations Governing/Affecting Life Insurance Business in India, Regulations affecting General Insurance Business in India, Role of Regulator, The Insurance Market, Insurance companies/Insurers. Insurance contract, Essentials of a valid Insurance contract, Features of an Insurance Contract, Insurance Terminologies, Life Assurance Products, Term Insurance Product, Whole Life Insurance Products, Endowment Products, Money Back Products, Annuity Products, Linked Life Insurance Products, Variable Life Insurance Products, Health Insurance Products, General Insurance Products, Motor insurance, Personal Accident Insurance, Liability Insurance, Engineering Insurance, Miscellaneous Insurance Rural Insurance.

Unit II

Contact Hours: 12

Insurance Regulatory and Development Authority of India ('IRDAI'), Life Insurance Council and General Insurance Council, Constitution of Life Insurance Council, Constitution of General Insurance Council, IRDAI's role as Regulator of Insurance Agents & Intermediaries, Individual Agents, Corporate Agents, Insurance Brokers, Web Aggregators, Micro Insurance Agents, Common Service Centres, Point of Sales Persons, Nomination and Assignment Insurance Ombudsmen Rules, 2017.

Unit III

Contact Hours: 12

Life Insurance Practices, Life Insurance underwriting, Applications of Life Insurance, Life Insurance Finance.

Unit IV

Contact Hours: 12

General Insurance Practices and procedures: Introduction, Insurance Policy Contract, To refresh ourselves, let's take a quick look again – Principle of Uberrimae fi, Policy Structure or key elements, Rules of Interpretation of a Policy, Other Important features of a policy document, Conditions subsequent to liability.

Insurance Documentation:

1. Proposals.
2. Policy Schedule.
3. Certificates of insurance.
4. Cover note.
5. Endorsements.

Renewal Notice, Warranties, Main Objectives of Underwriting, Underwriting Process.

Unit V

Contact Hours: 12

Motor Insurance, Definition, What is Third party Insurance, Distinction between first party and third party insurance, Classification of Motor Vehicles, Basic Principles of Motor Insurance, Utmost good faith, Insurable Interest, Indemnity, Subrogation and Contribution, The Principle of Proximate Cause, Types of Motor Insurance Policies, Benefits of Motor Insurance Policies.

Text Book:

1. M. N. Srinivasan Principles of Insurance Law, Wadhwa & Co.
2. Rajiv Jain Insurance Law and Practice, Vidhi Publication Private Limited.

Reference Books:

1. Taxmann Insurance Manual, Taxmann Publication Private Limited.
2. Bharat Manual of insurance Laws, Bharat Publication Private limited.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|--|--|
| I | Knowledge of Evolution of Insurance. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation/ Assignment, Evaluation, Quiz. |
| II | Knowledge and understanding of Policy of Insurance Regulatory and Development Authority of India. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Knowledge of Life Insurance underwriting. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on basis of Presentation/Live Project, Assignment, class test, Quiz. |
| IV | Knowledge of General Insurance Practices and procedures. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study/Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Motor Insurance. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study/ Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - VI (Marketing) | Course: Core: DSE-2 |
| Name of the Course: ADVERTISING AND BRAND MANAGEMENT | Course Code: BBA607 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The purpose of this course is to familiarize the students with the role of advertising in the context of promoting products and services.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understanding the marketing communication model and role of integrated marketing communication.

CO2: To understanding various types of advertising.

CO3: To understanding change in advertising over the years- new age advertising.

CO4: To strengthening the concepts related to main decision areas in advertising- mission, money, message, media and measurement.

CO5: To understanding the role of advertising agencies.

Unit I

Contact Hours: 12

Advertising: Meaning, Definition, Objectives, Scope, Growth of Modern Advertising, Types of Advertising, Publicity v/s Advertising, aids of advertising.

Unit II

Contact Hours: 12

Advertising aids and Media: Trademark, Labelling and Package, Point of Purchase (POP), Display and below the line promotion, Advertising media, Types, Media Planning and Scheduling.

Unit III

Contact Hours: 12

Basic Understanding of Brand – Definitions – Branding Concepts – Functions of Brand – Significance of Brands – Different Types of Brands – Co Branding – Store brands.

Unit IV

Contact Hours: 12

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands. Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities On line Brand Promotions.

Unit V

Contact Hours: 12

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

Text Book:

1. Advertising and brand management by Amita Charan and Rekha Dahiya.

Reference Books:

1. Advertising and brand management 2015 by Dr. Sunaina Kumar, Dr. Arvind & Sardana.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of Advertising. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Knowledge and understanding of Advertising aids and Media. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Knowledge of Different Types of Brands. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of Strategic Brand Management process. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Brand Adoption. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA - VI (Marketing) | Course: Core: DSE-2 |
| Name of the Course: NEW AGE MARKETING | Course Code: BBA608 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the new area in marketing related with the basic function and management challenges in the emerging perspective.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concept of Marketing strategy.

CO2: To understand the new age marketing, play in helping and challenging companies to become more sustainable through innovation, and how companies can effectively engage with them.

CO3: To understand about the Big Data, Cloud and Mobile.

CO4: To develop an understanding of how analytics for marketing can create value for a corporation by addressing social challenges and opportunities.

Unit I

Contact Hours: 12

Marketing Strategy: Strategic Management Process, Mission Vision Values Tools with Priority Matrix (Opportunity Threats, Political Economic Socio-cultural Technological Legal and Environment factors, Porter's Five force Model), Strategy Formulation with Balanced Score Card, Value Chain analysis, VHRINS framework, Blue Ocean Strategy.

Unit II

Contact Hours: 12

New Age Marketing: Concept of Transient Competitive Advantage, Reasons for continual change in marketing tactics. New Age Marketing Techniques: Digital Marketing as the 'New Traditional Marketing', Start Up Marketing, Thought Leadership Marketing, Ambus Marketing, Guerrilla Marketing, Ecosystem Marketing, Social Media Marketing, Measuring Success in Marketing.

Unit III

Contact Hours: 12

Big Data, Cloud and Mobile- Categories, importance and current trends CRM and IMC: Fundamentals of CRM, Overview of Integrated Marketing Communications.

Unit IV

Contact Hours: 12

Branding: Talent Branding, Technology Branding, Branding in the Digital Era.

Unit V

Contact Hours: 12

Analytics for Marketing Success – Need, Challenges, Metrics for Products, Brand, Channels, Customers and Markets.

Text Book:

1. New age Marketing Publisher: Lulu 2010.

Reference Books:

1. New age Marketing by Upinder Dhar, Prabhat Kumar Yadav, Satish K Nair.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|--|
| I | Knowledge of managing and understanding pragmatic approach of Marketing Strategy. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in more specific Management related areas like New Age Marketing. | Application Based learning/Case Study/Video/Role -Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Conceptual clarity regarding Big Data, Cloud, Mobile and CRM. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and properly use the Branding to communicate effectively with varied stakeholders. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Analytics for Marketing. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - VI (HRM) | Course: Core: DSE-3 |
| Name of the Course: TRAINING AND DEVELOPMENT | Course Code: BBA609 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To familiarize the students with the concept and practice of Training and Development in the modern organizational setting.

Course Outcome: After successful completion of this course, students shall be able to:

CO1: Analyse the importance of On Job Training programs, Off Job Training program.

CO2: Analyze training methods while functioning in the Business Environment.

CO3: Evaluate methods of Management Development Program and their suitability in working.

CO4: Develop the strategies for Organizational Development and their applicability.

CO5: Apply the task of training function and overall training capacity.

Unit I

Contact Hours: 12

An overview of training; role of training and development in HRD, Organization Vision & Plans, Assessment of Training Needs, Setting Training Objectives, Designing Training Programmes, Spiral Model of Training. Opportunities and challenges for training.

Unit II

Contact Hours: 12

Tasks of the Training Function: Building Support, Overall Training Capacity, Developing Materials, Strategic Planning, Networking.

Unit III

Contact Hours: 12

Training Methods: On the Job Training & off the Job Training- Job instruction training apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, Experiential methods, sensitivity training, E- training, plan and executive different training programme.

Unit IV

Contact Hours: 12

Management Development Programme Methods: Understudy, coaching, action, learning, role play, management games, seminars, behavioral modeling, job rotation, case study, multiple management, sensitivity training. Post Training: Training evaluation, training impact on individuals and organizations, evaluating programmes, participants, objectives, evaluate and compare the training programme.

Unit V

Contact Hours: 12

Organizational Development: Definition, foundations of OD, managing the OD process, OD interventions: team interventions, inter-group and third-party peacemaking interventions. Comprehensive OD interventions, structural interventions and the applicability of OD. Training experiences.

Text Book:

1. Effective Training Systems, Strategies and Practices, Blanchard P. Nick & Thacker James, Pearson Publications, 6th Edition 2018.

Reference Books:

1. Training & Development, Janakiram, Biztantra, Indian Text, 1st Edition.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge and understanding of overview of training. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in more specific tasks of the Training Function. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively with Training Methods. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and understanding of Management Development Programme. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge and understanding of Organizational Development. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |

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| Name of the Program/Semester: BBA - VI (HRM) | Course: Core: DSE-3 |
| Name of the Course: LEADERSHIP | Course Code: BBA610 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: This course aims to impart knowledge of leadership pertaining to understand group dynamics. It also enables students to apply the same practically.

Course Outcome: After successful completion of this course, students shall be able to:

CO1: The students will be able to identify the impact of changing from employee to leader and personality characteristics on leadership behavior.

CO2: Students will be to understand and apply leaders role in implementing and managing change; motivation and communication strategies to manage team performance effectively.

CO3: Decision making skills will be inculcated among the students to gather, assess, and use information to make informed and well-reasoned decisions as a leader.

CO4: Inculcation of leadership skills and exposure to the role of leaders in creating an organization culture.

Unit I

Contact Hours: 12

Leadership Defined, Evolution of leadership, Leadership theories (traditional, behavioral, contingency), types of leadership, leadership styles, leadership skills, Role of followers in the process of leadership, Leadership and conflict management, authentic leadership.

Unit II

Contact Hours: 12

Motivation and leadership, Understanding role of power and influence in leadership.

Unit III

Contact Hours: 12

Leadership and group dynamics, decision making styles, techniques & strategies and leadership, communication strategies for effective decision making.

Unit IV

Contact Hours: 12

Leadership and understanding human behavior (personality, learning, attitudes and perception), Personality characteristics and behaviors of effective leaders, Role of Leaders in Organizational Culture and Change.

Unit V

Contact Hours: 12

Emerging Trends in Leadership: Women in leadership; Leadership skills- coaching and mentoring; leadership and social media.

Text Book:

1. North house, Peter G. Leadership: Theory and practice. SAGE Publications. 2015.
2. Yukl, Gary A. Leadership in Organizations. Pearson/Prentice Hall.

Reference Books:

1. Gary A. Yukl Leadership in Organizations, Pearson Publications.
2. Carol J. Carter Joyce Bishop Sarah Lyman Kravits Keys to Success: Teamwork and Leadership, Pearson Publications.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|--|--|
| I | Knowledge of impact of changing from employee to leader and personality characteristics on leadership behavior. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and improved understanding in implementing and managing change; motivation and communication strategies to manage team performance effectively. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work on Decision making skills will be inculcated among the students to gather, assess, and use information to make informed and well-reasoned decisions as a leader. | Presentation/Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Inculcation of leadership skills and exposure to the role of leaders in creating an organization culture. | Presentation/Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Indexed knowledge and understanding in team performance effectively. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |

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| Name of the Program/Semester: BBA - VI (E-COMMERCE & DIGITAL MARKETING) | Course: Core: DSE-4 |
| Name of the Course: GOOGLE AD WORDS | Course Code: BBA611 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the google ad words related with respect to management challenges in the emerging perspective.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concepts of Google Ad Words.

CO2: To understand about the online advertisement of product and service.

CO3: To understand about the role of traffic in boosting sales.

CO4: To understand in more specific role of online ad campaigns.

Unit I

Contact Hours: 12

Create, Develop and Optimize Google Ad Words Campaigns: Understanding the value of online advertising, Setting up Ad Words Campaign, Measuring and optimizing performance, Search Fundamentals Review.

Unit II

Contact Hours: 12

Advertise Products and Services Online Effectively: Ad Formats, Ad Extensions, Ad & Site Quality, Ad Words Tools.

Unit III

Contact Hours: 12

Boost Traffic and Increase Sales to Website: Performance Monitoring and Reporting: Introduction to Ad Words Reporting, Performance Monitoring and Reporting: Interpreting Ad Words Reports, Performance Monitoring and Reporting: Additional Performance Insights Optimizing Performance, Performance.

Unit IV

Contact Hours: 12

Profitability, and Growth: Budget Growth, Performance, Profitability, and Growth: Bidding for Performance, Performance, Profitability, and Growth: Profitability and Lifetime Value.

Unit V

Contact Hours: 12

The Value of Ad Campaigns: Ad Words API, Search Advertising Certification Exam, Display ads on the Google Display Network, Display ads on You Tube, Display ads on mobile devices.

Text Book:

1. Ultimate Guide to Google Ads by Perry Marshall 2020.

Reference Books:

1. Advance Google Ad Words by Brad Geddes 2014.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of managing and understanding google ad words. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in online advertisement of product and service. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Knowledge of Role of traffic in enhancing sales and revenues. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Knowledge of Bidding for Performance. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| V | Knowledge of online ad campaigns. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA - VI (E-COMMERCE & DIGITAL MARKETING) | Course: Core: DSE-4 |
| Name of the Course: CYBER LAW AND SECURITY | Course Code: BBA612 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to develop an understanding of the cyber law and security related with the basic function and management challenges in the emerging perspective.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concepts of cyber laws.

CO2: To understand about the issues of cyber security.

CO3: To understand about the role of Information Security.

CO4: To understand the Provisions, Adjudications and Amendments of I.T. Act, 2000.

Unit I

Contact Hours: 12

Cyber Laws-an Introduction: Historical Background-Need & Role of Cyber Laws, Increasing Cyber Crimes and Frauds- Cyber Laws in India, IT Act 2000: Preamble of the Act; Scope and Objectives of the Act; Important definitions of the Act (Computer, Digital Signature, Originator, Data, Key Pair, Public Key, Private Key, Secure System, Verify, Subscriber).

Unit II

Contact Hours: 12

Cyber Security Issues: Security Issues in E-Commerce, Risk Management Approach, Types and Sources of Threats, Security Tools in E-Commerce.

Unit III

Contact Hours: 12

Information Security: Meaning and Basic Principles, Client Server Network Security: Meaning and Advantages, Digital Signatures: Meaning, Importance and Challenges, Encryption: Meaning Features and Advantages, Public and Private Key Infrastructure.

Unit IV

Contact Hours: 12

Provisions, Adjudications and Amendments of I.T. Act, 2000: Digital & Electronic Signature and its Authentication, Electronic Governance – Electronic Records – Duties of Subscribers Penalties and Adjudication – Cyber Appellate Tribunal – Offences – Miscellaneous Provisions – Amendments to I.T. Act 2000, practical Case Laws on Cyber Laws and Security.

Unit V

Contact Hours: 12

Cyber Impersonation – International Perspective: Loop-Hole in Law-Cybercrimes and legislations, Cyber stalking, Digital Forgery, Hacking, Cyber terrorism and Fake online presence, Phishing, Practical Hands on training: Router settings, installing firewalls.

Text Book:

1. Cyber Security and Cyber Laws by Nilakshi Jain and Ramesh Menon 2020.

Reference Books:

1. Cyber Security by Nina Godbole and Sunit Belapure 2011.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|---|---|--|
| I | Knowledge of managing and understanding of Cyber Laws. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Cyber Security Issues. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Conceptual clarity of Information Security. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Key concepts in I.T. Act, 2000. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Cyber Impersonation. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA - VI (Event & PR) | Course: Core: DSE-5 |
| Name of the Course: EVENT OPERATION | Course Code: BBA613 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objective of this course is to apply a systematic approach to the research, design, planning, implementation, and evaluation of an event operation strategy. Research and analyze the total market environment of an event.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand key concept of event marketing in management as applied in practice.

CO2: To understand about the how to develop a Marketing Plan for an Event.

CO3: To understand about the marketing analysis for the design.

CO4: To understand in more specific event Sponsorship.

Unit I

Contact Hours: 12

Introduction Event Marketing: The Objectives of Event Marketing, Advertising As a part of Marketing – Event Promotion, Tools of Promotion, Advertising, Public relations, Tips on writing a new release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

Unit II

Contact Hours: 12

Developing a Marketing Plan for an Event: The Marketing Plan Process, Set the Goals and Budget for Your Event, Set Event Content Creation and Management Tactics, Leverage Your Event Speakers and Attendees, Promote Your Event in the Right Places, Establish Last-minute Promotion and Engagement Tactics.

Unit III

Contact Hours: 12

Marketing Analysis for the Design: Market Research, Competitors' Analysis – finding information about your competitors as in who are your competitors i.e. their age, sex, qualifications, knowledge level, experience in organizing events, turnover, market value, PR, market share, Knowing your target audience's customs, traditions and religion, Setting specific KPIs to properly measure success over the course of the campaign, Future event marketing strategies based on KPI's.

Unit IV

Contact Hours: 12

Marketing Communications: Advertising, Public Relations and Word of Mouth: Integrated Marketing Communications, The Advertising Plan, Public relations (PR), Personal selling, Sales promotion, Direct or digital marketing, Coordinate event co-marketing with sponsors.

Unit V

Contact Hours: 12

Event Sponsorship Understand Sponsorship: Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of Sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

Text Book:

1. The Event Marketing Handbook – Saget Allison – 2006.

Reference Books:

1. Event Marketing – The Wiley Event Management Series – Leonard H. Hoyle.
2. Event Marketing and Event Promotion Ideas – Eugene Loj.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge of managing and understanding event marketing. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of developing a Marketing Plan for an Event. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively on marketing analysis for the Design. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of Marketing Communications. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Understand Event Sponsorship. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - VI (Event & PR) | Course: Core: DSE-5 |
| Name of the Course: EVENT PRODUCTION PROCESS | Course Code: BBA614 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To enable student to understand Event Production Process.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand Producing a great show.

CO2: To understand Audiovisuals.

CO3: To understand Visual Presenters.

CO4: To understand event lightings.

Unit I

Contact Hours: 12

Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistics, event shut Down Site Selection , Layout and design.

Unit II

Contact Hours: 12

Supply of Facilities – Audiovisuals, Purpose of visual presentation, Visual sources, 35 mm slides, Overhead projectors, Pre – recorded videos, Live videos and IMAG, Computer generated Signal Processing, Distribution Amplifiers, Scalers, Scan Converters, Switchers, Projection Equipment, Slide Projectors, Overhead Projectors.

Unit III

Contact Hours: 12

Visual Presenters, Video/Data Projectors, Display Equipment, Plain Screen, Monitors, Video walls, LED Screens, Teleprompters, Other Unusual Surfaces, Multimedia Presentations, Setting Goals and Content for the Show, Choosing Equipment and Personnel, Putting it Together, Equipment Setup and Operation, Setup, Operation during the Event, Risk and Safety.

Unit IV

Contact Hours: 12

Lightings – objectives of event lightings - visibility, relevance, composition, mood – Quality of lights – Intensity, distribution, color, direction, movement – Lighting Instruments – construction of luminaires, types and users of luminaires – event lighting design – conceptual design, practical design, physical design Sound.

Unit V

Contact Hours: 12

Audio Systems Acoustic Theory and Its Application to the Event Space What Is Sound? Sound Propagation and Its Relationship to the Event Space Uses of an Audio System, Audio for Speech, Audio for Entertainment, Main Audio System Groups and Their Components, Input Group, Signal Processing and Routing Group, Output Group Signal Path and Equipment Locations in the Event Space, Signal Path, Equipment Locations, Pre-Event Sound Check and System Operation during the Event, Pre Event Sound Check, System Operation during the Event, Risk and Safety.

Text Book:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0.

Reference Books:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0.
2. The Complete Guide to Successful Event Planning - Shannon Kilkenny.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge of Producing a great show. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Audiovisuals. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively on Visual Presenters. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of event lightings. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Understand Audio Systems Acoustic Theory. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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|--|---------------------------------|
| Name of the Program/Semester: BBA - VI (Family Business & Startup) | Course: Core: DSE-6 |
| Name of the Course: SOCIAL AND RURAL ENTREPRENEURSHIP | Course Code: BBA615 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To develop an understanding of the field of social Entrepreneurship, understanding social innovations, legal issues involved, understanding many opportunities and issues facing by Social Entrepreneurs, understand how Entrepreneurship works in the rural context in India.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To understand the process and nature of entrepreneurship.

CO2: To identify the different ways in which entrepreneur manifests in start-ups.

CO3: To know how to create one's own business venture and the various factors that influence successful set-up and sustainable operations.

Unit I

Contact Hours: 12

Introduction to Social Entrepreneurship, Defining Social Entrepreneurship, Characteristics and Boundaries of Social Entrepreneurship, Qualities, Skills and Values of Social Entrepreneurs, how are Social Entrepreneurship and Business Entrepreneurship the Same and Different?.

Unit II

Contact Hours: 12

Social Entrepreneurship Models: Timmons Model, PPCDO Framework, CASE Model, Social Entrepreneurship Framework, Social Entrepreneurship Process Model. Social Enterprise Organizational Structures: Pure Non-profits, Pure For-Profits, Hybrids. Theory of Social Entrepreneurship, A typology of Social Entrepreneurs: Social Bricoleurs, Social Constructionists, Social Engineers, Schools of thought in Social Entrepreneurship Research: Social Innovation, Social Enterprise, EMES Approach, UK Approach, Theory of Social Change.

Unit III

Contact Hours: 12

Recognizing Social Opportunities, Social Ideas, The Role of Innovation, Opportunities for Social Entrepreneurs, Translate Social Problems into Opportunities, Distinct Features and Design Principles of Business Models for Social Enterprises. Developing a Strategic Plan for a Social Venture, the importance of Social Venture Planning, Developing a Plan for a Social Venture, Identification of Social Problem, Vision and Mission statements, Social Impact Theory and Business models, Social venture Growth Strategies and Financial plans.

Unit IV

Contact Hours: 12

Measuring Social Value: Social Return on Investment – Measuring the Vulnerability, Efficiency and Organizational Effectiveness of Social Enterprises. Legal Issues of Social Entrepreneurship: Legal Framework, Charity in India, Registered Society, Section 8 Company, Public Charitable Trust, Government issues and administration on Not-for-Profit entities inside and outside of India, Taxation of Not-For-Profit entities in India.

Unit V
Contact Hours: 12

Rural India: Concept. Existing state of rural development, developing rural infrastructure. Rural welfare schemes, Tribal, environmental and women and child development and conservation programs, role of NGOs in rural development, rural and other co-operatives. Rural Entrepreneurship: financing needs of rural enterprises and micro enterprises, role of entrepreneurship in rural development, technology and mass media and rural entrepreneurship, obstacles and opportunities of rural entrepreneurship, micro finance and rural entrepreneurship, role of women in rural entrepreneurship, employment generation via rural entrepreneurship.

Text Book:

1. Kickul, J. and Lyons, T.: Understanding Social Entrepreneurship, Routledge.
2. Swami, H.R. and Gupta, B.P.: Rural Development and Co-operation in India, Indus Valley Publications.

Reference Books:

1. Bornstein, D. and Davis, S., Social Entrepreneurship, Oxford University Press.
2. London, M. and Morfopoulos, R.G., Social Entrepreneurship.
3. Dwivedi, A. and Sukhwal, A., Rural Entrepreneurship Development in Liberalised Era, Bookwell.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|--|--|
| I | Knowledge of Social Entrepreneurship. | Presentation/ Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Social Entrepreneurship Models. | Application Based learning/Case Study/Video/ Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively on Recognizing Social Opportunities. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of Social Return on Investment. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Rural India. | Application Based learning/Case Study/Video/ Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |

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| Name of the Program/Semester: BBA - VI (Family Business & Startup) | Course: Core: DSE-6 |
| Name of the Course: BUSINESS PLAN, PROJECT FORMULATION AND PREPARATION | Course Code: BBA616 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The objectives of this course is to facilitate to write a business plan which can gain interest of the fund providers like venture capitalists and other sources of funding.

Course Outcome: The successful completion of this course shall enable the student:

CO1:To explain the meaning and significance of entrepreneurship and understand the process of entrepreneurial action.

CO2: To understand the entrepreneurial mindset and personality.

CO3:To understand the importance of idea generation, identifying opportunities and the value of a business plan.

CO4:To understand the role of creativity and innovation in entrepreneurship.

Unit I

Contact Hours: 12

Business Plan: What is business plan, Entrepreneurial opportunities and Business Plan, Preparing business plan, (Practical Exercises on preparation of business plan).

Unit II

Contact Hours: 12

Market Analysis and Planning: Undertaking Market Research, Importance, Industry Analysis, Competitor analysis, defining the target market, market segmentation, market positioning, building a marketing plan, marketing mix, critical factors for devising a market strategy.

Unit III

Contact Hours: 12

Technical Feasibility and Analysis: Operation and Production Plan: Types of production systems, Product design and analysis, New product development, location and layout decisions, project layout, plant and technology choices, product specification and customer needs, production planning and control, commercializing Technologies.

Unit IV

Contact Hours: 12

Financial analysis and feasibility testing: pro forma income statements, cash budget, funds flow and Cash flow statements; balance sheet; Break Even Analysis; Ratio Analysis.

Unit V

Contact Hours: 12

Components of Business Plan: Confidentiality Agreement, Executive summary, other components.

Text Book:

1. Bangs Jr., D.H., The Business Planning Guide, Dearborn Publishing Co.
2. Katz, J.A. and Green, R.P., Entrepreneurial Small Business, McGraw Hill.

Reference Books:

1. Mullins, J. and Komisar R., Getting to Plan B, Harvard Business Press.
2. O'Donnell, M., The Business Plan: Step by Step, UND Center for Innovation.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|----------|--|---|--|
| I | Knowledge of Business Plan. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding of Market Analysis. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work effectively on Operation and Production Plan. | Presentation/Video/ Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and proper use of cash budget. | Presentation/Video/ Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Knowledge of Components of Business Plan. | Presentation/Video/ Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |

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| Name of the Program/Semester: BBA - VI (Finance Management) | Course: Core: DSE-7 |
| Name of the Course: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT | Course Code: BBA617 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: The basic purpose of this course is to develop a strategic and policy perspective by developing a robust understanding of the principles of Financial Investment decisions of an investor with respect to the various avenues of investment and their management strategies.

Course Outcome: The successful completion of this course shall enable the student:

CO1: To evaluate the investment environment for Indian investor for various avenues of investment.

CO2: To formulate strategies for investment in equities, bonds and other instruments.

CO3: To construct, revise and evaluate portfolios of different securities.

Unit I

Contact Hours: 12

Basic of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds: present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. Yield curve and theories regarding shape of yield curve. Unsystematic risk and non-risk factors that influence yields. Duration and modified duration, immunization of a bond portfolio. Fundamental analysis: EIC framework; Economic analysis: Leading lagging and coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: stages of life cycle, Porter's five forces model, Strength Weakness Opportunity Threat (SWOT) analysis, financial analysis of a industry ; Company analysis.

Unit II

Contact Hours: 12

Share valuation: Dividend discount models- no growth, constant growth, two stage growth model, multiple stages; Relative valuation models using P/E ratio, book value to market value. Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators- Dow theory, advances and declines, new highs and lows- circuit filters. Volume indicator- Dow Theory, small investor volumes. Other indicators-futures, institutional activity, Trends: resistance, support, consolidation, momentum- Charts: line chart, bar chart, candle chart, point and figure chart. Patterns: head and shoulders, triangle, rectangle, flag, cup and saucer, double topped, double bottomed, Indicators: moving averages. Efficient market hypothesis; Concept of efficiency: Random walk, three forms of EMH and implications for investment decisions.

Unit III**Contact Hours: 12**

Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier and optimum portfolio. Market Model: concept of beta systematic and unsystematic risk. Investor risk risk and return preferences: indifference curves and the efficient frontier, Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth, tax considerations, liquidity requirements, and anticipated inflation, Asset allocation: Asset allocation pyramid, investor lie cycle approach, Portfolio management services: Passive – Index funds, systematic investment plans, Active – market timing, style investing.

Unit IV**Contact Hours: 12**

Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk free assets. Assumptions of single period classical CAPM model. Characteristic line, Capital Market Line, Security market Line. Expected return, required return, overvalued and undervalued assets.

Unit V**Contact Hours: 12**

Mutual Funds: introduction, calculation of Net Asset Value (NAV) of a Fund, classification of mutual fund schemes by structure and objective, advantages and disadvantages of investing through mutual funds. Performance Evaluation using Sharpe's, Treynor's and Jensen's measures and Fama's Decomposition.

Text Book:

1. Fischer, D. E. and Jordan, R. J. Security Analysis and Portfolio Management. Pearson Education 7th Edition 2018.

Reference Books:

1. Prasanna Chandra. Investment Analysis and Portfolio Management. Tata McGraw Hill Education Private Limited.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|--|---|---|
| I | Understanding the Investment Process and Approaches to Investment. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Analysing the Equity investment scenario. | Application Based learning/Case Study/Video/Role-Play/ Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Analysing the Investment scenario of other investment avenues. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Analysing the problem of portfolio formulation and optimization. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Analyzing the mutual fund. | Lecturing & Discussion, Problem Solving and Spreadsheet modeling. | Short quiz consisting of numerical problems. In-class problem solving. Preparation of Spreadsheet models. |

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| Name of the Program/Semester: BBA - VI (Finance Management) | Course: Core: DSE-7 |
| Name of the Course: GOODS AND SERVICE TAX | Course Code: BBA618 |
| Total Marks for Evaluation: 100 (Internal Marks: 30 External Marks: 70) | No. of Contact hours: 60 |

Objectives: To provide basic knowledge and equip students with application of principles and provisions of Goods and Service Tax and Custom Laws.

Course Outcome:

CO1: Analyze the concept and basic of Goods and Service Tax.

CO2: Determine provisions relating to supply of goods and rendering services.

CO3: Determine valuation in Goods and service Tax and payment of Goods and Service Tax.

CO4: Determine the concept and provisions relating to Inter Goods and Service Tax act.

Unit I

Contact Hours: 12

Overview of GST, Implementation of GST, Liability of the Tax Payer, GST Network. Levy and Exemption from Tax: Levy of GST – Introduction, Composition Scheme, Remission of Tax/Duty. Registration: Registration Procedure, Special Persons, Amendments/Cancellation.

Unit II

Contact Hours: 12

Meaning and Scope of Supply: Taxable Supply, Supply of Goods and Supply of Services, Course of Furtherance of Business, Special Transactions, Time of Supply: Goods & Services.

Unit III

Contact Hours: 12

Valuation in GST and Payment of GST: Transaction Value, Valuation Rules, Practical Problems. Introduction and Time of GST Payment Valuation in case of Job Work, Case Studies.

Unit IV

Contact Hours: 12

Input Service Distributors and IGST Act: Concept of Input Service Distributor, Legal Formalities for an ISD. Distribution of Credit, Overview of the IGST Act, Place of Supply of Goods and Services.

Unit V

Contact Hours: 12

Exemptions From GST: Goods exempt from tax, Services exempt from tax.

Text Books:

1. Indirect Taxes, Shreepal Saklecha, Satish Publishers and Printers. 5th Edition, 2020.

Reference Books:

1. Indirect Taxes: Bangar, Aadhya Prakashan, 13th Edition, 2020.
2. Systematic Approach to Indirect Taxation : Dr. Girish Ahuja, Bharat Publishers, Latest Edition.
3. Indirect Taxes, Dr. H.C Mehrotra, Sahitya Bhawan publications, 5th Edition 2021.

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOME:

| UNIT NO. | COURSE LEARNING OUTCOME | TEACHING AND LEARNING ACTIVITY | ASSESSMENT TASK |
|-----------------|---|--|--|
| I | Knowledge of basics of Goods and Service Tax. | Presentation/Case Study/ Lecture. | Evaluation of Students on the basis of Presentation, Assignment Evaluation, Quiz. |
| II | Indexed knowledge and understanding in provisions relating to supply of goods and rendering services. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |
| III | Able to work payment of Goods and Service Tax. | Presentation/ Video/Case Study/Live Project. | Evaluation of Students on Presentation on Live Project, Assignment. |
| IV | Identify and properly use concept and provisions relating to Inter Goods and Service Tax act. | Presentation/ Video/Case Study/Research Study. | Evaluation of Students based on Research Study Presentation, Assignment Evaluation, Class test. |
| V | Indexed knowledge and understanding in Indirect Tax. | Application Based learning/Case Study/Video/Role-Play/Lecture. | Evaluation of Students on the basis of Application-Based Activity, Evaluation, Assignment, Class test. |

End