

SHRI GURU RAM RAI UNIVERSITY

[Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (20 of UGC Act1956)]



Syllabus

for

Bachelor of Business Administration (BBA)

(In accordance with New Education Policy 2020)

School of Management and Commerce Studies

(W.E.F 2024-2025)

Vision

Developing future leaders to transform the world.

Mission

1. To provide holistic education with experiential learning.
2. To develop students who could contribute to the betterment of the society.
3. To develop future researchers through our research and training program.

Program outcomes (POs)

PO-1	Students will have strong conceptual knowledge in the core areas of management and respective domains
PO-2	Students will demonstrate an ability to critically analyze problems using an in-depth understanding of the domain dynamics
PO-3	Students will effectively apply their learnings to evaluate business situations and evolve alternative solutions to real-world managerial issues
PO-4	Students will be able to integrate functional knowledge with domain capabilities to implement comprehensive solutions
PO-5	Students will determine desirable qualities to facilitate sustainable employment/deployment.
PO-6	Students will be able to exhibit leadership, networking, and team-building skills in handling business situations
PO-7	Students will have excellent oral and written communication.
PO-8	Students will be able to demonstrate employability traits in line with the changing dynamics of the industry.
PO-9	Students will have the ability to comprehend retain and apply the business concepts and evaluate them throughout their life.
PO-10	Students will be able to understand and apply various tools and techniques of decision making to relevant parts of decision making.
PO-11	Students will be able to think in changing scenarios and provide solutions to the business problems.
PO-12	Students will be able to adapt themselves in the various business situations.

Bachelor of Business Administration**OUTCOME-BASED EDUCATION****Program Specific Outcome (PSOs)**

PSO 1	Gain in-depth knowledge of various management fundamentals, theories, and Principles related to functional areas of management.
PSO 2	Understand the leadership skills through internship training.
PSO 3	Apply the managerial knowledge in the business for effective decision-making.

INTRODUCTION

The curriculum framework for B.B.A. degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, changing nature of the subject as well as the learning environment. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. Effort has been made to integrate the use of recent technology and MOOCs to assist teaching-learning process among students. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors. In a nutshell, the course serves as plethora of opportunities in different fields' right from accounting, financial markets, marketing, and human resource management.

AIMS AND OBJECTIVES OF UG PROGRAMS IN B.B.A.:

- ✓ To provide knowledge regarding the basic concepts, principles, and functions of management.
- ✓ To develop business and entrepreneurial skills among the students.
- ✓ To provide knowledge and requisite skills in different areas of management like human resource, finance, operations, and marketing to give a holistic understanding of a business system.
- ✓ To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem-solving.
- ✓ To provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
- ✓ To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

DEPARTMENT OF MANAGEMENT

1. TITLE AND COMMENCEMENT:

- a) These regulations shall be called “The Regulations Governing the Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate, and Postgraduate Degree Programmes in the School of Management and Commerce Studies.
- b) Regulations shall come into force from the Academic Year 2022-23.

2. SALIENT FEATURES OF THE FOUR YEARS MULTIDISCIPLINARY UNDERGRADUATE PROGRAMME WITH MULTIPLE ENTRY AND EXIT OPTIONS:

- a) The program shall be structured in a semester mode with multiple exit options with Certification, Diploma and Basic Bachelor Degree at the completion of first, second and third years, respectively. The candidate who completes the four years Undergraduate Program, either in one stretch or through multiple exits and re-entries would get a Bachelor's degree with Honours/ Research.
- b) The four-year undergraduate Honours degree holders with research component and a suitable grade are eligible to enter the 'Doctoral (Ph.D.) Program' in a relevant discipline or to enter 'Two Semester Master's Degree programme with project work'.
- c) Candidates who wish to enter the Masters/Doctoral programme in a discipline other than the major discipline studied at the undergraduate programmes, have to take additional courses in the new discipline to meet the requirement or to make up the gap between the requirement and the courses already studied.
- d) The curriculum combines conceptual knowledge with practical engagement and understanding that has relevant real-world application through practical laboratory work, field work, internships, workshops, and research projects.
- e) The academic calendar for each semester shall be notified by the University, well before the commencement of the semester.
- f) **Eligibility:** Any candidate having passed the Intermediate (10+2) Examination in any discipline with minimum 45% marks, from a recognized Examination Board, shall be eligible to apply for the course. The other terms and conditions shall be applicable as per university norms.
- g) **Examination:** There shall be two sessional tests and one End-semester examination. The sessional test shall carry 30% of the total marks of the course. The marks of sessional

tests shall be taken into account for the computation of Grades.

3. THE CREDIT REQUIREMENTS ARE AS FOLLOWS.

<i>Exit With</i>	<i>Minimum Credits Required</i>
Certificate at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Programme	44
A Diploma at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Programme	88
Basic Bachelor Degree at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Programme	132
Bachelor Degree with Honours/ research in a Discipline at the Successful Completion of the Four Years (Eight Semesters) Multidisciplinary Undergraduate Degree Programme	-

* Details of credits are described later in the syllabus

Examination Scheme:

Components	I st Internal	II nd Internal	Presentation/ Assignment/ Project	External (ESE)
Weightage (%)	10 Marks	10 Marks	10 Marks	70 Marks

Semester-I

S. No	Course Code	Course Name	Credits	Course Type
1	BBADC101	Principles and Practice of Management	4	Discipline Specific Core Course
2	BBADC102	Business Accounting	4	Discipline Specific Core Course
3	BBADC103	Business Statistics	4	Discipline Specific Core Course
4	BBAGE104	Fundamentals of Entrepreneurship Development	4	(General Elective/ Inter Disciplinary Course)
5	BBASC105	Spread Sheet Modeling	2	Skill Enhancement
6	AEC-1*	Environmental Studies-I	2	Ability Enhancement Compulsory Course
7	MCSVC101	Holistic Well-Being and Ethical Living-IKS I	2	Value Addition Course

Semester-II

S. No	Course Code	Course Name	Credits	Course Type
1	BBADC201	Human Resource Management	4	Discipline Specific Core Course
2	BBADC202	Managerial Economics	4	Discipline Specific Core Course
3	BBADC203	Business Environment	4	Discipline Specific Core Course
4	BBAGE204	Fundamentals of Production Management	4	(General Elective/ Inter Disciplinary Course)
5	BBASC205	Advanced Spreadsheet Modeling	2	Skill Enhancement
6	AEC-2*	English Communication I: Listening and Speaking Skills	2	Ability Enhancement Compulsory Course
7	MCSVC201	Holistic Well-Being and Ethical Living-IKS II	2	Value Addition Course

Note: After completion of second semester, student has to undergo Summer Internship of 4 to 6 weeks and submit the certificate in the department in case if exit policy after first year.

Semester-III

S. No	Course Code	Course Name	Credits	Course Type
1	BBADC301	Accounting for Management	4	Discipline Specific Core Course
2	BBADC302	Organizational Behaviour	4	Discipline Specific Core Course
3	BBADC303	Indian Financial System	4	Discipline Specific Core Course
4	BBAGE304	Indian Business & Economy	4	(General Elective/ Inter Disciplinary Course)
5	BBASC305	Darbar Sahib-A Legacy	2	Skill Enhancement
6	AEC-3*	Environmental Studies-II	2	Ability Enhancement Compulsory Course
7	MCSV301	Health and Hygiene-I	2	Value Addition Course

Semester-IV

S. No	Course Code	Course Name	Credits	Course Type
1	BBADC401	Research Methodology	4	Discipline Specific Core Course
2	BBADC402	Business Ethics and Corporate Social Responsibility	4	Discipline Specific Core Course
3	BBADC403	Marketing Management	4	Discipline Specific Core Course
4	BBAGE404	Consumer Affairs	4	(General Elective/ Inter Disciplinary Course)
5	BBASC405	Management Information System (IT Tools)	2	Skill Enhancement
6	AEC-4*	English Communication: II Reading and Writing Skills	2	Ability Enhancement Compulsory Course
7	MCSV401	Health and Hygiene-II	2	Value Addition Course

Note: After completion of fourth semester, student has to undergo Summer Internship of 4 to 6 weeks and submit the certificate in the department.

A **Specialization/Discipline** will be offered only when **at least 30%** of the total students choose that area of specialization. A **DEC course** in a chosen specialization shall be offered only if a minimum of **30% of the respective specialization/Discipline** opt for that elective or a number to be decided by the Competent Authority from time to time.

*AEC- These subjects have been approved in BOS, of Life Science Department.

Semester-V

S. No	Course Code	Course Name	Credits	Course Type
1	BBADC501	Project Management (Core)	4	Discipline Specific Core Course
2	BBADC502	International Business (Core)	4	Discipline Specific Core Course
3	BBADC503	Leadership Management (Core)	4	Discipline Specific Core Course
4	BBADE504	504 (F/H/M/IB)	4	Discipline Specific Elective Courses
5	BBAGE505	505 (F/H/M/IB)	4	(General Elective/ Inter Disciplinary Course)
6	IAPC506	Summer Training Project Report	2	Internship/ Project

Semester-VI

S. No	Course Code	Course Name	Credits	Course Type
1	BBADC601	Strategic Management (Core)	4	Discipline Specific Core Course
2	BBADC602	Legal Aspects of Business(Core)	4	Discipline Specific Core Course
3	BBADC603	Total Quality Management(Core)	4	Discipline Specific Core Course
4	BBADE604	604 (F/H/M/IB)	4	Discipline Specific Elective Courses
5	BBAGE605	605 (F/H/M/IB)	4	(General Elective/ Inter Disciplinary Course)
6	IAPC606	Comprehensive Viva	2	Internship/ Project

COURSE STRUCTURE AND EXAMINATION
SCHEME FOR BBA -3 YEARS
SEMESTER-I

S.No.	Subject	Paper Code
1	Principles and Practice of Management	BBADC101
2	Business Accounting	BBADC102
3	Business Statistics	BBADC103
4	Fundamentals of Entrepreneurship Development	BBAGE104
5	Spread Sheet Modeling	BBASC105
6	Environmental Studies-I	AEC-1*
7	Holistic Well-Being and Ethical Living-IKS I	MCSVC101

EXAMINATION -SCHEME

S.No.	Subject Code	Subject	Credit	Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBADC101	Principles and Practice of Management	4	3	1	-	10	20	30	70	100
2	BBADC102	Business Accounting	4	3	-	1	10	20	30	70	100
3	BBADC103	Business Statistics	4	3	-	1	10	20	30	70	100
4	BBAGE104	Fundamentals of Entrepreneurship Development	4	3	1	-	10	20	30	70	100
5	BBASC105	Spread Sheet Modeling	2	2	-	-	10	20	30	70	100
6	AEC-1*	Environmental Studies-I	2	1	-	1	10	20	30	70	100
7	MCSVC101	Holistic Well-Being and Ethical Living-IKS I	2	1	-	1	10	20	30	70	100
Total			22	16	2	4	70	140	210	490	700

SEMESTER-II

S.no.	Subject	Paper Code
1	Human Resource Management	BBADC201
2	Managerial Economics	BBADC202
3	Business Environment	BBADC203
4	Fundamentals of Production Management	BBAGE204
5	Advanced Spreadsheet Modeling	BBASC205
6	English Communication-I: Listening and Speaking Skills	AEC-2*
7	Holistic Well-Being and Ethical Living-IKS II	MCSVC201

EXAMINATION -SCHEME

S.No.	Subject Code	Subject	Credit	Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBADC201	Human Resource Management	4	3	1	-	10	20	30	70	100
2	BBADC202	Managerial Economics	4	3	-	1	10	20	30	70	100
3	BBADC203	Business Environment	4	3	-	1	10	20	30	70	100
4	BBAGE204	Fundamentals of Production Management	4	3	1	-	10	20	30	70	100
5	BBASC205	Advanced Spreadsheet Modeling	2	2	-	-	10	20	30	70	100
6	AEC-2*	English Communication-I: Listening and Speaking Skills	2	1	-	1	10	20	30	70	100
7	MCSVC201	Holistic Well-Being and Ethical Living-IKS II	2	1	-	1	10	20	30	70	100
Total			22	16	2	4	70	140	210	490	700

SEMESTER-III

S.no.	Subject	Paper Code
1	Accounting for Management	BBADC301
2	Organizational Behaviour	BBADC302
3	Indian Financial System	BBADC303
4	Indian Business & Economy	BBAGE304
5	Darbar Sahib-A Legacy	BBASC305
6	Environmental Studies-II	AEC-3*
7	Health and Hygiene-I	MCSVC301

EXAMINATION –SCHEME

S.No.	Subject Code	Subject	Credit	Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBADC301	Accounting for Management	4	3	1	-	10	20	30	70	100
2	BBADC302	Organizational Behaviour	4	3	-	1	10	20	30	70	100
3	BBADC303	Indian Financial System	4	3	-	1	10	20	30	70	100
4	BBAGE304	Indian Business & Economy	4	3	1	-	10	20	30	70	100
5	BBASC305	Darbar Sahib-A Legacy	2	2	-	-	10	20	30	70	100
6	AEC-3*	Environmental Studies-II	2	1	-	1	10	20	30	70	100
7	MCSVC301	Health and Hygiene-I	2	1	-	1	10	20	30	70	100
Total			22	16	2	4	70	140	210	490	700

SEMESTER-IV

S.no.	Subject	Paper Code
1	Research Methodology	BBADC401
2	Business Ethics and Corporate Social Responsibility	BBADC402
3	Marketing Management	BBADC403
4	Consumer Affairs	BBAGE404
5	Management Information System (IT Tools)	BBASC405
6	English Communication: II Reading and Writing Skills	AEC-4*
7	Health and Hygiene-II	MCSV401

EXAMINATION –SCHEME

S.No.	Subject Code	Subject	Credit	Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBADC401	Research Methodology	4	3	1	-	10	20	30	70	100
2	BBADC402	Business Ethics and Corporate Social Responsibility	4	3	-	1	10	20	30	70	100
3	BBADC403	Marketing Management	4	3	-	1	10	20	30	70	100
4	BBAGE404	Consumer Affairs	4	3	1	-	10	20	30	70	100
5	BBASC405	Management Information System (IT Tools)	2	2	-	-	10	20	30	70	100
6	AEC-4*	English Communication: II Reading and Writing Skills	2	1	-	1	10	20	30	70	100
7	MCSV401	Health and Hygiene-II	2	1	-	1	10	20	30	70	100
		Total	22	16	2	4	70	140	210	490	700

SEMESTER-V

S.No.	Subject	Paper Code
1	Project Management (Core)	BBADC501
2	International Business (Core)	BBADC502
3	Leadership Management (Core)	BBADC503
4	Summer Training Project Report	IAPC506
Students are required to choose one group and select two papers from this group as specified here under one subject from Discipline Specific Elective (DSE) and one subject from Generic Elective. The groups comprise of Finance(F), Marketing(M), Human Resource (HR), International Business (IB),		
(Discipline Specific Elective Course/ Generic Elective) FINANCE		
5	Financial Institutions and Markets (Compulsory)	BBADE504F1
6	Working Capital Management	BBAGE505F2
7	Security Analysis and Portfolio Management	BBAGE505 F3
(Discipline Specific Elective Course/ Generic Elective) HUMAN RESOURCE		
8	Training and Development (Compulsory)	BBADE504H1
9	Industrial Relations	BBAGE505 H2
10	Organizational Change and Intervention Strategies	BBAGE505H3
(Discipline Specific Elective Course/ Generic Elective) MARKETING		
11	Consumer Behaviour (Compulsory)	BBADE504M1
12	Customer Relationship Management	BBAGE505M2
13	Retail Management	BBAGE505M3
(Discipline Specific Elective Course/ Generic Elective) INTERNATIONAL BUSINESS		
14	Supply Chain Management (Compulsory)	BBADE504IB1
15	Import Export Documentation	BBAGE505 IB2
16	International Logistics and Management	BBAGE505IB3

EXAMINATION –SCHEME

S.No.	Subject Code	Subject	Credit	Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBADC501	Project Management (Core)	4	3	1	-	10	20	30	70	100
2	BBADC502	International Business (Core)	4	3	1	-	10	20	30	70	100
3	BBADC503	Leadership Management (Core)	4	3	1	-	10	20	30	70	100
4	BBADE504 (F1/H1/M1/IB1)	Elective-I (Finance/ HR/ Marketing/ IB)	4	3	1	-	10	20	30	70	100
5	BBAGE505 (F2-3/H2-3/M2-3/IB2-3)	Elective-II (Finance/ HR/ Marketing/ IB)	4	3	1	-	10	20	30	70	100
6	IAPC506	Summer Training Project Report	2	1	-	1	10	20	30	70	100
		Total	22	16	5	1	60	120	180	420	600

SEMESTER-VI

S.No.	Subject	Paper Code
1	Strategic Management (Core)	BBADC601
2	Legal Aspects of Business (Core)	BBADC602
3	Total Quality Management (Core)	BBADC603
4	Comprehensive Viva (Core)	IAPC606
Students are required to choose one group and select two papers from this group as specified here under Discipline Specific Elective (DSE). The groups comprise of Finance (F), Marketing(M), Human Resource (HR), International Business (IB)		
(Discipline Specific Elective Course) FINANCE		
5	Financial Services (Compulsory)	BBADE604 F1
6	International Finance	BBAGE605 F2
7	Strategic Corporate Finance	BBAGE605 F3
(Discipline Specific Elective Course) HUMAN RESOURCE		
8	Performance and Compensation Management (Compulsory)	BBADE604H1
9	Social Security and Labour Laws	BBAGE605H2
10	International Human Resource Management	BBAGE605H3
(Discipline Specific Elective Course) MARKETING		
11	Brand Management (Compulsory)	BBADE604M1
12	Advertising Management	BBAGE605 M2
13	Sales and Distribution	BBAGE605M3
(Discipline Specific Elective Course) INTERNATIONALBUSINESS		
14	Cross Culture Management (Compulsory)	BBADE604IB1
15	International Mergers and Acquisition	BBAGE605IB2
16	Global Business Environment	BBAGE605IB3

EXAMINATION –SCHEME

S.No.	Subject Code	Subject	Credit	Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBADC601	Strategic Management (Core)	4	3	1	-	10	20	30	70	100
2	BBADC602	Legal Aspects of Business (Core)	4	3	1	-	10	20	30	70	100
3	BBADC603	Total Quality Management (Core)	4	3	1	-	10	20	30	70	100
4	BBADE604 (F1/H1/M1/IB1)	Elective-I (Finance/ HR/ Marketing/ IB)	4	3	1	-	10	20	30	70	100
5	BBAGE605 (F2-3/H2-3/M2-3/IB2-3)	Elective-II (Finance/ HR/ Marketing/ IB)	4	3	1	-	10	20	30	70	100
6	IAPC606	Comprehensive Viva	2	1	-	1	10	20	30	70	100
	Total		22	16	5	1	60	120	180	420	600

Course Code	BBADC101			
Subject	Principles and Practices of Management			
Semester	Ist			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

Course Content

Unit-1 Introduction	12 Lectures
Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration.	
Unit-2 Evolution of Management	12 Lectures
Evolution of Management Thought Approaches of Management Thought. Significance of Values and Ethics in Management	
Unit-3 Planning and Organizing Nature of Management	12 Lectures
Planning and Organizing Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.	
Unit-4 Supervision, Motivation and Leadership	12 Lectures
Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication.	
Unit-5 Controlling and Coordinating	12 Lectures
Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.	

Text Books:

1. Koontz, H, &Wehrich, H (2020). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
2. Ghuman, K &Aswathapa, K, (2021). Management concepts and cases (11th ed.), Tata McGraw Hills, New Delhi.
3. Telsan, M.T. (2019). Industrial and Business Management, (6th ed.), S. Chand, New Delhi.

Reference Books:

1. Robbins, S. (2017). Management, (13th ed.), Pearson Education, NewDelhi.
2. Ramaswamy, I. (2021). Principles of Business Management, (12th ed.), Himalaya Publishing House, NewDelhi.

Course Outcomes**Course Code (CC): BBADC101**

CO1	To understand management principles required for effective functioning of an Organization.
CO2	To apply the basic concepts related to Business.
CO3	To demonstrate the roles, skills, and functions of a manager.
CO4	To analyze the environment of the organization for effective decision making there by Ensuring business sustainability.
CO5	To summarize the ability to work in diverse teams.
CO 6	To create a management structure for a small hypothetical firm/organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6	1											1			

Course Code	BBADC102			
Subject	Business Accounting			
Semester	Ist			
	L	T	P	C
	3	0	1	4

Course Objectives

1. To help the students to develop cognizance of the importance of accounting in organizations.
2. To enable students to describe how people analyze the corporate financial accounting under different conditions and understand why people describe the financial statements in different manner.
3. Accounting and their future action for expenses and income.

Course Content

Unit-1 Introduction to accounting	12 Lectures
Introduction to Accounting: Meaning, Nature, Objective, Scope, Users, importance, and limitations of Accounting, GAAP, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book, Cash Book, single and double column Cash Book, Trial Balance, Posting of Entries in Accounts Books. Post adjusted Trial Balance.	
Unit-2 Preparation of Financial Statements	12 Lectures
Preparation of Financial Statements: Preparing Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet for a sole proprietor. Final account with adjustment.	
Unit-3 Capital and Revenue	12 Lectures
Capital and Revenue: Classification of Income: Classification of expenditure: Classification of receipts., Accounting for Depreciation Significance and methods, Straightline, Diminishing balance. Rectification of Errors, Bank Reconciliation Statement.	
Unit-4 Analyzing Financial Statements	12 Lectures
Analyzing Financial Statements: Objectives of financial statement analysis, Sources of information, Standards of comparison, Techniques of financial statement analysis- Horizontal, Vertical, and Ratio analysis. Meaning, usefulness, limitations, and classification of financial ratios.	
Unit-5 Fund Flow and Cash Flow Statement	12 Lectures
Preparation of Fund Flow statement and Cash Flow statement as per AS-3 (revised).	

Text Books:

1. Sehgal, Deepak (2019), "Financial Accounting", Vikas Publishing H House, 5th Edition, New Delhi.
2. Goyal, Bhushan Kumar; Tiwari, HN (2021), "Financial Accounting", 5th Edition

Taxmann Publications

- Goldwin, Alderman; Sanyal (2019), "Financial Accounting", 2nd Edition, Cengage Learning.

Reference Books:

- Lal, J ; Srivastava , S (2019) , " Financial Accounting; Principles and Practices", 4th Edition , S Chand, New Delhi
- Robert N Anthony, David Hawkins, Kenneth A. Merchant(2020), "Accounting: Text and Cases", 13thEd, McGraw-Hill Education
- Charles T. Horngren and Donna Philbrick (2017), "Introduction to Financial Accounting", 11th Edition, Pearson Education.

Course Outcomes**Course Code (CC): BBADC102**

CO1	To understand accounting and bookkeeping.
CO2	To Identify the accounting rules required for business enterprises.
CO3	To Apply the rules of accounting in determining financial results.
CO4	To summarize financial statements.
CO5	To Compare the specificity of different accounts within the accounting policies.
CO6	To create a financial report of organization from given data.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2	2		1						1	
CO 2				2	2				1	1		3	2		
CO 3	1	3		2											2
CO 4			3						2	1				1	
CO 5	3	3			2		1								3
CO6		3									2	1			

Course Code		BBADC103			
Subject		Business Statistics			
Semester		I st			
		L	T	P	C
		3	0	1	4

Course Objectives

1. To develop the concepts of business statistics to deal with numerical and quantitative issues in business
2. To enable the application and use of statistical, graphical, and algebraic techniques wherever relevant.
3. To analyze the Statistical applications in Economics and Management.

Course Content

Unit-1 Introduction	12 Lectures
Introduction, Importance, Uses of Statistics, and quantitative techniques, Methods of Presenting Statistical Information and Collection of Data, Frequency Distribution,	
Unit-2 Measure of Central Tendency and Dispersion	12 Lectures
Measure of Central Tendency and Dispersion. Measure of Dispersion, Measure of Skewness and Kurtosis.	
Unit-3 Probability Theory	12 Lectures
Probability Theory: Definition of Probability, events, Counting rules and Computation of Probabilities: Addition, Multiplication rules, Conditional Probability, Rules of Bayes and Permutation and Combination. Probability Distribution: Binomial, Poisson and Normal Distribution.	
Unit-4 Sampling	12 Lectures
Sampling –need of Sampling, Sampling and Non-Sampling Errors, statistics and parameters, selection of sample, Probability, and non- probability sampling techniques.	
Unit-5 Correlation	12 Lectures
Nature and Significance of Correlation, Types of Correlation. Business forecasting: techniques of forecasting- linear regression Analysis, Curve Fitting and Method of Least Square.	

Text Books:

1. Gupta, S. P., & Gupta, M. P. (2020). Business statistics. S. Chand, NewDelhi.
2. Gupta, C. B., & Gupta, V. (2019). Introduction to Statistical Methods. Vikas Publishing House PvtLtd

Reference Books:

1. Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., &Prahlad, C. K. (2019). Management Concepts and Applications.
2. Balakrishnan, V. K. (2017). Schaum's Outline of Graph Theory: Including Hundreds of Solved Problems. McGraw HillProfessional.

Course Outcomes**Course Code (CC): BBADC103**

CO1	To summaries various mathematical statistical formulae related to economical and Business-related concepts.
CO2	To analyze statistics to ascertain output and input variables including revenue and cost.
CO3	To identify data in tabular form and get the required business information
CO4	To acquire knowledge and skills with practical problems in business practice.
CO5	To gather different statistical concepts and apply them in real world situations.
CO6	To create a critical summary of a given statistical report over the years.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	1							1	
CO 2		3		2					1						
CO 3	2	3			1				1					2	
CO 4	3	3			1					1			2		
CO 5		3	2					1							1
CO6		2										1			

Course Code	BBAGE104				
Subject	Fundamentals of Entrepreneurship Development				
Semester	Ist				
		L	T	P	C
		3	1	0	4

Course Objectives

1. Understanding basic concepts in the area of entrepreneurship,
2. Understanding the role and importance of entrepreneurship for economic development,
3. Developing personal creativity and entrepreneurial initiative.

Course Content

Unit-1 Foundation of entrepreneurship	12 Lectures
Foundation of entrepreneurship: Entrepreneur- meaning, importance, qualities. Entrepreneurship and its Evolution, study of John Kao's model, Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors, Entrepreneurial Training, Role of Innovation, Idea Generation and the era of Start-ups.	
Unit-2 Forms of ownership	12 Lectures
Forms of ownership: Various forms of ownership - advantages and disadvantages, Franchising, advantages/disadvantages, types, functions of the Franchise, Harvesting and Exit Strategy, Financial Entrepreneurship ventures, Corporate Entrepreneurship, Family businesses- Concept, role and functions, drawbacks, conflict, and its resolution in family business.	
Unit-3 Social entrepreneurship	12 Lectures
Social entrepreneurship: Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Women Entrepreneurship: challenges and opportunities.	
Unit-4 Financing in entrepreneurship	12 Lectures
Financing in entrepreneurship: Arrangement of funds, Financing and Risks associated, Institutional Finance for Entrepreneurs, Preparation of Business Plans, Role of Commercial Banks, Other financial institutions like IDBI,IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, EXIM Bank Venture capital.	
Unit-5 Role of entrepreneurship in economy	12 Lectures
Role of entrepreneurship in economy: Rural Entrepreneurship-Types, promotional programs, Agricultural Entrepreneurship. EDP'S and their significance. Case Studies based on domestic and International Market need to added.	

Text Books:

1. Khanna, S. S., Entrepreneurial Development, S. Chand, New Delhi.
2. Hisrich D. Robert, Michael P. Peters, Dean A. Sheperd, Entrepreneurship, McGraw-Hill,6ed.
3. Zimmerer W. Thomas, Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, PHI,4 ed.

Reference Books:

1. Desai, Vasant, Dynamics of Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
2. Patel, V. G., The Seven Business Crises and How to Beat Them, Tata McGraw-Hill, New Delhi,2017.

Course Outcomes**Course Code (CC): BBAGE104**

CO1	To Analyze projects on the basis of their feasibility.
CO2	To understand the process of project implementation.
CO3	To devise methods to identify opportunities in the field of entrepreneurship
CO4	To evaluate the contribution of Small-Scale Industries in the growth and development of individual and the nation
CO5	To analyze the sources of project financing according to the given conditions.
CO6	To create a business report of a local business for presentation to financial institutions.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	1							1	
CO 2		3		2					1						
CO 3	2	3			1				1					2	
CO 4	3	3			1					1			2		
CO 5		3	2					1							1
CO6		2										1			

Course Code	BBASC105				
Subject	Spreadsheet Modeling				
Semester	Ist				
		L	T	P	C
		1	0	1	2

Course Objectives

1. To familiarize students with the basics of the common software applications Microsoft Excel.
2. Access and Outlook to illustrate ways in which these programs can be used to solve business problems and efficiently present information.

Course Content

Unit-1 Introduction	10Lectures
Introduction to computer (Generations), Ms. Excel and Basic Excel Operations. Entering labels and values, using AutoSum, editing cell entries, simple formulas, printing options, worksheet views, device specific functionalities.	
Unit-2 Formulating	10 Lectures
Creating complex formulas, inserting, and typing a function, moving, and copying data, adjusting font, alignment, column width, row height, colors, patterns, and borders Insert and delete rows and columns, apply conditional formatting. Name and move a sheet.	
Unit-3 Uses and Functions	10 Lectures
Use a variety of functions: concatenate, Use named ranges. Filter and extract data, look up values, data base functions, data validation, subtotals. Drawing / Pictures / Flow Charts: How to use Microsoft Excel's drawing tools to create graphics on the worksheet including business flow charts. Business Report Generation: How to use Microsoft Excel as a daily or weekly business report generator.	

Text Books:

1. Microsoft Office Excel 2010 Quick Steps John Cronan. Tata McGraw-Hill.
2. First Look 2007 Microsoft® Office System MURRAY. Prentice Hall of India

Reference Books:

1. Microsoft Office 2003 – The Complete Reference. Tata McGraw-Hill.
2. Microsoft Office Word 2007: Essential Reference for Power Users. Review from Bill Coan.by Matthew Strawbridge Software Referenced

Course Outcomes

Course Code (CC): BBASC105	
CO 1	To reproduce the major steps in the design and implementation phases of the system.
CO 2	To understand the application of the various tools.
CO 3	To illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.
CO 4	To analyze ethical awareness and moral reasoning applied to an Micro soft excel problem, issue, or case study.
CO 5	To evaluate an understanding of IT in business organization.
CO 6	To design mapping of IT requirements of organizations according to the size, sector and geography.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO 6		1					2					1			

Course Code	MCSVC101			
Subject	Holistic Well-Being and Ethical Living- IKS I			
Semester	Ist			
	L	T	P	C
	1		1	2

Course Objectives

1. This course structure aims to provide students with a transformative learning experience that empowers them to lead healthier, happier, and more ethically conscious lives.
2. This also offers students hands-on experience in integrating fitness, happiness, ethics, and yoga.
3. This facilitates experiential learning and skill development.
4. This also encourages active engagement, collaboration, and community involvement.
5. This also fosters holistic well-being and ethical consciousness through practical application.

Course Content

Unit-1 FIT India	6 Lectures
Introduction to FIT India campaign and its goals, Fitness and Healthy Lifestyle. Practical: Incorporating physical activities into daily routine, Group fitness activities: outdoor games, sports, and team challenges, Exploring different physical activities: yoga, aerobics, strength training.	
Unit-2 Components of Being Happy	6 Lectures
Psychology of Happiness, Understanding happiness and its components, Mindfulness and Emotional Well-being, Practical: Mindfulness and gratitude exercises, practicing positive psychology techniques, Emotional awareness and self-regulation exercises, Group discussions on managing stress and emotions.	
Unit-3 Ethics and Human Values	6 Lectures
Foundations of Ethics, Ethical dilemma role-playing scenarios, Integrity and Responsible Citizenship, Practical: Group debates on ethical issues, analysing real-life ethical cases, Ethical decision-making workshops, Community service projects: promoting ethics in the community, Collaborative activities on responsible citizenship.	
Unit-4 Yoga for Holistic Health	6 Lectures
Introduction to Yoga, Yoga philosophy and its relevance. Practical: Guided yoga sessions for relaxation and flexibility, Yoga Practices, In-depth yoga asana practice, Pranayama and meditation workshops, Designing personalized yoga routines.	

Unit-5 Integrating Well-being and Values	6 Lectures
<p>Holistic Living and Ethical Values, integrating fitness, happiness, ethics, and yoga into daily life, Creating a well-being and values journal.</p> <p>Practical: Personal Wellness and Social Responsibility, Collaborative projects on promoting well-being in the community, Wellness fair: showcasing practical well-being and ethical initiatives. Reflection and Personal Growth</p>	

Suggested readings:**Unit 1: FIT India**

"The Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection, and Courage" by Kelly McGonigal

"Born to Run: A Hidden Tribe, Super athletes, and the Greatest Race the World Has Never Seen" by Christopher McDougall

Relevant articles from health and fitness magazines, research papers on the benefits of physical activity.

Unit 2: Art of Being Happy

"The Happiness Advantage: How a Positive Brain Fuels Success in Work and Life" by Shawn Achor

"The Art of Happiness" by Dalai Lama and Howard Cutler

Relevant articles from positive psychology journals, mindfulness and happiness research studies.

Unit 3: Ethics and Human Values

"Ethics for the Real World: Creating a Personal Code to Guide Decisions in Work and Life" by Ronald A. Howard and Clinton D. Korver

"The Road to Character" by David Brooks

Relevant philosophical texts on ethics, case studies on ethical dilemmas and decision-making.

Unit 4: Yoga for Holistic Health

"Light on Yoga" by B.K.S. Iyengar

"The Heart of Yoga: Developing a Personal Practice" by T.K.V. Desikachar

Online resources and guided videos for practicing yoga asanas, pranayama, and meditation.

Unit 5: Integrating Well-being and Values

"The Power of Now: A Guide to Spiritual Enlightenment" by Eckhart Tolle

"The Five People You Meet in Heaven" by Mitch Albom

Relevant articles on holistic well-being, personal growth, and values-based living.

Course Outcomes

Course Code (CC): MCSVC101	
CO 1	To Encourage physical activity through engaging the students in sports and yoga.
CO 2	To familiarize students with the components of Being Happy.
CO 3	To Identify ethical dilemmas and apply different theoretical approaches
CO 4	To acquaint student with the Practical knowledge of Yogasana, Mudra, Meditation and Pranayama etc.
CO 5	To Promoting positive health and holistic wellness
CO 6	To Promote fitness as a joyful activity.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6		1					2					1			

Course Code	BBADC201				
Subject	Human Resource Management				
Semester	IInd				
		L	T	P	C
		3	1	0	4

Course Objectives

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.

Course Content

Unit-1 Introduction	12 Lectures
Human Resource Management: Concept, Functions, roles, skills & competencies, HRD- definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations	
Unit-2 Human Resource Planning	12 Lectures
Human Resource Planning: Process, forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e- Recruitment, selection process, orientation process.	
Unit-3 Training	12 Lectures
Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, Appraisal interview. Career planning: career anchors, career life stages.	
Unit-4 Compensation	12 Lectures
Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health, retirement & other benefits.	

Unit-5 Industrial Relations	12 Lectures
Industrial Relations: Introduction to Industrial Relations, Trade union's role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining.	

Text Books:

1. George W Bohlander and Scott A Snell (2019), "Principles of Human Resource Management". Fifteenth Edition"; Thomson Publications.
2. VSP Rao, "Human Resource Management", (2020), Excel Books, 3rdEdition

Reference Books:

1. K Aswathappa, "Human Resource and Personal Management" (2017) Tata McGraw Hill, 8th Edition
2. Stephen P. Robbins, "Human Resource Management", (2020), Pearson EducationAsia
3. Sarah Gilmore and Steve Williams (2017). "Human Resource Management". Oxford University Press.
4. Tayeb, M. (2016). International human resource management. Oxford UniversityPress.

Course Outcomes

Course Code (CC): BBADC201	
CO1	To memorize the basic concepts of human resource management.
CO2	To state and describe the business problems from an HR perspective.
CO3	To utilize HRM concepts to get related social, cultural, ethical, and environmental Responsibilities and apply learning to issues in a global context.
CO4	To analyze training strategies for the delivery of training programs.
CO5	To evaluate the knowledge and skills required to effectively manage a diverse Workforce.
CO 6	To create HRM practice report for a business organization by identifying their Practices and principles.

CO-PO Mapping

Cours e	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO3
CO 1	3					2			1			2	3		
CO 2		3	2				2	1			3			1	
CO 3				1	1										1
CO 4										1			2		
CO 5	3					2	2		1						2
CO6		2										1			

Course Code	BBADC202			
Subject	Managerial Economics			
Semester	IInd			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To understand the demand and supply forces in the economy.
2. To forecast demand for various Industries.
3. To know the interaction of government and market forces in the economy.

Course Content

Unit-1 Introduction	12 Lectures
Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply	
Unit-2 Theory of consumer behavior	12 Lectures
Theory of consumer behavior: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.	
Unit-3 Producer and optimal production choice	12 Lectures
Producer and optimal production choice: optimizing behavior in short run(geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale: traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.	
Unit-4 Theory of firm and market organization	12 Lectures
Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)	
Unit-5 Factor market	12 Lectures
Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.	

Text Books:

1. Salvatore, D. & Rastogi, S. K. (2016). Managerial Economics: Principles and Worldwide Application: (Eighth Edition). Oxford University Press.
2. Aswathappa, K (2018), Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Reference Books:

1. Cherunilam Francis (2019), Business Environment, Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): BBADC202	
CO1	To reproduce underlying mechanism of demand and supply and use them to appropriately allocate resources.
CO2	To understand the impact of demand and supply on markets and various stakeholders.
CO3	To apply the understanding of decision process of the individual customer to the benefit of the firm.
CO4	To analyze the process of arriving at costs in the production.
CO5	To evaluate key characteristics, advantages, and limitations of various market structures.
CO6	To create a report on local economy or local firms.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1				3	1					1			1		
CO 2			2	3					1		3			2	
CO 3	2		3		2			1							3
CO 4		3	2			2	1						1		
CO 5	3						2			1				2	
CO 6		2									2	1			

Course Code	BBADC203			
Subject	Business Environment			
Semester	IInd			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To make students understand the basics of business environment, the application of various laws and policies on a business firm.
2. To outline various components of Business Environment.
3. To make the students understand the role of environment in the business firms.

Course Content

Unit-1 Introduction	12 Lectures
Introduction to business, characteristics & Nature, Types of environments, Internal & external environment, social responsibility of Business, environmental analysis techniques.	
Unit-2 Economic System	12 Lectures
Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public Sector, Private Sector, Small Scale industries: Concept, Significance, Issues and Priorities. Role of Public Sector in Indian Economy and its Problems.	
Unit-3 Industrial Policy	12 Lectures
Industrial policy, 1948, 1956, 1991, liberalization, privatization, globalization, MNCs and their role in developing economies.	
Unit-4 Consumer Protection	12 Lectures
Consumer Protection Act 1986, IDR Act 1951, TRCCI, GST.	
Unit-5 International Business Environment	12 Lectures
International Business Environment- An overview, International Economic Groupings: GATT, WTO, UNCTAD, World Bank, IMF, European Union.	

Text Books:

1. Misra S. K &Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, 2018.

Reference Books:

1. Aswathappa, K (2018), Essentials of Business Environment,Himalaya Publishing House, NewDelhi.
2. Cherunilam Francis(2019), Business Environment, Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): BBADC203	
CO1	To recognize the concept, significance, and changing dimensions of the Business Environment.
CO2	To state the effect of government policy on the business environment.
CO3	To apply the business concepts learnt to the relationship between businesses and stakeholders.
CO4	To compare the impact of changing laws and regulations on a business firm
CO5	To evaluate the cooperative organizations, their management and contribution to rural economic development.
CO6	To create an impact and design report of local laws on business.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3						2			1			1		
CO 2						2			1		3			2	
CO 3					2			1				2			1
CO 4		3		2					1					1	
CO 5	3		1				2		2			1	2		
CO 6	2											1			

Course Code	BBAGE204				
Subject	Fundamentals of Production Management				
Semester	IInd				
		L	T	P	C
		3	1	0	4

Course Objectives

1. To understand the Materials Management function starting from Demand Management through Inventory Management.
2. To involve integration of numerous activities and processes to produce products and services in a highly competitive global environment

Course Content

Unit-1 Introduction	12 Lectures
Production Management – Meaning, definition & function of Production, Responsibilities of Production Manager. Manufacturing system and its classification. Objectives of Production Planning and Control with reference to Manufacturing System. JIT & Lean Manufacturing.	
Unit-2 Plant Location	12 Lectures
Plant Location – Factors affecting plant location & location analysis. Plant layout, its features & types of layouts. Capacity its types and various strategies to increase or decrease capacity.	
Unit-3 Work Study	12 Lectures
Work Study – Meaning, Technique of method study, Process charts, Work sampling. Time Study and its applications. Ergonomics and use of THERBLIGS.	
Unit-4 Materials Management	12 Lectures
Materials Management its scope and significance, Inventory Control Techniques, EOQ Model, e- procurement. Maintenance, its objectives and types. Plant Safety.	
Unit-5 Quality control & inspection	12 Lectures
Quality control & inspection: Control Charts, Quality Assurance, Quality Circle, Concept of TQM, Acceptance Sampling. ISO-9000 & 14000, ISI & fssai.	

Text Books:

1. Donald Waters(2010), Inventory Control and Management, John Wiley
2. G. Hadley and T. M. Whitin: Analysis of Inventory Systems, D.B. Taraporeva and Sons, Published by arrangement with Prentice Hall Inc.

Reference Books:

1. Buffa, Elwood S. And Sarin Rakesh K (2009), Production/Operations Management, 8th Edition, Wiley India.

Course Outcomes

Course Code (CC): BBAGE204	
CO1	To memorize the working of production systems and processes in organizations.
CO2	To understand the role of service systems in product delivery.
CO3	To compare the production processes for same product.
CO4	To analyze the demand-supply gap and appropriately respond to them through production planning and control methods.
CO5	To evaluate the required production processes and production systems.
CO6	To design a production system for a local business.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		3	2		1								1		
CO 2	3					2	2	1			1			2	
CO 3		3	2	2					1				1		
CO 4			2		1					1		1			1
CO 5			2							1					
CO6													2	1	

Course Code	BBASC205				
Subject	Advanced Spreadsheet Modeling				
Semester	II nd				
		L	T	P	C
		2	0	0	2

Course Objectives

1. To familiarize students with the basics of the common software applications Microsoft Excel.
2. Access and Outlook to illustrate ways in which these programs can be used to solve business problems and efficiently present information.
3. To familiarize students with the basics of the common software applications Microsoft Excel.
4. Access and Outlook to illustrate ways in which these programs can be used to solve business problems and efficiently present information.

Course Content

Unit-1 Introduction	10 Lectures
Opening a workbook, Ribbon, The Quick Access Toolbar, Worksheets, Moving Around a Worksheet and Workbook, printing a Worksheet, saving a Workbook File Cells and Ranges, Selecting Ranges, Selecting All Cells in a Dataset Using Shortcut Keys, Selecting All Cells on a Worksheet, Selecting Non-Contiguous Ranges, Selecting Cells and Named Ranges, Selecting Otherwise Difficult to Select Cells with Go to Special, Filling Series, Copying and Moving Cell Entries, The Undo Command.	
Unit-2 Formulae and Application	10 Lectures
Copying Formulas, The AutoComplete Formula Option, Entering Formulas by Pointing, Other Ways to Copy Formulas, Absolute Addressing, Hierarchy of Mathematical Operations, Summation Icon, Editing or Correcting Formulas, Showing the Actual Formula in a Cell.	
Unit-3 Data output and Web Query	10 Lectures
Importing From a Text or Word File, MS Access, Using Web Queries to Import Data from the Web.	

Text Books:

1. Microsoft Office Excel 2010 Quick Steps John Cronan. Tata McGraw-Hill.
2. First Look 2007 Microsoft® Office System MURRAY. Prentice Hall of India

Reference Books:

1. Microsoft Office 2003 – The Complete Reference. Tata Mc grawHill.
2. Microsoft Office Word 2007: Essential Reference for Power Users. Review from Bill Coan.by Matthew Strawbridge Software Referenced.

Course Outcomes

Course Code (CC): BBASC205	
CO 1	To reproduce the formulae and short cuts required to do the basic operations.
CO 2	To describe the formats of spreadsheets and their types.
CO 3	To apply and compare various types of formats in practical working.
CO 4	To analyze various types of method and compare their relative strengths and arenas of Improvement.
CO 5	To evaluate the office methods and present the findings.
CO 6	To present a report having data in required format.

CO-PO Mapping

Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6		1					2					1			

Course Code		MCSVC201			
Subject		Holistic wellbeing and ethical living IKS II			
Semester		IInd			
		L	T	P	C
		1		1	2

Course Objectives

1. This course structure aims to provide students with a transformative learning experience that empowers them to lead healthier, happier, and more ethically conscious lives.
2. This also offers students hands-on experience in integrating fitness, happiness, ethics, and yoga.
3. This facilitates experiential learning and skill development.
4. This also encourages active engagement, collaboration, and community involvement.
5. This also fosters holistic well-being and ethical consciousness through practical application.

Course Content

Unit-1 Introduction to Yoga and Happiness	8 Lectures
Definition and significance of Yoga in Indian philosophy, Understanding the concept of happiness in the Indian context, Exploration of the connection between Yoga and the pursuit of happiness Practical: Incorporating physical activities into daily routine, team challenges, Exploring different physical activities: yoga, aerobics, strength training.	
Unit-2 Dimensions of Well-being	6 Lectures
Physical well-being: Nutrition, exercise, and health Psychological well-being: Emotional intelligence and resilience Social well-being: communication and community engagement Practical: Mindfulness and gratitude exercises, practicing positive psychology techniques, Emotional awareness and self-regulation exercises, Group discussions on managing stress and emotions.	
Unit-3 Mindfulness, Meditation, and Joy	9 Lectures
Delving into the concept of mindfulness (Dhyana) and its role in cultivating happiness Introduction to various meditation techniques in Yogic practices Exploring how meditation enhances mental clarity, reduces stress, and fosters joy Practical: Practice sessions, Pranayama and meditation workshops	
Unit-4 Applying Ethics to Everyday Life	7 Lectures
Ethical decision-making: Ethical dilemmas in personal and professional contexts Practical: Case studies	

Suggested readings:**Unit 1: FIT India**

"The Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection, and Courage" by Kelly McGonigal

"Born to Run: A Hidden Tribe, Super athletes, and the Greatest Race the World Has Never Seen" by Christopher McDougall

Relevant articles from health and fitness magazines, research papers on the benefits of physical activity.

Unit 2: Art of Being Happy

"The Happiness Advantage: How a Positive Brain Fuels Success in Work and Life" by Shawn Achor

"The Art of Happiness" by Dalai Lama and Howard Cutler

Relevant articles from positive psychology journals, mindfulness and happiness research studies.

Unit 3: Ethics and Human Values

"Ethics for the Real World: Creating a Personal Code to Guide Decisions in Work and Life" by Ronald A. Howard and Clinton D. Korver

"The Road to Character" by David Brooks

Relevant philosophical texts on ethics, case studies on ethical dilemmas and decision-making.

Unit 4: Yoga for Holistic Health

"Light on Yoga" by B.K.S. Iyengar

"The Heart of Yoga: Developing a Personal Practice" by T.K.V. Desikachar

Online resources and guided videos for practicing yoga asanas, pranayama, and meditation.

Unit 5: Integrating Well-being and Values

"The Power of Now: A Guide to Spiritual Enlightenment" by Eckhart Tolle

"The Five People You Meet in Heaven" by Mitch Albom

Relevant articles on holistic well-being, personal growth, and values-based living.

Course Outcomes

Course Code (CC): MCSVC201	
CO 1	To Understanding the concept of happiness.
CO 2	To explain connection between Yoga and the pursuit of happiness.
CO 3	To explore how meditation enhances mental clarity, reduces stress, and fosters joy.
CO 4	To organize meditation sessions.
CO 5	To evaluate the changes in mental health.
CO 6	To create stress free meditations practices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO 6		1					2					1			

Course Code	BBADC301			
Subject	Accounting for Management			
Semester	IIIrd			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To familiarize students with the basics of management accounting.
2. To make students apply the concepts of Management accounting.
3. To make students analyze the organizations according to management accounting paradigm.

Course Content

Unit-1 Introduction to Management Accounting	12 Lectures
Introduction to Management Accounting: Nature, Scope, Significance, and Functions of Management Accounting, Management Accounting VS Financial Accounting. Management Accounting VS Cost Accounting. <i>Case Study</i> .	
Unit-2 Cost-Volume-Profit Analysis	12 Lectures
Break – even Analysis: The Break-Even Point, on the P/V Graph, The Break Even Point Formula and Uses of Break – Even Analysis, Cost – Volume – Profit Relationship: The Relationship of Costs and Profits with Volume, Uses and Limitations. <i>Case Study</i> .	
Unit-3 Standard Costing and Variance Analysis	12 Lectures
Standard Costing and Variance Analysis: Standard Costing VS Historical Costing, Types of Standards, Concept of Variance Analysis, Computation of Material Variances and Labour Variances. <i>Case Study</i> .	
Unit-4 Budgeting and Budgetary Control	12 Lectures
Budgeting and Budgetary Control: Budgeting as a Tool, Uses and Organization of the Budgeting, Limiting Budget factors, The Budgeting Process, Step in Budget Preparation, Types of Budgets. <i>Case Study</i> .	
Unit-5 Responsibility Accounting	12 Lectures
Responsibility Accounting: Concept and Approaches to Responsibility Accounting, Different Responsibility Centres, Significance; Divisional Performance Measurement – Financial Measures. <i>Case Study</i> .	

Text Books:

1. Maheshwari, S.N., and Mittal, S.N. Cost Accounting: Theory and Problems, Shree Mahavir Book

Depot (Publishers), Delhi.

2. M.N.Arora, Management Accounting, Theory, Problems and Solutions, Himalaya Publishing House

Reference Books:

1. Horngren, C.T., Foster, G, and Datar, S.M., Cost Accounting: A Managerial Emphasis, Prentice Hall of India Pvt. Ltd., NewDelhi.
2. Henke, E.O., and Spoede, C.W., Cost Accounting: Managerial Use of Accounting Data, PWS- KENT Publishing Company, Boston. Microsoft Office 2003 – The Complete Reference. Tata Mc grawHill.

Course Outcomes

Course Code (CC): BBADC301	
CO 1	To recognize the role of management accounting in the modern economic environment.
CO 2	To describe the Break-Even Analysis.
CO 3	To utilize the difference between concepts of Standard costing and Variance Analysis into solving business problems.
CO 4	To analyze various types of budgets and understand their implications on business.
CO 5	To evaluate the businesses under the concept of responsibility Accounting.
CO 6	To create a report on comparison of various accounting methods and techniques.

CO-PO Mapping

Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO 1						2		1					1		
CO 2	3				2				2		3				2
CO 3		3	2	1			1					3	3		
CO 4	3	2				1				1				3	
CO 5				2			1				1				3
CO 6		2										1			

Course Code	BBADC302				
Subject	Organizational Behaviour				
Semester	III rd				
		L	T	P	C
		3	1	0	4

Course Objectives

1. To familiarize students with the concepts of Organizational behavior.
2. To improve comprehension of students about human interactions in the organization.
3. To make students apply the concepts learnt in practical life.
4. To make students analyze the organizations according to the organizational behavior paradigm.

Course Content

Unit-1 Introduction	12 Lectures
Introduction Conceptual Foundation of Organisational Behaviour; Organization and Its Analysis, Nature of Organization, Nature, Scope and Significance of Organizational Behaviour, Relevance O.B in Today's Business Environment, Challenges in today's organizations.	
Unit-2 Individual Dimensions of Organizational Behaviour	12 Lectures
Individual Dimensions of Organizational Behaviour: Nature of Human Behaviour, Perception, Learning and Behaviour Modification, Personality, Attitudes, Motivation and theories of motivation. Socio- Cultural Factors.	
Unit-3 Interactive Dimension of Organizational Behaviour	12 Lectures
Interactive Dimension of Organizational Behaviour: Interpersonal Behaviour, Group Dynamics and Behaviour, Power, Authority, and Politics, Leadership, Communication, Organizational Conflicts, Organizational Climate.	
Unit-4 Leadership and Power	12 Lectures
Leadership and Power: -Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.	
Unit-5 Organizational Effectiveness	12 Lectures
Organizational Effectiveness: Organizational effectiveness, Organizational change and Development an overview. Organization culture: Concept; Dominant Culture; Strong vs Weak Cultures; Creating and Sustaining Culture. SWOT Analysis of Organisational effectiveness, Case Study Analysis.	

Text Books:

1. Koontz & Heinz Weihrich: Essential of management McGraw Hill(1999)
2. Kaul, Vijay kumar, Management- Text & Cases, Vikas Publishing, New Delhi,2015
3. Stephen P. Robbins and Mary Coulter: Management, Pearson
4. Y.K. Bhushan: Fundamentals of Business Organisation& Management X Edition
5. Principles of Management, Gilbert, McGrawHill

Reference Books:

1. Robbins Stephen P.: Organisational Behaviour, Pearson Education, 12th Edition
2. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill, 12thEdition
3. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India

Course Outcomes

Course Code (CC): BBADC302	
CO 1	To understand the basis of organizational behaviour.
CO 2	To describe the types of behaviours, their features and advantage sand limitations.
CO 3	To apply and compare awareness of various types of organizations.
CO 4	To analyze various types of organization cultures and compare their relative strengths and arenas of improvement.
CO 5	To evaluate the structures of organizations
CO 6	To prepare an assessment of any business organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3			2			1				2		1		
CO 2		3	2		1		1								1
CO 3		2			2			2		1	1		2		
CO 4		3				2			1			3		1	
CO 5	3				2		2			1				1	
CO 6		2										1			

Course Code	BBADC303				
Subject	Indian Financial System				
Semester	III rd				
		L	T	P	C
		3	1	0	4

Course Objectives

1. To familiarize students with the concepts of Indian financial system.
2. To improve comprehension of students about financial system's contribution to Indian economy.
3. To make students apply the concepts learnt to analyze the happenings in financial world.
4. To make students analyze the rationale of decisions of organizations and government.

Course Content

Unit-1 Introduction	12 Lectures
Financial System, structure of Financial System, Instruments of Financial System. Insurance, Kinds of Insurance, Schemes and procedure under Insurance. Banking and functions of Banking. Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.	
Unit-2 Merchant banking	12 Lectures
Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues, Underwriting functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI	
Unit-3 Role of Financial Institutions	12 Lectures
Role of Financial Institutions, Development banks and other banking institutions. Case Study analysis on Latest banking System.	
Unit-4 Leasing and hire purchase	12 Lectures
Leasing and hire purchase, concepts and features, types of lease accounts Factoring & Forfeiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds– Advantages of mutual funds - Exchange Traded Funds	
Unit-5 Role of Financial System	12 Lectures
Role of Financial System in the development of the economy. Case Study Analysis	

Text Books:

1. Machiraju, „Indian Financial System”–Vikas Publishing House, 2022.
2. Varshney P.N., &Mittal D.K., „Indian Financial System”, Sultan Chand &Sons, New Delhi. 2022.

Reference Books:

1. Pathak, Bharati V., Indian Financial System”, 5thEdition, Pearson.,2018.

Course Outcomes

Course Code (CC): BBADC303	
CO 1	To understand the basics of Indian Financial System
CO 2	To describe the types of financial structures, their features and advantage sand limitations.
CO 3	To apply and compare market structures of various nations.
CO 4	To analyze various types of financial institutions and compare their relative strengths and arenas of improvement.
CO 5	To evaluate the financial systems.
CO 6	To prepare an assessment of financial health of the nation.

CO-PO Mapping

Cours e	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3			2		2			1				1		
CO 2		3		2			2			1	2	1		2	
CO 3	3				2			1	2				1		
CO 4		3	1		2										2
CO 5	3			2		2		1							2
CO6	3										1	2			

Course Code	BBAGE304				
Subject	Indian Business & Economy				
Semester	III rd				
		L	T	P	C
		3	1	0	4

Course Objectives

1. To familiarize students with the components and features of Indian economy.
2. To improve comprehension of students about Indian economy.
3. To make students apply the concepts learnt to analyze the happenings in economical world.
4. To make students analyze the rationale of decisions of organizations and government in economic set up.

Course Content

Unit-1 Introduction	12 Lectures
Indian business environment, pre liberalization & post liberalization era, changes in environment Indian market, its concept & relevance, Indian as an International market, Environmental analysis	
Unit-2 Import substitution and protection	12 Lectures
Goal of self-reliance based on import substitution and protection, the post 1991 globalization Strategies based on stabilization and structural adjustment packages: fiscal reforms, financial sector reforms and trade reforms.	
Unit-3 Estimates of inequality	12 Lectures
Estimates of inequality and poverty measures for India, appraisal of Government measures, India's human development record in global perspective, India's population policy and development.	
Unit-4 Technologies and institutions	12 Lectures
Technologies and institutions, land relations and land reforms, rural credit, modern farm inputs and marketing price policy and subsidies: commercialization and diversification. Programmes conducted by the government for the development of Rural Economy(Rural Stimulus Programmes, advantages and limitations).	
Unit-5 Current challenges	12 Lectures
Current challenges and their possible mitigation through policy tools faced by Indian Economy. Case study Analysis	

Text Books:

1. Jalan, Bimal; The Indian Economy; Problems and Prospects. Penguin.
2. V.K.Puri: Indian Economy, Himalya Publishing House

Reference Books:

1. Kapila, Uma; Indian economy since independence, Penguin,2021.

Course Outcomes

Course Code (CC): BBAGE304	
CO 1	To understand the basics of Indian economy and business
CO 2	To describe the types of businesses, their features and advantage sand limitations.
CO 3	To apply and compare market structures of various states and economies.
CO 4	To analyze various types of economic institutions and compare their relative strengths and arenas of improvement.
CO 5	To evaluate the Economic systems, their strengths and areas of improvement.
CO 6	To prepare an assessment of economic health of the nation.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3			2		2			1				1		
CO 2		3		2			2			1	2	1		2	
CO 3	3				2			1	2				1		
CO 4		3	1		2										2
CO 5	3			2		2		1							2
CO 6	3										1	2			

Course Code	BBASC305				
Subject	Darbar Sahib- A Legacy				
Semester	III rd				
		L	T	P	C
		2	0	0	2

Course Objectives

1. To familiarize students with the legacy of Darbar Sahib.
2. To improve comprehension of students about civilization, ethics, culture
3. To make students apply the concepts learnt to their ownlife.

Course Content

Unit-1 Introduction	10 Lectures
The Heritage and History of Darbar Sahib; Significance of Darbar Sahib; Shri Mahants and Gurus; Vision and Mission of Darbar Shri Guru Ram Rai.	
Unit-2 Institutions under Darbar sahib	10 Lectures
Institutions under Darbar sahib- Hospital and Educational Missions- Colleges and schools; Agricultural farms; philanthropist Activities- Donation and help, food, logging, financial Assistance and free check- up and treatment.	
Unit-3 History	10 Lectures
The Jhanda fair: History of Jhanda fair, future plans of Darbar Shri Guru Ram Rai.Skill Enhancement: Definition and meaning; Components of skill enhancement. Visit to Darbar sahib and preparation of Summary report.	

Text Books:

- 1) Darbar Sahib publication from DarbarSahib
- 2) Ratnank- A monthly publication of DarbarSahib

Course Outcomes

Course Code (CC): BBASC305	
CO 1	To understand the basics of institutional values
CO 2	To describe the types of values and skill set needed for modern life.
CO 3	To apply and compare the spiritual values and structures
CO 4	To analyze various aspects of work life balance
CO 5	To evaluate the life choices and the consequences.
CO 6	To prepare an assessment of value structures in life.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4		3	2		1					1			1		3
CO 5		3	2							1					
CO 6		3									2	1			

Course Code	MCSV301				
Subject	Health and Hygiene 1				
Semester	III rd				
		L	T	P	C
		2	0	0	2

Course Objectives

1. The course aims to offer an integrated approach to understand the concepts of Health and Hygiene in life.
2. To create awareness regarding communicable and non-communicable diseases and food safety with reference to certain diseases.

Unit-1 Basics of Health	6 Lectures
Definition of Health, Concept, Determinants of Health, Health Indicators, Environmental Health and Public Health. National Health policy. Women and Child health care.	
Unit-2 Basics of Nutrition	6 Lectures
Definition of healthy diet. Importance of diet Therapeutic adaptations of normal diet. Precautions in diet plan in terms of hygiene and cooking. Diets pertaining to life-style diseases like Diabetes and Blood Pressure Definition, Reasons and types. Prevention of Food and Drug Adulteration Act 1954. Adulterants in common food items.	
Unit-3 Balanced Diet	6 Lectures
Concept of Balanced Diet. Components of a Balanced Diet. Basic concept of Food and Nutrition. Classification of Food. Basic understanding and uses of Naturopathy. Importance and Sources of Minerals, Trace elements, Antioxidants and Vitamins for human body. Principles and objectives of meal planning. Concept of Complementary Food.	
Unit-4 Food safety	6 Lectures
Diseases caused by Food contamination. Factors affecting Food safety. Dietary and General management of Overweight (including Obesity) and Underweight. Food Standards and Safety Authority of India(FSSAI).	
Unit-5 Hygiene	6 Lectures
Importance of Sanitation and Health Hygiene. Community and Personal Hygiene. Hand washing and its importance Basic Concept of Food contamination. How Hygiene avoids contamination. Government initiatives regarding Hygiene.	

Suggested Readings:

Unit 1: Basics of Health

Swaminathan (1995). Food and nutrition, The Bangalore & Publishing Co ltd.

B Sri Lakshmi, Food Science (MULTI COLOUR EDITION), Seventh edition (1 February 2018), New Age International Publishers

Unit 2: Basics of Nutrition

Seba., Jaime A, 2015, Hospitality and Health: Issues and Developments, Apple Academic Press

Sumati R Mudambi, M V Rajagopal (2020), Fundamentals of Food, Nutrition and Diet Therapy: New Age International Private Limited

Unit 3: Balanced Diet

B. Srilakshmi, Dietetics- Eighth edition, (1 January 2019), New Age International Publishers

Textbook of Preventive & Social Medicine – K.Park

Unit 4: Food safety

B. Srilakshmi, Dietetics- Eighth edition, (1 January 2019), New Age International Publishers

B Srilakshmi, Food Science (MULTI COLOUR EDITION), Seventh edition (1 February 2018), New Age International Publishers

Unit 5: Hygiene

Textbook of Preventive & Social Medicine – K.Park

B Srilakshmi, Food Science (MULTI COLOUR EDITION), Seventh edition (1 February 2018), New Age International Publishers

Course Outcomes

CO 1	To memorize the meaning of Health and National Health Policy.
CO 2	To relate the application of healthy diet in patient well-being.
CO 3	To utilize the concept of Food Nutrition for patient healing.
CO 4	To analyze the concept of Food contamination and food safety.
CO 5	To evaluate the life choices and the consequences.
CO 6	To design the necessity of Hospital sanitation, Community and personal hygiene

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4		3	2		1					1			1		
CO 5		3	2							1					
CO 6		3									2	1			

Course Code	BBADC401			
Subject	Research Methodology			
Semester	IVth			
	L	T	P	C
	3	0	1	4

Course Objectives

1. To familiarize students with concepts of research.
2. To improve comprehension of students about methods used to enhance research.
3. To make students apply the concepts in college settings.

Course Content

Unit-1 Introduction	12 Lectures
Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research. The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Business Research problem.	
Unit-2 Research Design	12 Lectures
Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context	
Unit-3 Primary Data Collection	12 Lectures
Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion.	
Unit-4 Measurement & Scaling	12 Lectures
Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, Questionnaire-form & design.	
Unit-5 Analysis	12 Lectures

t test, paired t test, Chi square test, One way ANOVA. Introduction to theoretical concept of Factor Analysis and Discriminate Analysis.

Text Books:

1. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
2. Churchill: Marketing Research: Methodological Foundations, Cengage Learning Jalan,

Reference Books:

1. Zikmund, Babin & Carr: Business Research Methods, South-Western.,2021.

Course Outcomes

Course Code (CC): BBADC401	
CO 1	To understand the basics of research methods
CO 2	To describe the types of methods, their features and advantage sand limitations.
CO 3	To apply and compare the suitability of various methods in given circumstances.
CO 4	To analyze various types of research tools and compare their relative strengths and arenas of improvement.
CO 5	To evaluate the research already done on a particular topic.
CO 6	To prepare an assessment of research methodology and its applicability.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1			1		2	3				2	2		2		1
CO 2								1		1					1
CO 3	2	3		3		1			3				3		1
CO 4				2	1	1	1				1	2			
CO 5					3			1	1	1			3	1	
CO 6	1	2									1	1			

Course Code	BBADC402			
Subject	Business Ethics and Corporate Social Responsibility			
Semester	IVth			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To learn the values and implement in their careers to become a good manager.
3. To develop various corporate social Responsibilities and practice in their professional life.
4. To imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

Course Content

Unit-1 Introduction	12 Lectures
Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, the ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Morality in international context, Moral issues in business: Worker's and employee's rights and responsibilities.	
Unit-2 Corporate governance	12 Lectures
Overview- Corporate governance: concept, need to improve corporate governance standards, Features of good governance, corporate governance abuses, Role played by regulators to improve corporate governance. Corporate Control; Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, law governing auditor's responsibility, corporate governance and internal auditors.	
Unit-3 Whistle blowing	12 Lectures
Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing, Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising, Trade secrets, corporate disclosure, insider trading. Ethical Issues related to corporate takeovers. Computer ethics and business: Computer related unethical practices, Intellectual Property Rights. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.	
Unit-4 International approaches to corporate governance	12 Lectures

International approaches to corporate governance, Political & Power Theories, Network Analysis, Stakeholder Theory, Stewardship Theory. Indian experience- imperatives, Kumar Mangalam Birla, Naresh Chandra, Narayan Murthy committee report. ESG, Triple bottom line, legal obligations under CSR Act.	
Unit-5 Evolution of corporate social responsibility	12 Lectures
Evolution of corporate social responsibility. Common indicators for measuring business social performance. Reporting social responsibility measures in annual report.	

1. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai , 2007.
2. Andrew Crane and Diark Matten, Business Ethics, Oxford Publication, New Delhi, 2007
3. Chris Moonand Clive Bonny, Business Ethics, The Economist Publication, 2001.
4. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.

Reference Books:

1. S.K. Chakraborty, Ethics in Management- Vedantic Perspectives, oxford India paper backs, New Delhi, 2007.

Course Outcomes

Course Code (CC): BBADC402

CO 1	To recognize the importance of human values and skills for sustained happiness.
CO 2	To describe the balance between profession and personal happiness/ goals.
CO 3	To apply the value framework and appraise situations involving ethical dilemmas and come out with a value-based solution.
CO 4	To analyze ethical conduct and contribute towards a sustainable organization.
CO 5	To evaluate international and national practices in CSR, CER etc.
CO 6	To compare the work life balance and ethics in various geographies and sectors.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4			2		1					1			1		
CO 5			2							1					
CO 6											2	1			

Course Code	BBADC403				
Subject	Marketing Management				
Semester	IVth				
		L	T	P	C
		3	0	1	4

Course Objectives

1. To familiarize students with concepts of marketing.
2. To improve comprehension of students about marketing in different settings.
3. To make students apply the concepts.

Course Content

Unit-1 Introduction	12 Lectures
Definition, Nature, Scope and Importance of Marketing, Meaning and dimensions market, Modern Marketing Concepts, Marketing Mix and Marketing Environment, Role of Marketing in Economic Development and its Applicability in Indian Conditions. SWOT Analysis.	
Unit-2 Consumer Behavior	12 Lectures
STP Approach, Consumer Behavior: Meaning and its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Marketing Mix: Product, Meaning, Role, Product Planning and Process, Product Life Cycle, Product-Market Integration, Product-Positioning, Branding, Packaging	
Unit-3 Pricing Advertising and Channels of Distribution	12 Lectures
Pricing Advertising and Channels of Distribution: Pricing-Meaning, Role, Theory and Practice of Pricing Management. Advertising-Meaning, Role, Profit of Advertising in India, Management of Advertising, Channels of Distribution Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries.	
Unit-4 Physical Distribution	12 Lectures
Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution. Physical Distribution Management, Marketing Organization, Organizing for Marketing, Evaluation of Marketing Organization, Principle of Organization Design, Organizational Problems.	

Unit-5 Overview of Global Marketing	12 Lectures
Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.	

Text Books:

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan Ul Haque. Principles of Marketing. 13 editions. Pearson Education.
2. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl Mc Daniel. Marketing: A South Asian Perspective. Cengage Learning.

Reference Books:

1. Pride, William M., and D.C. Ferrell. Marketing: Planning, Implementation & Control. Cengage Learning

Course Outcomes

Course Code (CC): BBADC403	
CO 1	To understand the basic concepts of Marketing
CO 2	To describe the types of marketing methods, their features and advantage sand limitations.
CO 3	To apply and compare the suitability of various methods in given circumstances.
CO 4	To analyze various types of marketing tools and compare their relative strengths and arenas of improvement.
CO 5	To evaluate the marketing methods employed in a given situation.
CO 6	To prepare an assessment of marketing theory and its applicability to a given business problem.

CO-PO Mapping

Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO 1	2		3										3		1
CO 2		2	1		1				2					3	
CO 3	3			2			2						3		2
CO 4			2			1		1		3				1	1
CO 5							3				2		3		
CO 6					3	1						2		3	

Course Code	BBAGE 404			
Subject	Consumer Affairs			
Semester	IVth			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
2. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

Course Content

Unit-1 Conceptual Framework-Consumer and Markets	12 Lectures
Conceptual Framework-Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.	
Unit-2 The Consumer Protection Law in India Objectives and Basic Concepts	12 Lectures
The Consumer Protection Law in India Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.	
Unit-3 Grievance Redressal Mechanism	12 Lectures
Grievance Redressal Mechanism under the Indian Consumer Protection Law Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.	
Unit-4 Role of Industry Regulators in Consumer Protection Banking	12 Lectures
Role of Industry Regulators in Consumer Protection Banking: RBI and Banking Ombudsman Insurance: IRDA and Insurance Ombudsman Telecommunication: TRAI Food Products: FSSAI Electricity Supply: Electricity Regulatory Commission Real Estate Regulatory Authority	

Unit-5 Contemporary Issues in Consumer Affairs	12 Lectures
Contemporary Issues in Consumer Affairs Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection.	

Text Books:

1. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
2. Ganesan, G. and Sumathy, M. (2012). Globalisation and Consumerism: Issues
3. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press.

Reference Books:

1. Girimaji, Pushpa (2002). Consumer Right for Everyone ; Penguin Books.
2. Misra, Suresh and Chadah, Sapna (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi.
3. Rao, Rajyalaxmi (2012), Consumer is King, Universal Law Publishing Company

Course Outcomes

Course Code (CC): BBAGE404	
CO 1	To memorize basic customer definition and his requirements
CO 2	To understand basic points of consumer protection laws in India
CO 3	To utilize the internal reports of organization to understand the self-regulatory mechanisms of industry.
CO 4	To analyze the structure of grievance redressal in India.
CO 5	To evaluate the response to contemporary consumer issues.
CO 6	To prepare an assessment of consumer issues in India and on Global level.

CO-PO Mapping

Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO 1	2		3										3		1
CO 2		2	1		1				2					3	
CO 3	3			2			2						3		2
CO 4			2			1		1		3				1	1
CO 5							3				2		3		
CO 6					3	1						2		3	

Course Code	BBASC405				
Subject	Management Information System (IT Tools)				
Semester	IVth				
		L	T	P	C
		1	0	1	2

Course Objectives

1. To make students aware of the role of Information Technology in modern business and its role in competitive environment.
2. To create awareness about the concept of Management Information System.

Course Content

Unit-1 Introduction	6 Lectures
Systems Concepts, types of system, System concepts in Business, Information System as a System	
Unit-2 Components of Information System	6 Lectures
Definition of Information Systems, components of information system, Management levels as a Framework for Information Systems, Information System Planning Strategies and Methods, Business Systems Planning (BSP), Critical Success Factors (CSF), Ends/Means (E/M) Analysis.	
Unit-3 Elements of Management Information System	6 Lectures
Definition of Management Information System- Its Elements, Objectives, Structure, Making MIS Efficient and Effective, Advantages and Disadvantages of MIS, Restrictions of MIS.	
Unit-4 Life Cycle	6 Lectures
System Development Life Cycle: Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.	
Unit-5 Future of IT	6 Lectures
Information Technology: Introduction to IT and its development, Impact and Future of IT in Business Organization	

Text Books:

1. Stuart, Harris ; Human Communication and Information Systems (1988),NCC Education Services Limited.
2. Tudor, Dorothy and Tudor, Ian Business Systems Development, (1997), NCC Education Services Limited

Reference Books:

1. Penrose, Bob and Pollard, Bill;The Complete A-Z ICT & Computing Handbook,

Course Outcomes

Course Code (CC): BBASC405	
CO 1	To reproduce the major steps in the design and implementation phases of the system development life cycle (SDLC).
CO 2	To understand the application of the various tools i.e., entity-relationship diagram, dataflow diagram, and table structure to construct the information system for the organization.
CO 3	To illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.
CO 4	To analyze ethical awareness and moral reasoning applied to an MIS problem, issue, or case study.
CO 5	To evaluate an understanding of IT in business organization.
CO 6	To design mapping of IT requirements of organizations according to the size, sector and geography.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4		3	2		1					1			1		3
CO 5			2							1					
CO 6											2	1			

Course Code	MCSV401				
Subject	Health and Hygiene-II				
Semester	IVth				
		L	T	P	C
		1	0	1	2

Course Objectives

1. The course aims to offer an integrated approach to understand the concepts of Health and Hygiene in life.
2. To create awareness regarding communicable and non-communicable diseases and food safety with reference to certain diseases.
3. To give a brief introduction about prevention of diseases.

Unit-1 Basics of Human Body:	6 Lectures
Human Body parts and their functions, Human Anatomy, Basics of Human body systems, Human Physiology.	
Unit-2 Community Health:	6 Lectures
Basics concept of community health. Natural history of disease. Roles and responsibilities of community. General Epidemiology. National Health Programmes. Health for all approach.	
Unit-3 Communicable and Non-communicable Diseases:	6 Lectures
Common emerging and re-emerging communicable diseases. Hospital acquired infections. Common non-communicable diseases. Life-style diseases.	
Unit-4 Human and Environment:	6 Lectures
Environmental pollution and health impacts, Family planning. Waste management, Role of Ayush in Health. Health Traditions.	
Unit-5 Prevention:	6 Lectures
Health promotion and prevention. Health Importance of Sanitation and Health Hygiene. Community and Personal Hygiene. Immunization. Vaccination. Prevention of disease. Types of prevention.	

Suggested Readings:

- Ross and Wilson Anatomy and Physiology in health and illness, 2018, Paperback - Publisher: ELSEVIER, 13th edition
- Elsevier Health Science, Human Anatomy and Physiology 2019, Publisher: Nirali Prakashan; Twenty Seventh edition
- Park K, 2015, Preventive and Social Medicine. 23rd edition, Banarsidas, Bhanot
- Sakharkar BM, 2009, Principles of Hospital Administration & Planning, 2nd Edition, Jaypee

Brothers Medical Publishers

- Park, K, Textbook of Preventive & Social Medicine
- Srilakshmi,B.; Dietetics- Eighth edition, (1 January 2019), New Age International Publishers
- Srilakshmi, B; Food Science (MULTI COLOUR EDITION), Seventh edition (1 February 2018), New Age International Publishers
- Joshi, DC & Joshi, Mamta; Hospital Administration,1stEdition (2009), Jaypee Brothers Medical Publishers

Course Outcomes

Course Code (CC): MCSVC401	
CO 1	To memorize the meaning of Human Body parts and their functions
CO 2	To relate the application of General Epidemiology
CO 3	To utilize the concept of Communicable and Non-Communicable diseases in patient treatment
CO 4	To analyze the relationship between Human health and environment.
CO 5	To evaluate the affect Health promotion and prevention
CO 6	To design the necessity of vaccination and immunity build-up in community

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4		3	2		1					1			1		3
CO 5		3	2							1					3
CO 6		3									2	1			3

Course Code	BBADC501			
Subject	Project Planning and Development			
Semester	V			
	L	T	P	C
	3	1	0	4

Course Objectives

1. To understand Concepts of Project Management for Planning & Execution of projects.
2. To know and use various optimization tools / techniques applied in Project Management.

Unit-1 Introduction	10 Lectures
Introduction: Definition, nature and scope of projects, Classification of projects, Project life cycle and its applications, Advantages and Limitations of Project Management, Simulation basics and applications in Project Management.	
Unit-2 Project Planning	10 Lectures
Project Planning: Steps in project planning, Factors affecting location of a project site and their evolution, Plans and policies of Government and local bodies and their basis, working conditions development.OHSAS 11001.	
Unit-3 Project Organization	10 Lectures
Project Organization: Capital expenditure, Market and demand analysis, financial analysis, technical analysis, Limitations and Advantages of Analyses.	
Unit-4 Project Implementation and monitoring	10 Lectures
Project Implementation and monitoring: Project monitoring, Cost control system, Network analysis, Resource scheduling, Levelling and crashing of project cost, Risk and market risks, Social Cost benefit Analysis, Multiple projects and constraints, Network techniques for Project Management, Use of PERT and CPM as a tool of project management. Software support.	
Unit-5 Project Control	5 Lectures
Project Control: Different criteria for project appraisal, Project review and administrative aspects, Environmental appraisal of projects.	

Text Books:

1. Chandra, Prasanna; Projects- Planning, Analysis, Selection, Financing, Implementation and

Review', VI Edition, Tata Mc Graw Hill.

2. Chaudhary S.; Project Management, Tata Mc Graw Hill.

3. Gray , Clifford F., Larson, Erik W.; Project Management – The Managerial Process, Tata McGraw Hill.

Reference Books:

1. Kerzner H.; Project Management, II Edition, CBS Publishers

2. Meredith, Jack R., Mantel , Samuel J.; Project Management, IV Edition, John Wiley & Sons.

3. PMBOK, PMBOK Guide to Project Management, V Edition

Course Outcomes

Course Code (CC): BBADC501	
CO 1	To demonstrate the understanding of the principle of project management
CO 2	To understand risks associated with the Projects.
CO 3	To apply the project organization types and associated advantages and limitations into selection of the organization structure.
CO 4	To compare and contrast the understanding of the business tools and techniques like PERT and CPM.
CO 5	To evaluate the ability to manage projects and objective-based activities in the classroom environment
CO 6	To design a project risk appraisal in corporation relationships and environment,

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4			2		1					1			1		
CO 5			2							1					
CO 6											2	1			

Course Code	BBADC502			
Subject	International Business			
Semester	V			
	L	T	P	C
	3	1	0	4

Course Objectives

- To give students the knowledge and understanding of the unique aspects involved doing business internationally on a business, legal and political level.
- To give students a basic understanding of the global monetary system and the evolution of the system. To understand the factors involved in currency exchange rates (which influences international costs and profits) and economic conditions. To increase an awareness and understanding of the different governmental and non-governmental bodies involved in international business including the IMF and WTO.

Unit-1 Introduction	10 Lectures
Nature and Scope of International Business; Relation of International Business; International Business vs Domestic Business and their relative contribution to economy. International Business Environment: Economical, Socio-Cultural and Politico-Legal Environment.	
Unit-2 Theories of International Trade	10 Lectures
An overview; Commercial Policy Instruments-Tariff and Non-Tariff measures; WTO-Its Objectives, Principles, Organizational Structure and Functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.	
Unit-3 Regional Economic Co-operation	10 Lectures
Forms of regional grouping; Integration efforts among countries in Europe, North America, and Asia. Foreign exchange markets and risk Management; Foreign investments-types and flows; Foreign Investment in Indian Perspective.	
Unit-4 Organisational Structure for International Business Operations	10 Lectures
Key issues in International Production, Finance, Marketing and Human Resource Decisions; Expansions and Issues in International Trade.	
Unit-5 Current Issues and Challenges	5 Lectures
The latest means to promote International Business, Current issues and challenges related to International Business.	

Text Books:

- Cherunilam. F. (2010) International Business. South-Western College Publications. ISBN: 978- 0538875332.
- Rakesh, Mohan J. (2009) International Business. Oxford University Press. ISBN: 978-0195689099.

Reference Books:

1. Justin, P. (2011) International Business. Prentice Hall India Learning Private Limited.
ISBN: 978- 8120312729.

Course Outcomes

Course Code (CC): BBADC502	
CO 1	To remember the relevance and importance of international business
CO 2	To understand the implications of various theories of international trade.
CO 3	To apply the understanding of regional economic cooperation and its results into Indian context.
CO 4	To analyze the understanding of structures of international business organizations.
CO 5	To evaluate the global and local challenges of business promotions
CO 6	To illustrate incentive structures for various kinds of international business growth scenarios.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4			2		1					1			1		
CO 5			2							1					
CO 6											2	1			

Course Code	BBADC503			
Subject	Leadership Management (Core)			
Semester	V			
	L	T	P	C
	3	1	0	1

Course Objectives

1. Understand the importance of leadership in organizational settings.
2. Identify the roles and responsibilities of a leader.
3. Explore key concepts in organizational leadership, including major coursework and current issues.

Unit-1 Introduction	10 Lectures
Introduction to Leadership: Importance of leadership, Roles of a Leader, Overview of Organizational Leadership Major Coursework and Issues in Organizational Leadership, Defining an Organization, Defining Leadership, and Organizational Leadership, Differences between leadership and management in organizations.	
Unit-2 Theories of Leadership	10 Lectures
Theories of Leadership, Leadership Traits, Leadership Skills, Leadership Styles, Levels of Analysis of Leadership Theory – Leadership Traits and Ethics.	
Unit-3 Leadership Behavior and Motivation	10 Lectures
Leadership Behavior and Styles, Process Theories: Reinforcement Theory, Contingency Leadership Theories and Models, normative leadership theory, and Leadership Substitute.	
Unit-4 Leading with Effective Communication	10 Lectures
Communication Process, Barriers to Effective Communication, Active Listening, Nonverbal and Body Language, Ethical Communication	
Unit-5 Leading High Performance Teams	5 Lectures
Difference Between “Group” and “Team”, Stages of Team Development, Leading, Empowering, Following. Resolving Conflict and Negotiation: Levels of Conflict, Conflict Resolution.	

REFERENCE:

1. Bennis, W. (1991). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books.
2. Bryman, A. (1996). Leadership in organizations. In Clegg S. R., Hardy, C. and Nord, W. R. (Eds). Handbook of Organization Studies, pp.276-292. London: Sage.
3. French, J. R. P. Jr. and Raven, B. (1962). The bases of social power. In D. Cartwright (Ed), Group Dynamics: Research and Theory (pp. 259-269). New York: Harper and Row.

TEXT BOOKS

1. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership. Training and

Development Journal, 23 (5), 26-31.

2. Katz, R. L. (1955). Skills of an effective administrator. Harvard Business review, 33(1), 33-12

Course Outcomes

Course Code (CC): BBADC503	
CO 1	Recall and describe key leadership theories and models.
CO 2	Explain the principles of effective leadership.
CO 3	Demonstrate leadership skills in practical scenarios.
CO 4	Analyze the impact of different leadership styles on team performance.
CO 5	Evaluate the effectiveness of leadership strategies.
CO 6	Develop innovative leadership strategies for solving business problems.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1		3	2		1						1				3
CO 2	3					2	2	1				2		3	
CO 3		3	2	2					1		1				3
CO 4			2		1					1			1		
CO 5			2							1					
CO 6											2	1			

Course Code	IAPC506			
Subject	Summer Training Project Report			
Semester	V			
	L	T	P	C
	1	0	1	2

Course Objectives

1. To apply knowledge and skills they learned in previous classes to solve real-life problems.
2. To be able to integrate themselves in the work environment and develop professional relationships.
3. To acquire a good understanding of work organization in a real-life environment.
4. To communicate effectively within the working environment.

Course Content

Each student shall undergo practical training of Six to eight weeks during the vacation after 1th semester in an approved business/industrial/service organization and submit two copies of summer training report to the Dean/Principal of the Institution. Before the commencement of end term examination, deadline to submit the report will be decided by the Dean. The summer training report shall carry 100 marks. It shall be evaluated for **70 marks** by external examiner to be appointed by the university and for the rest of **30 marks** by the internal examiner (Guide) appointed by the Dean/Principal of the institution.

Course Outcomes

Course Code (CC): IAPC506	
CO 1	To recognize the various types of business organization, and functions and develop proficiency in them
CO 2	To understand importance of communication, reasoning, and teamwork.
CO 3	To utilize the understanding of interaction processes between various functions of the organization to understand real organizations.
CO 4	To analyze and develop professional relationships
CO 5	To evaluate the application of business concepts in an organization.
CO 6	To illustrate blueprint of organization encompassing various functions and structures.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3			2					2					2	
CO 2					3			2		1			2		1
CO 3							3	2	2		1			1	
CO 4		2	1				2			2		2	1		
CO 5			3	2		2							1		
CO 6		2									2	1			

Course Code	BBADE501 F1			
Subject	Financial Institutions and Markets			
Semester	V			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To introduce to the students' different aspects and components of financial institutions, financial markets and their functioning.
2. To help them in rational decision making.
3. To make them understand about the latest guidelines circulated by RBI, regarding banking.

Unit-1 Introduction	10 Lectures
Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; competition; deregulation; capital requirements; issues in financial reforms and restructuring; future agenda of reforms.	
Unit-2 Introduction to Financial Markets in India	10 Lectures
Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares.	
Unit-3 Secondary Market in India	10 Lectures
Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues. Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.	
Unit-4 Money Markets & Debt Markets in India	10 Lectures
Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit.	
Unit-5 Services provided by commercial banks	5 Lectures
Services provided by commercial banks; size, structure, and composition of the industry; technology in commercial banking; sources and uses of funds of commercial banks; regulatory structure of banks; credit risk, liquidity risk, interest rate risk, market risk, off-balance sheet risk, foreign exchange risk, country risk, technology and operational risk, insolvency risk.	

Text Books:

1. Khan, MY.(2010).FinancialServices(5thed.).McGraw Hill Higher Education.
2. Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata Mc Graw Hill.
3. Shahani, Rakesh (2011). Financial Markets in India: A Research Initiative. Anamica Publications

Reference Books:

1. Goel, Sandeep.(2012).Financial Services.PHI.
2. Gurusamy, S. (2010).Financial Services. TMH.thed., McGraw-HillCo.,New Delhi,

Course Outcomes

Course Code (CC): BBADE501 F1	
CO 1	To understand the various financial institutions and their functions.
CO 2	To interpret the types of NBFCs and how they impact the financial scene.
CO 3	To define regulatory framework through institutions like RBI & SEBI.
CO 4	To identify the basic requirements of a financial practitioner and outline the process to achieve it.
CO 5	To develop an understanding of the role of Commercial banks in the economy development.
CO 6	To design the financial plan of organization according to conditions given and simulate its working,

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3		2	2			1						1		
CO 2		3	3		2							1		2	
CO 3		3						2		1				1	
CO 4				3		2			2		2				1
CO 5			1		2				3						1
CO 6											1	2			

Course Code	BBAGE505 F2			
Subject	Working Capital Management			
Semester	V			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To improve students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
2. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.
3. To enable the students to understand the importance of working capital management in the corporate world.

Unit-1 Introduction	10 Lectures
Working Capital-Nature, Components, Types, Functions, Determinants and significance. Factors Affecting Composition of Working Capital.	
Unit-2 Working Capital Policies	10 Lectures
Working Capital Policies: Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviors of Current Assets and Pattern of Financing, Quick Sources of Finance, commercial Papers, Factoring, Bank Credit.	
Unit-3 Working Capital Management	10 Lectures
Working Capital Management: Gross vs. net working capital, need, determinants of working capital, Management of Cash: Nature, Motives for holding cash, Determining Optimum Cash Balance, Cash Management Models, Receivables Management: Cost of maintaining Receivables. Factors Influencing Receivables. Meaning, Objects and Dimensions of Receivable Management, Inventory Management	
Unit-4 Nature of Inventory and its Role in Working Capital	10 Lectures
Nature of Inventory and its Role in Working Capital - Purpose of Inventories - Types and Costs of Inventory -Inventory Management Techniques.	
Unit-5 Management of Marketable Securities	5 Lectures
Management of Marketable Securities, Purpose of Holding Securities, Determinants. Receivables Management-Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer.	

Text Books:

1. Bhalla, V.K: Working Capital Management, Himalaya Publishing House, New Delhi
2. Pandey, I.M, (2015), "Financial Management", 11th Edition, Vikas Publication, New Delhi.

3. Sinha, Pradeep Kumar, (2009) ,”Financial Management”, 5th Edition, The World Press, Calcutta.

Reference Books:

1. Chandra, Prasanna:Financial Management,Tata McGraw-Hill,New Delhi.
2. Hampton ,J. John: Financial Decision Making :Concepts, Problems and Cases.

Course Outcomes

Course Code (CC): BBAGE505 F2	
CO 1	To memorize the Working capital concept and its relevance in business.
CO 2	To state an understanding of firm requirements of working capital and processes to meet those needs.
CO 3	To apply the principles of utilization of the working capital on company reports.
CO 4	To analyze the role of inventory in modern organizations.
CO 5	To evaluate the marketable securities and their importance in working capital.
CO 6	To illustrate a working capital plan for given conditions and simulate its working in different economic environment.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3		2	2			1						1		
CO 2		3	3		2							1		2	
CO 3		3						2		1				1	
CO 4				3		2			2		2				1
CO 5			1		2				3						1
CO 6											1	2			

Course Code	BBAGE505F3			
Subject	Security Analysis and Portfolio Management			
Semester	V			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To make the students understand about the latest trends in security analysis and portfolio management.
2. To analyze about fundamental and technical analysis.
3. To equip the students with advanced tools and techniques for making profitable investment decisions.

Unit-1 Introduction	10 Lectures
Principles of Investment-Investment Objectives and Constraints, Fixed and Variable Return, The Risk-Return Framework, Types of Risk, Risk Evaluation, Hedging and Speculation Calculation of Return. Valuation of Fixed Income Investments and Equity Shares.	
Unit-2 Stock Markets in India/Stock Exchange in India	10 Lectures
Stock Markets in India/Stock Exchange in India- Introduction-Operations of Indian stock Markets, Definition of Capital Markets, Classification, Purpose of Stock Market, Short comings of Stock Markets, Primary vs Secondary Markets, Stock Markets in India.	
Unit-3 New Issue Markets	10 Lectures
New Issue Markets-Distinction between New Issue Markets and Stock Exchange, Relationship between New Issue Markets and Stock Exchange, Function of New Issue Markets, Under- writing, Methods of Floating New Issue, offer of Sales, Follow on public offerings.	
Unit-4 Stock Market Regulates and Intermediaries	10 Lectures
Stock Market Regulates and Intermediaries-Security and Exchange Board of India, Powers and function of SEBI, Company Analysis, SWOT Analysis, Analysis of Financial Statement and Stock Valuation	
Unit-5 Introduction to Portfolio Management	5 Lectures
Introduction to Portfolio Management – Measurement of Expected Risk and Returns of Portfolio, Alternative measures of Risk.	

Text Books:

1. Bodie, Zvi Kane, Alex , Marcus, Alan and Mohanty, Pitabas ; Investments
2. Chandra , Prasanna ;Investment Analysis and Portfolio Management
3. Reilly and Brown ; Investment Analysis and Portfolio Management by, Cengage Learning, India Ed.

Reference Books:

1. Fisher, Donald and Jordan, Ronald ; Security Analysis and Portfolio Management .

Course Outcomes

Course Code (CC): BBAGE505 F3	
CO 1	To memorize the concepts and applications of securities and portfolio management
CO 2	To understand the types of investment needs of the individuals.
CO 3	To apply the difference between various kinds of markets in Indian contexts.
CO 4	To analyze the role of the regulator and its limitations
CO 5	To evaluate the ability to understand the need for portfolio management.
CO 6	To illustrate portfolio of investment risk and return according to given parameters.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3								2	1				2	1
CO 2			3	3		1					1	2	1		
CO 3		2			2			1	3				1		
CO 4			3	2			1								1
CO 5	3	2								2					2
CO 6		2									2	1			

Course Code	BBADE501H1			
Subject	Training and Development			
Semester	v			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To familiarize the students with the concept and practice of training and development in the modern organizational setting.
2. To provide the students with an overview of the roles of training and development (T&D) in human resource management.
3. To make them understand about the theoretical foundations and practical issues involved in employee T&D in business [profit and nonprofit] organizations will be explored.

Unit-1 Introduction	10 Lectures
Concept of Training- Introduction, Objectives of Training, Training Role and Relevance, Siblings of training, Training and Development Comparison, Training and HRD.	
Unit-2 Training and Learning	10 Lectures
Training and Learning- Nature of Learning, Types of Learning principles of Learning, Components of Learning Process, Role of Learning and Motivation in Training, Transfer of learning.	
Unit-3 Analysis of Training Needs	10 Lectures
Analysis of Training Needs- Organization support for Training needs assessment, Organizational Analysis Task Analysis, Person analysis, Requirements Analysis. Significance of need analysis, Methods and Techniques for assessment, Training Need Assessment process, Approaches for TNA.	
Unit-4 Designing the training Programme	10 Lectures
Designing the training Programme- Elements of programme Design, Key Considerations in Designing, Factors Effecting the design, Budgeting for Training, and Checklist for designing training Programme.	
Unit-5 Training Methods	5 Lectures
Training Methods On the Job Training: Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and Examples, Simulation, Apprenticeship, Case Studies. Off the Job Training: Lecturers, Conference Method, Seminar or Team Discussion, Case Studies, (Learning by Doing) (Teaching by the Machine Method). Role Playing, Programmed Instruction, T-Group Training, Audio-Visual Aids.	

Text Books:

1. Janakiram, Dr.B; Training & Development, Bizantra

2. Sahu, RK; Training for Development, Excel Books.

Reference Books:

1. Rolf, Lynton & Pareek, Udai; Training & Development;. Prentice Hall.

Course Outcomes

Course Code (CC): BBADE501H1	
CO 1	To memorize the concepts related to Training & Development and their importance in organizations.
CO 2	To understand a strong conceptual understanding of the principles which impact how adults learn and be able to apply these principles to work settings.
CO 3	To apply the principles to recognize the training needs of an organization and develop a training calendar.
CO 4	To analyze the applicability of various training methods in the different skill deficient areas.
CO 5	To evaluate the processes of training while working with a diverse set of people in teams thereby ensuring social sustainability for business.
CO 6	To illustrate HR training plan and calendar for an organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1		2	2		1	
CO 2		2	3	1									1		
CO 3	1					2				3					2
CO 4			3				2	2			3		2		
CO 5		3				2			1					1	
CO 6		3									2	1			

Course Code	BBAGE505 H2			
Subject	Industrial Relations			
Semester	v			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To help the students the intricacies of industrial relations so that a healthy environment is developed for functioning of employees.
2. To make students aware about the importance of industrial environment In Modern Era.
3. To develop the knowledge of how to have strong industrial relations in a business organization.

Unit-1 Introduction to Industrial Relations	10 Lectures
Introduction to Industrial Relations: Meaning and scope of Industrial relations, Role of State in Industrial relations, Parties in Industrial relations, Industrial relations in changing scenario, Concept of collective bargaining, Process and types of collective bargaining. Recent Trends in Industrial Relations.	
Unit-2 Trade Unions	10 Lectures
Trade Unions: Trade Unions in India- Concept, Structure, functions, Problems, future of Trade Unions in India, Growth of Trade Union movement in India, Employer's organization in India, Registration of trade unions under Trade Union Act, 1926, Relevance of Trade Union in Knowledge economy.	
Unit-3 Worker's participation in management	10 Lectures
Worker's participation in management: Meaning and objectives of WPM, Worker's participation in management in India, Impact of WPM on quality of work life (QWL).	
Unit-4 Code of Discipline	10 Lectures
Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.	
Unit-5 Labour Legislation	5 Lectures
Labour Legislation: Concept, Principles of Labour Legislation, Evolution of Labour Legislation in India, ILO and its role in developing Labour Legislation, Tripartite bodies.	

Text Books:

1. Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.
2. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.
3. Ratnam, 'Globalisation and Labour Management Relations', Response Books, 2001.

Reference Books:

1. Sen, Ratna ; 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.
2. Srivastava, 'Industrial Relations and Labour laws', Vikas, 1th edition, 2000.

Course Outcomes

Course Code (CC): BBAGE505H2	
CO 1	To recognize the concept of industrial relations and the behavior of people in an organization.
CO 2	To describe the issues pertaining to complexities around managing people in the organization with diverse interests.
CO 3	To apply labor legislations in establishments to ensure compliance.
CO 4	To analyze the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.
CO 5	To evaluate the role of three parties i.e., employees, employer, and government in order to achieve industrial harmony.
CO 6	To illustrate standard operating procedures for given industrial relations situations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1							3		1		
CO 3	1					2				3		2			3
CO 4			3				2	2					2		
CO 5		3				2			1					1	
CO 6	3									2	1				

Course Code	BBAGE505H3				
Subject	Organizational Change and Intervention Strategies				
Semester	v				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To make student aware about the issues involved in change management.
2. To define fundamental terminology relevant to the discipline of Organizational Development.
3. To describe the steps involved in planned change programs.
4. Distinguish the various structural, behavioral and comprehensive interventions typically used in change efforts.

Unit-1 Organizational Change	10 Lectures
Organizational Change: Concept and Significance; Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.	
Unit-2 Types of Change	10 Lectures
Types of Change: Continuous or Incremental Change; Discontinuous or Radial Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behaviour Changes and Organizational Performance Changes.	
Unit-3 Organisational Diagnosis	10 Lectures
Organisational Diagnosis- Introduction, diagnosis methods, evaluation of organisation change programme.	
Unit-4 Management of Organisational Development	10 Lectures
Management of Organisational Development - Foundation of organizational development, Managing organisational development process.	
Unit-5 Organizational Interventions	5 Lectures
Organizational Interventions- Introduction, Team intervention, Inter group and third party Peace Making intervention, comprehensive intervention, training Experiences.	

Text Books:

1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions : Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press,

New York .

4. Hammer, Michael and Champy, James, Reengineering the Corporation : A Manifesto for Business Revolution, Harper Business, New York .

Reference Books:

1. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organisational Change, Harvard University Press, Mass
2. Morgan, Gareth, Imagination, Response Books, New Delhi .
3. Pattanayak, Biswajeet and Kumar Pravash, Change for Growth, Wheeler Publications, New Delhi

Course Outcomes

Course Code (CC): BBAGE505H3	
CO 1	To memorize the organization changes and its mechanisms.
CO 2	To understand the models of change in organizations.
CO 3	To apply diagnostic models to analyze the change in organizations.
CO 4	To analyze various stages of organization development
CO 5	To evaluate the interventions in organizations.
CO 6	To design standard operating interventions in organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3		2										3		
CO 2		2			2						3	1		3	
CO 3			3						1	1	2				3
CO 4	3						2					3	3		
CO 5				3				2						3	
CO 6	2										1	2			

Course Code	BBADE501 M1				
Subject	Consumer Behaviour				
Semester	V th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.
2. To equip the students with the basic knowledge about the issues and dimensions of consumer behaviour.
3. To build an ability to analyze consumer information and develop consumer behaviour-oriented marketing strategies.

Unit-1 Introduction	10 Lectures
Introduction and concept: -Introduction market strategy and consumer behaviour, Market Analysis, consumer decision process.	
Unit-2 Consumer Psychographics	10 Lectures
Consumer Psychographics, Psychographics Vs. Demographics, Sociological Influences on Consumer Decision Making - Consumer groups – Consumer reference groups - Family Life cycle - Social class and mobility, lifestyle analysis - Culture; Sub-Culture-Cross Culture-Interpersonal Communication and influence.	
Unit-3 Individual determinants of consumer behavior	10 Lectures
Individual determinants of consumer behavior – Consumer Needs and Motivation- Personality and Self Concept- Consumer Perception, Consumer Attitudes- Attitude and Intention, Attitude Formation and Attitude Change, Consumer as a Learner.	
Unit-4 Consumer Decision Process	10 Lectures
Consumer Decision Process, Pre and Post Purchase behaviour, Purchase Process, Rationality in Buying-Models of Consumer Behaviour -The Economic model- Learning model-Psychoanalytic model-The sociological model-The Howard Sheth model of Buying Behaviour-The Nicosia model- The Engel - Kollat - Blackwell Model-Engel, Blackwell and Miniard (EBM) model.	
Unit-5 Post purchase behaviour of consumers	5 Lectures
Post purchase behaviour of consumers and its importance - Consumer Satisfaction and Dis- Satisfaction - Repeated Buying - Brand and Shifting Loyalty - Complaint Behaviour - Opinion Leadership - Diffusion of innovation, organizational buying behaviour, consumerism.	

Text Books:

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour– Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J.F.: Consumer Behaviour, Cengage Learning.

Reference Books:

1. Ghatak, Anita; Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
2. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
3. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
4. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi

Course Outcomes

Course Code (CC): BBADE501 M1	
CO 1	To recognize the Consumer behavior and its aspects.
CO 2	To describe the Consumer decision-making variables and process
CO 3	To utilize the role of personality, attitude leaning, and perception in consumer behavior determination.
CO 4	To identify and discuss organizational buying mechanisms.
CO 5	To evaluate the institutional buying process.
CO 6	To illustrate marketing strategy for organization based on given consumer behaviour insights.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	2							3					3		
CO 2		3				2					2			3	
CO 3			3	2								1			3
CO 4					3				3		1		2		
CO 5							3			2				3	
CO 6		2									2	1			

Course Code	BBAGE505M2				
Subject	Customer Relationship Management				
Semester	V th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
2. Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
3. Implement various technological tools for data mining and also successful implementation of CRM in the Organizations.

Unit-1 introduction	10 Lectures
Conceptual Frame Work of Customer Relationship and its Management, Evolution of Customer Relationship Management, Relationship Marketing, Types of CRM-Win Back, Prospecting, Loyalty, Cross Sell and Up Sell. Significance and Importance of CRM in Modern Business Environment.	
Unit-2 Introduction to CRM-Planning	10 Lectures
Introduction to CRM-Planning, Strategy for CRM, Process of Segmentation, Choice of Technology, Choice of Organizational Structure for CRM, Understanding Market Intelligent Enterprises.	
Unit-3 Implementation of CRM	10 Lectures
Implementation of CRM: Business Oriented Solutions, Project Management, Channel Management, CRM and Data Mining, Information required for Effective CRM.	
Unit-4 Concept of Loyalty in CRM	10 Lectures
Concept of Loyalty in CRM: Definition of Loyalty, Customer Loyalty and Status of CRM in India. SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation	
Unit-5 CRM Links in E-Business	5 Lectures
CRM LINKS IN E-BUSINESS: E-Commerce and Customer Relationships on the Internet, Supplier	

Text Books:

1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
2. H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House

3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

Reference Books:

1. Rai, Alok Kumar ;Customer relationship management : Concept & Cases,Prentice Hall of India PrivateLimted,NewDelhi.2011.
2. Shanmug asundaram, S.,Customer Relationship Management, Prentice Hall of India Private Limted, New Delhi,2008.

Course Outcomes

Course Code (CC): BBAGE505M2	
CO 1	To memorize the concepts associated with CRM
CO 2	To understand the various stages of CRM implementation.
CO 3	To apply CLTV model in real life situations.
CO 4	To analyze various kinds of implementation and develop a new model of CRM.
CO 5	To validate customer retention's relation with Customer Loyalty.
CO 6	To design a program to track different metrics to enhance consumer experience.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1							1	2	1		
CO 3	1					2				3		2			3
CO 4			3				2	2			1		2		
CO 5		3				2			1					1	
CO 6	2										1	2			

Course Code	BBAGE505 M3				
Subject	Retail Management				
Semester	V th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To understand and the role of retailing in emerging markets.
2. To identify the possibilities of the retail history and its function.
3. To build awareness of the retail industry to foster career growth among people who work in retail
4. To assess their own strengths and weaknesses to devise sustainable strategies to survive and grow in competitive markets

Unit-1 Introduction	10 Lectures
Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.	
Unit-2 Retail Formats	10 Lectures
Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non-traditional selling.	
Unit-3 Store Planning	10 Lectures
Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.	
Unit-4 Retail Marketing	10 Lectures
Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing. Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.	
Unit-5 Retailing in India	5 Lectures
Retailing in India: Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.	

Text Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press.
2. Berman & Evarv: Retail Management, Prentice Hall.
3. Cullen & Newman: Retailing –Environment & Operations, Cengage Learning

Reference Books:

1. Gibson, G. Vedamani, Retail Management, Mumbai: Jaico Publishing House
2. Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co.

Course Outcomes

Course Code (CC): BBAGE505 M3	
CO 1	To remember the concepts of retail management.
CO 2	To demonstrate the real-world understanding of retail and manufacturing Supply chains.
CO 3	To apply the success factors of retail finance and allocation.
CO 4	To analyze and understand key drivers of retail.
CO 5	To evaluate the interaction of various parts of the Retail supply chain management in India.
CO 6	To design the retail mapping of various organizations on retail metrics.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	1				3		2						3		
CO 2		3		2				1				2		3	
CO 3			1			3			3						3
CO 4				3			2				1			3	
CO 5								3		3				2	
CO 6											2	1			

Course Code	BBADE501 IB1				
Subject	Supply Chain Management				
Semester	V th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To make students aware of the role of supply chain in International Business and future possibilities.
2. An understanding of the primary differences between logistics and supply chain management.
3. An understanding of the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain.
4. An understanding of the management components of supply chain management.

Unit-1 The channel system	10 Lectures
The channel system: Rationale for marketing channel structures, Composition of marketing channels, Channel Environment. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.	
Unit-2 Distribution	10 Lectures
Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics. Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.	
Unit-3 Importance of a Supply Chain	10 Lectures
Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, competitive and SC strategies, achieving strategic fit.	
Unit-4 Dynamics of supply chain	10 Lectures
Dynamics of supply chain: Supply Chain Integration, 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.	
Unit-5 Strategic Alliances	5 Lectures
Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.	

Text Books:

1. Ayers, J.B.(2006). Handbook of supply chain management (2ndEditionS). Florida: Auerbach Publication.
2. Ballou, R. H.,& Srivastava, S .K.(2008).Business logistics/Supply chain management (5thed.).New Delhi: Pearson Education.
3. Chopra,S.,& Meindl,P.(2007).Supply chain management: Strategy, planning and operation (3rded.).New Delhi: Pearson Education.

Reference Books:

1. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business logistics (7th ed.). USA: South-Western.
2. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.
3. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.

Course Outcomes

Course Code (CC): BBADE501IB1	
CO 1	To recognize the underlying processes, concepts, and tools of supply chain management.
CO 2	To describe the process of distribution and creation of metrics to measure the supply chain performance.
CO 3	To utilize the concepts of purchasing, negotiating, storing, and warehousing to purchase process of goods and services.
CO 4	To analyze the metrics of the supply chain and distribution and their suitability to real-life cases and problems.
CO 5	To evaluate the enabling role of supply chain and distribution.
CO 6	To design protocols to compare supply chain solutions to real life problems.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1							3		1		
CO 3	1					2				3		2			3
CO 4			3				2	2					2		
CO 5		3				2			1					1	
CO 6	2										2	1			

Course Code	BBAGE505 IB2				
Subject	Import Export Documentation				
Semester	V th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To help the students with the export-import procedures, documentation and logistics.
2. To make students aware about the importance of documentation in trade

Unit-1 Introduction	10 Lectures
Introduction Export and Import documentation; Foreign exchange regulations; including FEMA, IS/ISO 9000 and new ISO 11000 accepted quality certificates; Quality Control and pre-shipment inspection; Export trade control; Marine insurance; Commercial inspection and practices.	
Unit-2 Export Procedures	10 Lectures
Export Procedures General excise clearances: Role of Clearing and following agents; shipment of export cargo. Export credit, Export credit guarantee and policies; Forward exchange cover; Finance.	
Unit-3 Import Procedures Import	10 Lectures
Import Procedures Import Licensing policy; Actual user Licensing; Replenishment Licensing; Import-export pass book; Capital goods Licensing; Export houses and trading houses, Import of unrestricted and restricted items, Customer guarantee, green channel for import cargo clearance.	
Unit-4 Export order processing	10 Lectures
Export order processing; shipping and custom clearance of export and import cargo; central excise clearance; Role of clearing and forwarding agents. Types of risks in international trade, Cargo Insurance and claim Procedures	
Unit-5 Methods of payment	5 Lectures
Methods of payment in international trade; documentary collection of export bills, UCPDC guideline, Instruments of payments, Pre-shipment and post-shipment finance, Negotiation of documents with banks, Main Provisions of FEMA; Procedure and documentation for availing export incentives.	

Text Books:

1. Gopal, Rama; Export Import Procedures, Documentation and Logistics, New Age International Publishers, New Delhi.
2. Jitendra, M. D. ;Export Procedures and Documentation, Rajat Publications.

Reference Books:

1. Ram, Paras ; Export: What, Where and How, Anupam, Publications.
2. Wadia, Pervin ;Export Markets and Foreign Trade Management, Manishka Publications.

Course Outcomes

Course Code (CC): BBAGE505 IB2	
CO 1	To remember the basics of export – import business and trade regulations.
CO 2	To state the required procedure for the selected appropriate product to export.
CO 3	To apply the document needs of export procedures.
CO 4	To identify the appropriate utilization of funds.
CO 5	To evaluate the importance of mitigating export risks
CO 6	To create checklist design of document requirement procedures

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	1			3		2				3			3		
CO 2			3			1			1		3			3	
CO 3		1		3					2				3		2
CO 4					2		3			1		2		3	
CO 5	2					1		3					2		
CO 6		2									2	1			

Course Code	BBAGE505 IB3				
Subject	International Logistics and Management				
Semester	Vth				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To familiarize students with the basic logistics concepts and the terminology used in the logistics field.
2. It will examine the role that logistics plays with the rest of the corporate functions.
3. It will examine logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.

Unit-1 Introduction	10 Lectures
Overview: - Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration. Bundling and unbundling the value proposition at last mile.	
Unit-2 Marketing and Logistics	10 Lectures
Marketing and Logistics: - Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics. Concept of transport hub, India as special case in logistics.	
Unit-3 Basics of Transportation	10 Lectures
Basics of Transportation: -Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice.	
Unit-4 Warehousing and Material Handling	10 Lectures
Warehousing and Material Handling: - Warehousing: Evolution, Importance and Benefits, Operating Principles, Alternatives; Material Handling: Managing Warehouse Resources, Material Handling; Automated Material Handling: Order Selection Systems, ASRS Systems, Information Directed Systems, Special Handling.	
Unit-5 Inventory Management and Packaging	5 Lectures
Inventory Management and Packaging: -Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging.	

Text Books:

1. Vogt, J. J. Business Logistics Management: theory and practice / J. J. Vogt, W. J. Pienaar, P. W. C. de Wit ; with contributions by P. Linford, G. de Villiers . — Oxford : Oxford University Press, 2002 ISBN 0-19-578011-6
2. Waters D. Logistics: An Introduction to Supply Chain Management. Palgrave Macmillan – 2003, 361 pages

Reference Books

1. Mangam Lalwani, Butcher, & Javadpour; **Global Logistics and Supply Chain Management (2nd Edition)**, John Wiley & Sons, 2nd Edition, 2011.

Course Outcomes

Course Code (CC): BBAGE505 IB3	
CO 1	To memorize the concept of logistics and its applications
CO 2	To describe the linkages with marketing and their optimization.
CO 3	To utilize the understanding of the transportation and its applications
CO 4	To analyze the importance of Warehousing and material handling processes.
CO 5	To evaluate the advantages and limitations of various types of packaging.
CO 6	To design evaluation methods of the logistics solutions provided to the given set of the problems.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1								2	1		
CO 3	1					2				3					3
CO 4			3				2	2					2		
CO 5		3				2			1					1	
CO 6	1										1				

Course Code	BBADC601			
Subject	Strategic Management			
Semester	VIth			
	L	T	P	C
	3	1	0	1

Course Objectives

1. Understand the elements of sustainability of competitive advantage over time, and its transferability to new environments.
2. Understand the key elements of corporate strategy.
3. Assess the coherence of a corporate strategy and its ability to create value.

Unit-1 Introduction	10 Lectures
Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.	
Unit-2 Company's vision and mission	10 Lectures
Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.	
Unit-3 Environmental Analysis & Diagnosis	10 Lectures
Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.	
Unit-4 Formulation of competitive strategies	10 Lectures
Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.	
Unit-5 Strategic Framework	5 Lectures
Strategic Framework: Strategic analysis & choice, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix.	

Text Books:

1. Budhiraja SB and Athreya MB, Cases in Strategic Management, Tata McGraw Hill, 1996.
2. Lawrance, Jauchand and William, Blucck; Business Policy and Strategic Mgt.,- McGraw Hill Intl, 1998.
3. Mamoria and Mamoria–Business Planning and Policy, Himalaya Publishing House–

1998.

Reference Books:

1. Hitt, Strategic Management, Competitiveness and Globalization, Thomson, 2001.
2. Srinivasan, R. ; Strategic Management :the Indian context, Prentice Hall of India, 2002.

Course Outcomes

Course Code (CC):BBADC601	
CO 1	To reproduce the practical and integrative model of strategic management process that defines basic activities in strategic management
CO 2	To demonstrate the knowledge and abilities in formulating strategies and strategic plans
CO 3	To apply the concepts of competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.
CO 4	To analyze challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
CO 5	To evaluate the basic methods and processes of strategic management to frame appropriate strategies.
CO 6	To Illustrate and compare strategy framework for mid-level organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3									3		1	3		
CO 2		1			2			3			2			3	
CO 3	1		2						3				2		
CO 4				3			3								2
CO 5		1			2	2								2	
CO6	3	2									1	2			

Course Code	BBADC 602				
Subject	Legal Aspects of Business				
Semester	VI th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To explain the role of legal environment in the smooth functioning of business
2. To explain the role of contract for the functioning of business organizations.
3. To explain the aspects of negotiable instruments in context of banking regulations.

Unit-1 Introduction	10 Lectures
Law of Contract: Introduction, kinds of contracts, offer and acceptance, consideration, capacity of parties, free consent, legality of object, performance and discharge of contract remedies for breach of contract, introduction to the concept of agent and different types of mercantile agents, bailment and pledge, indemnity and guarantee.	
Unit-2 Sale of Goods Act	10 Lectures
Sale of Goods Act: Introduction, formation of contract, condition and warranties, difference between transfer of property and possession, right of an unpaid seller, performance of contract of sale.	
Unit-3 Negotiable Instrument	10 Lectures
Negotiable Instrument: Introduction, bills of exchange, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonor of negotiable instrument rules of evidence, banker and drawer.	
Unit-4 The Companies Act 2013	10 Lectures
The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.	
Unit-5 Consumer Protection Act 1986	5 Lectures
Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.	

Text Books:

1. Kuchhal, M.C.; BusinessLaw, 6th ed., VikaspublishingHouse, NewDelhi.
2. Kumar, Ravindra; Legal Aspects of Business, Cengage learning, NewDelhi.
3. Singh, Avtar ;Principles of MercantileLaw,7th ed., Eastern Book Company,Lucknow.

Reference Books:

1. Kuchhal, M C; Business Legislation for management.

2. Majumdar, A K and Kapoor ;Taxman's Students guide to Company Law
3. Pathak, Akhileshwar ; Legal Aspects of Business

Course Outcomes

Course Code (CC): BBADC602	
CO 1	To memorize relevant legal terms in business.
CO 2	To describe sources of law and main provisions of business law.
CO 3	To apply an understanding of the legal environment of business by drawing models.
CO 4	To identify basic legal knowledge required for business transactions and disputes.
CO 5	To evaluate the various legal measures on Company as well as Customer side.
CO 6	To create protocols for legal requirements of business organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1							2		1		
CO 3	1					2				3					3
CO 4			3				2	2				3	2		
CO 5		3				2			1					1	
CO 6		2									2	1			

Course Code		BBADC603			
Subject	Total Quality Management				
Semester	VI th				
	L	T	P	C	
	3	0	1	1	

Course Objectives

1. To familiarize the students about the concept of Quality.
2. To improve comprehension of students about the applications of quality improvement.
3. To make students apply the concepts of quality management in practical world.
4. To learn the values of continuous improvement and apply them in practical life.

Course Content

Unit-1 Introduction	12 Lectures
Introduction – Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM.	
Unit-2 TQM thinkers and Thought	12 Lectures
Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.	
Unit-3 TQM tools	12 Lectures
Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.	
Unit-4 Six Sigma	12 Lectures
Features of six sigma, Statistical basis of Six sigma, Structural changes in organizations, Training, Goals of six sigma, DMAIC, Six Sigma implementation.	
Unit-5 Statistical Process Control and Quality Certifications	12 Lectures
Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability. ISO 9000, ISO 9000:2000, ISO 11000, other quality systems.	

Text Book

1. "Total Quality Management" by Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, and Mary Besterfield-Sacre.
2. "The Toyota Way: 11 Management Principles from the World's Greatest Manufacturer" by Jeffrey K. Liker.

Reference Book

1. "Total Quality Management" by James R. Evans and William M. Lindsay.

Course Outcomes

Course Code (CC): BBADC603	
CO 1	To recognize the importance of quality.
CO 2	To describe the balance between customer expectations and business goals.
CO 3	To apply the Quality framework and appraise situations involving Quality and come out with a Quality-based solution.
CO 4	To analyze conduct and contribute towards a Quality led organization.
CO 5	To evaluate international and national practices in Quality management etc.
CO 6	To compare the Quality management in various geographies and sectors.

CO-PO Mapping

Course	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3		2	2			1						1		
CO 2		3	3		2							1		2	
CO 3		3						2		1				1	
CO 4				3		2			2		2				1
CO 5			1		2				3						1
CO 6											1	2			

Course Code	IAPC606				
Subject	Comprehensive Viva				
Semester	VI th				
		L	T	P	C
		1	0	1	2

Course Objectives

1. To enhance the communication & presentation skills of the students.
2. To communicate effectively within the working environment.
3. To access their knowledge and for improving interview skills.

Course Content

The objective of this section is to enhance communication skills of students. Seminar is a way to enhance their public speaking quality as well as their technological skills. Viva is for accessing their knowledge and for improving interview skills. Each student shall undergo Viva – Voce at the end of each semester. Marks shall be awarded both by internal and external examiner and the total will be added for the determination of grades.

Course Outcomes

Course Code (CC): IAPC606	
CO 1	To demonstrate the ability to explain business concepts.
CO 2	To understand the qualitative and quantitative skills required for careers.
CO 3	To develop the ability to frame issues in relevant language.
CO 4	To analyze the business requirements and develop critical thinking skills.
CO 5	To evaluate the target audience on verbal and non-verbal cues and responds accordingly.
CO 6	To make connections of presented facts with the conclusions through a process of selection and rejection.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	2									3			3		
CO 2			3						3			1		3	
CO 3		3			1			1			2			3	
CO 4				2				3					2		
CO 5						3	3					1			2
CO 6											1				

Course Code	BBADE604 F1			
Subject	Financial Services			
Semester	VIth			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To deliver an overview of Financial System in India.
2. To explain the concepts of Money, Money Supply and Money Creation in an economy.
3. To impart knowledge of Financial Markets, Financial Institutions, Financial Services and Financial Instruments that formulates a financial system.

Unit-1 Introduction	10 Lectures
Financial Services Financial Services Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund based, Characteristics and Role of Financial intermediaries.	
Unit-2 Leasing	10 Lectures
Leasing: Concept, Types, Legal and Tax Aspects, Factoring in India, Hire-Purchase, Lease Structuring. Factoring: Concept and Characteristics, Types of Factoring in India, factoring and Bill Rediscounting. Forfeiting: Meaning and Mechanism of Forfeiting.	
Unit-3 Depositories and Financial Services	10 Lectures
Depositories and Financial Services Commercial Banks and their Changing Role, Functioning of Banks, Financial Services and Banking System. Non Depository institutions: Finance Companies and Mutual Funds and Pension Funds	
Unit-4 Merchant Banking	10 Lectures
Merchant Banking and Venture Capital The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues	
Unit-5 Credit Rating Services	8 Lectures
Credit Rating Services Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.	

Text Books:

1. Avdhani, V.A ;Financial Services in India, Himalaya, Latest Edition
2. Gurusamy, S;Financial Services & Systems, TATA McGraw Hill, Latest Edition
3. Khan, M.Y. ;Financial Services, TATA McGraw Hill, 7th Edition
4. Tripathy and Prava, Financial Services, PHI, Latest Edition

Reference Books:

1. Desai, Vasant ;Financial Markets and Financial Services, Himalaya, Latest Edition.
2. Goel and Sandeep ;Financial Services, , PHI, Latest Edition.

3. Paul, Justin and Suresh, Padmalatha ;Management of Banking and Financial Services, Pearson, Latest Edition.
4. Sasidharan, K & Mathews, Alex K ;Financial Services and System, TATA McGraw Hill, Latest Edition

Course Outcomes

Course Code (CC): BBADE604 F1	
CO 1	To memorize the basic terms of financial services.
CO 2	To describe the financial system and finance in India.
CO 3	To apply the principles for the source of funds for short term and long-term credit.
CO 4	To analyze and select the appropriate financial products for customers.
CO 5	To evaluate and select the appropriate process of factoring and forfeiting
CO 6	To create financial service requirement sheet for a mid-level business organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1									1		
CO 3	1					2				3	2				3
CO 4			3				2	2				1	2		
CO 5		3				2			1					1	
CO 6											1	2			

Course Code	BBAGE605 F2				
Subject	International Finance				
Semester	VI th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To provide students with a basic knowledge of how international financial markets work.
2. To provide students with an understanding of exchange rates and why currency values fluctuate.
3. To explore methods used to manage risk in the global markets.

Unit-1 Introduction	10 Lectures
History of the International Financial Management – Introduction, objectives, functions of financial management and Political Risk, Market Imperfections, Goals for international Financial Management.	
Unit-2 The International Monetary System	10 Lectures
The International Monetary System– Evolution of the International Monetary system Bimetallism , Classical Gold Standard , Interwar Period , Bretton Wood system Introduction.	
Unit-3 Foreign Exchange Markets	10 Lectures
Foreign Exchange Markets-Introduction, markets & market participants, foreign exchange transactions, Exchange rate determination, The Spot market, the forward contract, interest arbitrage, hedging a forward contract.	
Unit-4 World financial Markets and Institutions	10 Lectures
World financial Markets and Institutions -Introduction & role of the Foreign and Euro Bonds, Euro bond Instruments and new issue procedure in the Eurobond markets, International Banking- Introduction.	
Unit-5 International trade Finance	5 Lectures
International trade Finance, Multinational cash management International Capital Budgeting, International Capital Structure and the cost of Capital, Foreign Direct Investment and Cross border Acquisition, International Tax Environment.	

Text Books:

Vaydande, Dr.Neeta; International Business, SBPD Publishers, 2020

Reference Books:

Wild, J.J. and Wild, K.L; International Business, Pearson, 2021

Course Outcomes

Course Code (CC): BBAGE605 F2	
CO 1	To memorize the important terms of International Financial Management.
CO 2	To understand the evolution of The International Monetary System.
CO 3	To utilize the concept of Foreign Exchange rate to calculate the foreign exchange requirements in a given condition.
CO 4	To analyze the issues related to World financial Markets and Institutions.
CO 5	To evaluate the challenges related to Cross border Acquisition.
CO 6	To make connections of various parts of organization with financial strategy of the organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1							3		1		
CO 3	1					2				3					3
CO 4			3				2	2				3	2		
CO 5		3				2			1					1	
CO 6	2										1	2			

Course Code	BBAGE605 F3			
Subject	Strategic Corporate Finance			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To equip the students with the techniques that can help them in managing the financial issues in international environment.
2. To make the students understand about the latest cost management strategies.
3. This course will help them to manage MNCs in more effective manner.

Unit-1 Introduction	10 Lectures
Strategic Cost Management: Traditional costing Vs Strategic Costing, Relevant costs Vs Irrelevant costs, Different types of strategic costing and their relevance- Target Costing, Activity based Costing, Life Cycle Costing, Quality Costing, Zero Based Budgeting, Strategic cost reduction techniques and value chain analysis.	
Unit-2 Management Buy-outs	10 Lectures
Management Buy-outs: Establishing feasibility of the buy-out, Negotiating the main terms of the transaction with the vendor including price and structure, Developing the business plan and financial forecasts in conjunction with the buy-out team for submission to potential funders, negotiations with potential funders so that the most appropriate funding offers are selected.	
Unit-3 Financial Distress and restructuring	10 Lectures
Financial Distress and restructuring: Meaning of Bankruptcy, Factors leading to bankruptcy, symptoms and predictions of bankruptcy, reorganization of distressed firms, liquidation of firms. Company disposals: retirement sale or the sale of a non-core subsidiary, planned exit, forceful retirement and other disposals. Exit strategy-most appropriate exit route, valuation, timing of sale and tax planning opportunities.	
Unit-4 Company Valuation	10 Lectures
Company Valuation: an overview of valuation, valuation principles and practices more, the impact of “what if” scenarios, the key financial and commercial factors affecting the business. Value enhancement tools & techniques, the link between valuation and corporate finance.	
Unit-5 Issues of stock liquidity	5 Lectures
The issues of stock liquidity and illiquidity, Strategic risk management, the substitutability of capital structure and risk management choices	

Text Books:

1. Chandra, Prasanna ; Strategic Financial Management, McGraw Hill Education,2020.
2. Jakhota: Strategic Financial Management (Vikas Publication).

Reference Books:

1. Allen, Franklin Bearley, Richard A. and Stewart C. Myers; Principles of Corporate Finance; McGraw Hill Education, 2020

Course Outcomes

Course Code (CC): BBAGE605 F3	
CO 1	To memorize the Strategic Cost Management.
CO 2	To understand the mechanisms of Management Buy-outs.
CO 3	To utilize the financial concepts to apply it in cases of the Financial Distress and restructuring.
CO 4	To analyze the various methods of Company Valuation.
CO 5	To evaluate the issues of stock liquidity.
CO 6	To devise protocols to assess the corporate financial health of organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3									3			3		
CO 2		1							3		3			3	
CO 3		1		2			1					3			1
CO 4			3					3					2		
CO 5		2			3	1								3	
CO 6	1										2	1			

Course Code	BBADE604H1			
Subject	Performance and Compensation Management			
Semester	VI th			
	L	T	P	C
	3	1	0	1

1. To make the students understand about how to face the challenges of attracting, retaining and motivating employees for high performance.
2. To familiarize students about concepts of performance and compensation management.
3. To understand the various dimensions of Compensation Management.
4. To familiarize with the role of various bodies involved in Compensation Management.

Unit-1 Introduction to Performance Management	10 Lectures
Introduction to Performance Management: Concept of Performance, Features of Performance Management, PM objectives & Scope, Importance and Benefits of PM, Principles of PM, Performance Management System (PMS).	
Unit-2 Defining and Measuring Performance	10 Lectures
Defining and Measuring Performance: Defining Performance, Nature of Performance, Dimensions of Performance, Determinants of Performance, Factors Affecting Performance, Performance Management Process. Approaches to Measure Performance.	
Unit-3 Introduction to compensation	10 Lectures
Introduction to compensation Management Introduction: Objectives of Compensation, Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophy, Compensation Approaches, Decision about Compensation. Compensation Trends in India.	
Unit-4 Strategic Compensation Management	10 Lectures
Strategic Compensation Management: Compensation Design and Strategy, creating the strategic reward system, Performance Related Compensation, Team-Based Compensation, and Market based, Pay for person, Skill based Pay. Best practices in 'pay for performance' Linking Performance and Rewards, Compensation as a retention strategy.	
Unit-5 Wages and Salary Administration	5 Lectures
Wages and Salary Administration: Concepts of minimum wage, living wage and fair wage; Wage Boards; Wage policy. Wage Components. Linking wages with productivity. Pay structure in practice: Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentives: Incentive schemes and types of incentive plans.	

Text Books:

1. Goyal, Diwakar; Performance Appraisal and Compensation Management, PHI Learning, 2020.

Reference Books:

- Rao, T.V.; Performance Management :Towards Organizational Excellence; Sage Response,2020

Course Outcomes

Course Code (CC): BBADE604H1	
CO 1	To memorize the principles and implementation of compensation.
CO 2	To understand the different measures of compensation.
CO 3	To demonstrate the understanding of Concepts of compensation management.
CO 4	To analyze the design of strategic compensation management.
CO 5	To evaluate the benefits and limitations of wages and salary administration.
CO 6	To devise methods to compare and benchmark the compensation practices sector and geography wise.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3			2			1						1		
CO 2		3				2		1						3	
CO 3			3						2		1				2
CO 4		1		2			3			1		2	1		
CO 5			1		2	3								3	
CO 6		2										1			

Course Code	BBAGE605H2			
Subject	Social Security and Labour Laws			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To make students aware about different law frames from time to time and its practical implications in the organizations.
2. To make students understand about the latest norms about factory act.
3. To help the students to know about the concept of social security.

Unit-1 Introduction	10 Lectures
Social Security-Concept and philosophy, Abolition of Bonded and Child Labour, Government Policy for Social Security and Social Insurance, ILO, its Role, Functioning and Contributions.	
Unit-2 Factories Act, 1918 Approval	10 Lectures
Factories Act, 1918 Approval, Licensing and registration – Inspecting Staff – Health – Welfare – Working Hours – Annual Leave with wages – Periodical Returns – Registers and Records.	
Unit-3 Payment of wages Act	10 Lectures
Payment of wages Act, 1936 All provisions under the Act, duties and obligations of employer, employees, penalties under the act Payment of Gratuity Act, 1972 • Evolution and Scope of the Act Meaning of Employee, Employer, Continuous Service, etc. • Conditions for Payment and Forfeiture of Gratuity • Computation of Gratuity • Authorities under the Act and their powers and functions.	
Unit-4 Workmen compensation Act 1923	10 Lectures
Workmen compensation Act 1923 History and Evolution of the Act • Meaning of Compensation, Wage, Workman, Dependants, Employer • Partial Disablement, Total Disablement, • ‘Arising out of’ and ‘in the course of employment’, • Notional Extension, etc. • Liability of the Employer: In case of Personal Injury, In case of Occupational Disease • Compensation Commissioners: Appointment, Powers and Functions.	
Unit-5 Benefits	5 Lectures
Maternity Benefit Act, 1961 • Nature and Scope of the Act • Restrictions on Employment of Women Right to Maternity Benefit and its Calculation • Entitlement and Forfeiture of Maternity Benefit • Other benefits under the Act Inspectors under the Act: Powers, Functions and Duties Minimum Wages Act, 1918 • Minimum Wages Act, 1918- Meaning of ‘wage’ under the Act • Procedure for fixing Minimum wage • Obligation of employer to pay minimum wage • Authorities and Remedies under the Act.	

Textbooks

1. Harikumar, P.N. and Susha, Dr. S.D.; Social Security and Unorganized Labour in India ; Abhijeet Publications, 2017.

2. Trivedi, Ratna and Pandey, Manoj Kumar; Social Security Law and policy In India; ABS Books,2020.

Reference Book:

1. Kumar, Anil ; Social Security and Labour Welfare, Deep & Deep Publications,2003
2. Mishra, S.N. ;Labour and Industrial Laws, 25th Edn.-2009, Central Law Publications,Allahabad.
3. Pillai, K. M. ; Labour and Industrial Law, 10th Edn- 2005, Allahabad Law Agency,Allahabad.

Course Outcomes

Course Code (CC): BBAGE605H2	
CO 1	To memorize the concept of industrial relations and the behavior of people in an organization.
CO 2	To describe the issues pertaining to complexities around managing people in organization with diverse interests.
CO 3	To apply labor legislations in establishments to ensure compliance.
CO 4	To analyze the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.
CO 5	To evaluate the role of three parties i.e., employees, employer and government in order to achieve industrial harmony.
CO 6	To devise methods to benchmark social security and legal benefits to the workers.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	1			2	3					3			3		
CO 2		3		2	1				2					1	
CO 3			3					3			3				3
CO 4				3		1	2					2	2		
CO 5			1		3				1					1	
CO6		3									1	2			

Course Code	BBAGE605 H3			
Subject	International Human Resource Management			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To identify and understand issues and practices pertaining to the major HRM functions within the context of a multinational environment.
2. To recognize and understand the value cultural differences.
3. To describe the cultural differences.

Unit-1 Introduction	10 Lectures
Evolution, Concept and Characteristics of International Human Resource Management (IHRM)– Variables that moderate differences between Domestic & International HRM , International trends in the labour force.	
Unit-2 International Recruitment	10 Lectures
International Recruitment, Global staffing Approaches, Selection : Selection, evaluation and coaching of international employees, Selection Criteria–Use of selection Tests–Selecting TCNs(Third Country Nationals) and HCNs(Host Country Nationals).	
Unit-3 Cross Cultural Management	10 Lectures
Cross Cultural Management – including communication (Language) Geert Hofstede Cultural Dimensions Theory, Expatriation and Repatriation- Characteristics of effective expatriate managers, Dealing with culture shock, Successful repatriation practices.	
Unit-4 Performance Management	10 Lectures
Performance Management and Employee Development in IHRM– Criterion used for performance appraisal of International employees – The International HRM perspectives in Training and Development, Global training and appraisal systems for a cross cultural workforce.	
Unit-5 Global Reward and compensation	5 Lectures
Global Reward and compensation Management, Global Exit and Retrenchment Strategies. HR/IR issues in MNCs and global significance of Corporate Social Responsibility	

Text Books

1. Dowling, Peter J. ; International Human Resource Management, ThomsonLearning.
2. Phatak, A.V. International Dimensions of Management, Cincinnati, South WesternCollege
3. Rao , P.L.; International Human Resource Management: Text and cases, Excel Books.
4. Tayeb, M. ; International Human Resource Management: A MultinationalCompany Perspective,

Oxford

Reference Book:

1. Dowling, Peter J , Festing, Marion and Engle Sr., Allen D.;International human Resource Management; Cengage Publishing, 2020.

Course Outcomes

Course Code (CC): BBAGE605H3	
CO 1	To memorize the important terms of HRM and International HRM.
CO 2	To describe the concepts of Recruitment and selection process at global level.
CO 3	To utilize the understanding different aspects of Cross culture management to devise multiculturalism and diversity in organizations.
CO 4	To analyze the importance of training and performance management.
CO 5	To evaluate the benchmarking of compensation.
CO 6	To devise frameworks to place and compare international cultural practices.

CO-PO Mapping

Cours e	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3									3			3		
CO 2		1							2					1	
CO 3			1		3			2			3				3
CO 4				1	3		2					3		2	
CO 5	1					2	3						3		
CO 6		2									2	1			

Course Code	BBADE604M1				
Subject	Brand Management				
Semester	VI th				
		L	T	P	C
		3	1	0	1

Course Objectives

1. To describe the main concepts and tools for managing brands over time.
2. To formulate effective branding strategies for both consumers and business products.
3. To analyse new product development and brand extension programs based on market information.

Unit-1 Introduction	10 Lectures
Brand and Brand Management - Concept, elements and Importance, Concept and management of brand equity, brand loyalty, brand awareness, perceived quality of brands.	
Unit-2 Brand associations	10 Lectures
Brand associations, positioning decisions of brands, measurements of brand associations, selecting, creating and maintaining associations.	
Unit-3 Emotive marketing	10 Lectures
Brand associations, the measurement, selecting, creating and maintaining associations, brand extensions, emotive marketing.	
Unit-4 Brand strategy	10 Lectures
Brand strategy: The name, symbol and slogan, brand extensions, revitalizing the brand and global branding.	
Unit-5 Branding self	5 Lectures
Branding self, how to sell yourself, measuring your attributes, which brand are you, how to differentiate.	

Text Book and

1. Jain, Vipul, God: The Mantra of Branding, Notion Press
2. Keller, Kevin; Best Practice Cases in Branding: Lessons from the World's Strongest Brands, Prentice Hall
3. Mathur, U.C.; Product and Brand management, Excel Publication

Reference Books:

1. Moorthy, YLR; Brand Management: Indian Context; S.Chand ,2020

Course Outcomes

Course Code (CC): BBADE604M1	
CO 1	To memorize the basic terms of Brand.
CO 2	To describe the Brand Prism.
CO 3	To understand and apply the various brand metrics to commonly known brands.
CO 4	To analyze the brand strategy of common brands.
CO 5	To evaluate the brand differentiation.
CO 6	To devise a brand map on perceptual plane and place popular brands on it.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	1			2				3					1		
CO 2		2			3				1		3			2	
CO 3		3	1			3	1			2					2
CO 4	1			2				3				3	1		
CO 5		2			3				1					2	
CO 6		3									1	2			

Course Code	BBAGE605 M2			
Subject	Advertising Management			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To make students familiar with the role of advertising in marketing and creativity.
2. To understand the role and importance of advertising in present scenario.
3. To analyze new product development and management of advertisement based on market information.

Unit-1 Introduction	10 Lectures
Introduction to Advertising- Meaning - Evolution - Features - Active participants - Functions - Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India – Challenges faced by advertisers in India in the era of globalization- criticism of advertising- Classification of Advertising-Advertising as a Tool of Communication- role of advertising in marketing mix.	
Unit-2 Advertising as a component	10 Lectures
Advertising as a component of Marketing -Concept of Marketing and Integrated Marketing Communication (IMC) - Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products –In brand building – Consumer behavior – Target audience and market segmentation- Advertising message decisions- Message content- message structure-message format and source	
Unit-3 Planning in ad making	10 Lectures
Planning in ad making - Setting Communication Objectives for the ad campaign – DAGMAR- factors affecting determination of Advertising budget – Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media / media vehicles - Developing a media strategy with media-mix and media scheduling strategies , Role of Media in Advertising, types of media, Comparative Study of different Advertising Media, Media Choice.	
Unit-4 Creativity in advertising:-	10 Lectures
Creativity in advertising:-Role of creativity in advertising - Determining the message theme / major selling idea –Introduction to Unique Selling Proposition (USP) - Positioning strategies - types of advertising appeals – Role of source in ads and celebrities as source in Indian ads - Copywriting for print, out-of-home, television, radio and web Objectives and methods of pre-testing and post-testing Advertising campaign, Copywriting, its elements, Developing Effective Advertising copy, types of advertising copies, Creativity and Visualization in Advertising.	

Unit-5 Economic, Social and Regulatory aspects	5 Lectures
Economic, Social and Regulatory aspects of Advertising - Economic impact of advertising and Society interrelationship Ethical and social issues in advertising and Indian values / culture - Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) various laws and enactments concerning advertising in India.	

Text Books:

1. Chunawala ; Advertising Principles & Practice, , (1999), Himalaya Publishers, New Delhi.
2. Mehta, D.S. ;(Handbook of Public Relations in India, 1998), Allied Publishers, New Delhi.
3. Santakki, Dr. C.N. ; Advertising, (1991), Kalyani Publishers, New Delhi.

Reference Books:

1. Batra, Rajeev Myers, John G Aaker, David A. ; Advertising Management, Pearsons India 2002.

Course Outcomes

CO 1	To memorize the communication objectives for a brand.
CO 2	To understand the expectations of client organization and explain the same to the campaign team in the advertising agency and vice versa.
CO 3	To apply the concept of creative strategy for a brand for achievement of a communication objective.
CO 4	To analyze effective media strategy for achieving the communication objective.
CO 5	To evaluate the communication and sales impact of advertising campaign.
CO 6	To design advertising effectiveness matrices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3									3			1		
CO 2		1		2		3			3		3			1	
CO 3			1					2							3
CO 4				1	2		3					3		3	
CO 5	2				1	3									2
CO 6											2	1			

Course Code	BBAGE605 M3			
Subject	Sales and Distribution			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To understand the roles and responsibilities of sales function.
2. To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success in the various techniques essential for sales staff management.
3. To understand the role of personal selling.

Unit-1 Introduction	10 Lectures
The Nature and Importance of Personal Selling, Nature of Sales Management Situation where Personal Selling is more effective than Advertising, Types of Selling situations, Types of Sales Persons.	
Unit-2 Selling theories	10 Lectures
Selling theories: different models of selling: AIDA, Right set of circumstances theory, behavior equation theory, Buying formula theory, Process of Effective Selling; Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling the objections, Closing the Sales, Post-Sale Activities, Qualities of a Successful Sales person with reference to B-2-C, B-2-B Marketing.	
Unit-3 Sales Forecasting	10 Lectures
Sales Forecasting; concepts and methods of sales forecast, Sales Budget, Sales Quotas, Sales Territories, Sales Controlling and Sales Cost Analysis.	
Unit-4 Recruitment and Selection	10 Lectures
Recruitment and Selection of sales force, Training and Development, Compensation issues, Performance Appraisal of Sales Personnel.	
Unit-5 Ethical and Legal aspects	5 Lectures
Ethical and Legal aspects of Selling, Measures for Making Selling as attractive Career, Recent Trends in Selling.	

Text Books:

1. Barton A. Weitz; Stephen B. Castleberry; and John F. Tanner, Jr. (2007). Selling: Building Partnerships, 7th or 8th Edition. McGraw-Hill/Irwin
2. Mahan Khalsa; Randy Illig (2008) Let's Get Real or Let's Not Play; Penguin Group Book by Portfolio (Franklin-Covey).

Reference Books:

1. Still, Richard R. ,Cundiff, Norman, Edward W. ,Govoni, A.P.; Pearson Education;Sales Management: Decisions, Strategies & Cases.
2. Johnson, F.M., Kurtz, D.L., Scheuing, E.E.;Sales Management: Concepts Practice, and Cases, Tata McGraw- Hill.

Course Outcomes

CO 1	To understand the concept and relevance of Sales and distribution.
CO 2	To apply learning to various sectors and products.
CO 3	To explain various variables of sales and distribution and their interactions.
CO 4	To explain the importance of learning and training and development of sales personal.
CO 5	To understand and apply the ethics and legal aspects associated with sales process
CO 6	To design a distribution and sales network strength matrices.

CO-PO Mapping

Cours e	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	1									2			2		
CO 2		2						2			3			2	
CO 3			1		2				3						3
CO 4	1			1			3						1		
CO 5					3	2				1		3			3
CO 6		2									2	1			

Course Code	BBADE604IB1			
Subject	Cross Culture Management			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To develop greater awareness of the changing global environment and understanding of the implications for international business and management;
2. Provide conceptual frameworks for systematically understanding the cross-cultural contexts of international business, and theoretical concepts relating to culture, cultural synergies and differences.
3. Enable students to develop the knowledge, skills and capabilities required to work and manage across cultures.

Unit-1 Introduction	10 Lectures
Introduction to concepts of culture and nationality, Impact of culture on international environment, Impact of cultural issues on flexibility and work life balance. Approaches to multinational staffing.	
Unit-2 Managing diversity	10 Lectures
Managing diversity: diversity and organisational culture, Approaches to managing diversity, Diversity management programme. Training: cross cultural training, Cultural assimilators, Diversity training. Cross cultural team building	
Unit-3 Developing a global vision through marketing research	10 Lectures
Developing a global vision through marketing research. Scope of international marketing research. Problems: Collecting primary data, Use & non-availability of secondary data. Multicultural research- Research on internet. Estimating market demand, problems in analyzing and interpreting research information. Responsibility for conducting marketing research, communicating with decision makers.	
Unit-4 Repatriation	10 Lectures
Repatriation: Process, Causes of expatriate failure, Problems of repatriation. Cross border Mergers and Acquisitions.	
Unit-5 International industrial relations	5 Lectures
International industrial relations: Labour unions and MNC, Employee relations in MNC, Response of labour unions to MNC.	

Text Books:

1. Dowling, P.J and Engle Sr., A.D: International HRM, Thomson Learning.
2. Browaeys ,M.J and Price, R: Understanding cross cultural management, PrenticeHall.

Reference Books:

1. Thomas, David and Inkson, Kerr “Cultural Intelligence: Living and Working Globally”, Berrett-Koehler Publishers, 2009

Course Outcomes

CO 1	To memorize the basic terms of the globalization and associated phenomena.
CO 2	To understand the cultural processes and their implications to Business.
CO 3	To apply and understand the diversity models in workplace in organization case study.
CO 4	To compare and contrast the various interactive processes amongst various cultures.
CO 5	To evaluate the impact of various measures in culture management.
CO 6	To devise and design the cultural parameter matrix.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2				1					1	
CO 2		2	3	1							2		1		
CO 3	1					2				3					3
CO 4			3				2	2				3	2		
CO 5		3				2			1					1	
CO 6	2									1		3			

Course Code	BBAGE605 IB2			
Subject	International Mergers and Acquisition			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To make the students aware about international mergers and Acquisition.
2. To create an understanding of the motivation and methods for assessing the effectiveness of mergers and acquisitions, their stages and associated risks in international markets.
3. To study the issues of the company's growth and development strategy in the context of M&A.

Unit-1 Joint Ventures	10 Lectures
Joint Ventures: Concept & Meaning of Joint Ventures, Need & Types of Joint Ventures, Structures & Problems faced in Joint Ventures, Joint Ventures and Strategic Alliance.	
Unit-2 Mergers and Acquisitions	10 Lectures
Mergers and Acquisitions: Introduction to mergers, types of mergers, theories of mergers & acquisitions; Cross-border mergers and acquisitions, issues and challenges in cross border M&A. Handling cross-culture and taxations issues in cross-border M&A.	
Unit-3 Deal Valuation and Evaluation	10 Lectures
Deal Valuation and Evaluation: Factors affecting valuation basics, methods of valuation, cash flow approaches, economic value added (EVA), sensitivity analysis, valuation under takeover regulation, valuation for slump sale, cost-benefit analysis and swap ratio determination.	
Unit-4 Post-Merger Evaluation	10 Lectures
Post-Merger Evaluation: Financial Evaluation of Mergers & Acquisitions, Impact on shareholders' Wealth; Methods of payment and financing options in mergers & acquisitions.	
Unit-5 Financing decision	5 Lectures
Financing decision, Merger, Acquisition and Competition law 2002, SEBI (Securities & Exchange Board of India) Takeover Code 2011 and criteria for negotiating friendly takeover.	

Text Books:

1. Weston, Fred; Chung, Kwang S. & Siu, Jon A.: Takeovers, Restructuring and Corporate Governance, (2nd Edition). Pearson Education.
2. Gupta, Manju (2010): Contemporary Issues in Mergers and Acquisitions. Himalaya Publishing

Reference Books:

1. Sundarsanam (2006); Creating Value from Mergers and Acquisitions, (1st Edition) Pearson Education.

Course Outcomes

CO 1	To recognize the need for growth and the processes thereof.
CO 2	To understand the methods of mergers and Acquisitions.
CO 3	To utilize the Merger and acquisition principles to study processes in real life..
CO 4	To identify the characteristics of the legal environment of the Merger and acquisitions.
CO 5	To evaluate the impact of mergers and acquisitions on various stakeholders.
CO 6	To devise and design the Economic value addition matrices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	1			2	3					3			1		
CO 2		1			3				2		3			3	
CO 3			1				2					3			2
CO 4				1				3					2		
CO 5		1			2	3									3
CO 6		2									1	3			

Course Code	BBAGE605 IB3			
Subject	Global Business Environment			
Semester	VI th			
	L	T	P	C
	3	1	0	1

Course Objectives

1. To give students understanding about the various constituents of global business environment.
2. To study the benefits and cost of globalization
3. To study the various exchange rate regimes and their respective advantages and disadvantages.

Unit-1 Introduction	10 Lectures
Introduction. Concept of Economic Environment; Nature and scope. Macro variables: Income, Employment, Money Supply, Price Level, Interest rates, Saving and Investment.	
Unit-2 Institutional Framework of Economic Environment:	10 Lectures
Institutional Framework of Economic Environment: Role of state; State Vs Markets. Fiscal Policy; Concept & Implications. Monetary Policy; Concept & Implications. Commercial Policy.	
Unit-3 Structure of Indian Economy:	10 Lectures
Structure of Indian Economy: Growth Strategy in plans. Industrial Policy. Public sector & Private sector Monetary Policy. Fiscal Policy. Infrastructure Development. Issues in Indian Economy: Poverty, Unemployment, Regional Dimensions.	
Unit-4 Open Economy Management. Balance of payments	10 Lectures
Open Economy Management. Balance of payments. Role of Foreign Trade & Policy. Role of Foreign Capital, Globalization: Concept, Implications, Policy.	
Unit-5 Regional Integration	5 Lectures
Regional Integration: EU, etc. World Trade Organization World Bank, IMF, etc. BRICS, Global Orientation of Indian Economy: Growth and evolution of Indian MNC's.	

Text Books:

1. Gupta, Anshuman; WTO and South Asian Countries Shipra Publication
2. Krugman, Paul ; International Economics
3. Nandi, Sukumar ; International Business Environment Tata McGraw Hill
4. Sundaram ,Anant K. ;International Business Environment PHI Learning Pvt. Ltd.

Reference Books:

1. Vance. Charles and Paik, Yongsin and Sharpe, M.E. ; Managing a Global Workforce: Challenges and Opportunitites in International Human Resource Management ;2nd Edition, 2011.

Course Outcomes

CO 1	To memorize the basic terms of business environment on global scale.
CO 2	To demonstrate the ability to understand the role and limitations of state interventions in the market.
CO 3	To apply the structural requirements of Business environment to real organizations.
CO 4	To analyze the financial factors and the contribution thereof.
CO 5	To evaluate the role of regional integration and MNCs.
CO 6	To devise the global cultural matrix showing similarity and diversity amongst cultures.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	2		1			3				1			2		
CO 2		1					1				3			3	
CO 3			1		3			2					2		
CO 4		2		1					1			3		3	
CO 5					1	3									2
CO 6	3										1	2			