



Marwadi
University
Marwadi Chandarana Group



CENTRE FOR DISTANCE AND ONLINE EDUCATION

BACELOR OF BUSINESS ADMINISTRATION

(Online)

**PROGRAMME STRUCTURE, TEACHING
SCHEME & SYLLABI**



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Overview

Marwadi University

Marwadi University was set up with an objective of expanding and sharing knowledge, inspiring innovation, and preserving cultural and scientific information for future generations on 9th May 2016 under Gujarat Universities Act (Act 9 of 2016). The University offers Diploma, Under-graduate, Post-graduate and PhD programmes in the field of Science, Arts, Commerce, Engineering, Management, Pharmacy, Physiotherapy, Computer Applications, and Agriculture. With 50 Acres of lush green campus, Marwadi University has a student strength of more than 12,000, 550 Faculty Members and around 300 Non-teaching and support staff. Marwadi University has been accredited with A+ Grade by National Assessment and Accreditation Council (NAAC), Government of India in 2023. Moreover, the University is also one of the few universities which has been awarded by “Centre of Excellence” status by Government of Gujarat (GoG). With a State-of-Art infrastructure and facilities, the University aims at providing an eco-system to cater to the diverse needs of students, faculties and society at a large.

Vision

To foster an environment that empowers people, organizations and societies through education, ideas research and training.

Mission.

To provide quality education and thereby bring Social Transformation.

To create. Leaders through innovation and entrepreneurship

To cultivate the culture of research advancements

To imbibe universal consciousness

To stimulate growth through industrial international partnerships

Core Values:

L – Lifelong Learning

E- Empathy

A – Adaptability

D- Diversity

E- Empowerment

R- Respect

The Centre for Distance and Online Education

With a forward-looking approach, the Centre for Distance and Online Education (CDOE) at Marwadi University serves as a source of innovation in the field of education. Despite its recent inception in February 2024, CDOE has quickly gained prominence for its commitment to providing accessible and quality learning opportunities to students, aligning itself with the evolving landscape of education in the 21st century.

CDOE will offer a diverse array of courses, catering to the varied educational needs of students. From traditional undergraduate and postgraduate programs to professional courses, job-oriented programs, skill-based courses, market-driven offerings, and value-oriented curriculum, CDOE will ensure that its offerings are relevant and responsive to the demands of today's learners.

The instructional methodology to be employed by CDOE is comprehensive and dynamic. It will include printed study materials in self-learning mode, personal contact programs, response sheets, assignments, video and audio content, dissertations/projects, and one-to-one counselling sessions. Additionally, the centre will also organize seminars, webinars, and special lecture series to enrich the learning experience and foster holistic development among students.

At the heart of CDOE is its esteemed faculty, comprising highly qualified and experienced educators who are dedicated to academic research and knowledge advancement. Situated within the picturesque campus of Marwadi University, CDOE seeks to provide top-notch facilities, including a well-equipped library, postal library services, an Educational Media Centre, laboratories, a computer lab, and hostel accommodations for outstation students on special request.

Moreover, CDOE aspires to foster a vibrant and inclusive community, bringing together students from diverse backgrounds and locations. Through a variety of co-curricular activities and interactive platforms, the centre aims to encourage collaboration and engagement, thereby creating a conducive environment for learning and growth.

Embracing the transformative power of technology, CDOE holds an integration of ICT into its curriculum, enabling the delivery of quality education through online platforms alongside traditional teaching methods. Students enrolled at CDOE will be benefitted from a seamless learning experience, with access to the same syllabi, duration, and examination modalities as regular students of departments and colleges affiliated with Marwadi University.

As CDOE continues to chart its path forward, it remains focused in its commitment to upholding its mission of imparting quality education by navigating the geographical barriers, and empowering students to realize their full potential. With its dedication to innovation and excellence, CDOE is poised to make a lasting impact on the future of education.

Faculty of Management Studies:

Faculty of Management Studies (Estd. 2009) a constituent institute of Marwadi University (MU), Rajkot (Accredited with Grade A+ by NAAC) established under the Gujarat Act No. 8 of 2016, Government of Gujarat. University Grants Commission (UGC) has empowered Marwadi University to award Degrees under Section 22 of UGC Act 1956.

Faculty of Management Studies (FMS) presently offers full-time AICTE approved Post-Graduate Programme in management namely MBA and MBA (Business Analytics). It also offers Undergraduate Programmes in BBA, BBA (Honors), B. Com, B. Com (Honors), B. Com (ACCA) and B.Sc. (Economics) with a mission 'of becoming a center of academic excellence in management education'. To contribute to its vision of making a significant social impact by creation and dissemination of world-class knowledge, the institute also offers Doctoral Programme (Ph.D.) with a view of fulfilling growing needs of the research in various field of management. Moreover, the institute will offer New Education Policy (NEP) compliant Under-graduate programmes in BBA, BBA (Business Analytics), BBA (International Business), BBA (Digital Marketing), B. Com, B. Com (ACCA) and B. Com (Digital Finance).

Vision:

To become a center of academic excellence in management education and research that will have a significant social impact through exceptional teaching and research methods.

Mission:

M1: To provide quality education through a learner-centric approach for developing globally competent management professionals.

M2: To prepare entrepreneurs and managers capable of adapting to the ever-changing business environment.

M3: To promote value-based growth in a socially responsible manner for the well-being of all stakeholders.

M4: To enhance students' cognitive, research, analytical, ethical, and behavioural competencies through programs that equip them to meet global business challenges in the professional world.

BBA Program:

BBA program offered at Faculty of Management Studies, Marwadi University is a comprehensive and dynamic academic endeavour designed to equip students with the skills, knowledge, and mind-set necessary to thrive in today's competitive business landscape. With a focus on innovation, leadership, and practical application, the BBA program at Marwadi University stands out as a premier choice for future business professionals. The program is created to provide a well-rounded education that blends theoretical foundations with real-world experience. Through a diverse curriculum, students delve into various facets of business administration, including finance, marketing, human resources, operations, and strategic management. The coursework is designed to foster critical thinking, problem-solving abilities, and effective decision-making skills.

What sets Marwadi University's BBA apart is its blend of theoretical learning with application orientation of the same. Students will be prepared to take up the entry level positions in the domain of Marketing, Finance and Human Resources. Furthermore, they will gain the understanding of business functions and will get trained in decision making pertaining to management domain.

Moreover, the BBA faculty at Marwadi University comprises experienced academicians and industry experts who bring a wealth of knowledge and experience to the classroom. Their mentorship and guidance empower students to excel academically and professionally, fostering a culture of excellence and achievement.

In addition to academic rigor, Marwadi University fosters a vibrant and inclusive learning environment where students from diverse backgrounds come together to exchange ideas, collaborate on projects, and cultivate lifelong friendships. The campus facilities are state-of-the-art, providing students with access to cutting-edge resources and technologies to support their academic journey.

The launch of the Online BBA programme at the Faculty of Management Studies marks a significant milestone in our commitment to providing diverse and accessible educational opportunities. This initiative reflects our unwavering dedication to embracing a range of learning modalities, including Open and Distance Learning modes, as well as Online delivery. Through this self-disclosure, we affirm our commitment to fostering inclusivity and flexibility in education, catering to the diverse needs of our learners.

Incorporating Open and Distance Learning echoes our commitment to accessibility, ensuring that education is within reach for individuals from all backgrounds and locations. By breaking down geographical barriers, we aim to empower learners to pursue education on their own terms, regardless of their circumstances.

The BBA programme at the Faculty of Management Studies is meticulously designed to achieve specific aims and objectives, providing students with a clear sense of purpose and direction. Through a structured curriculum, we will equip our students with the knowledge, skills, and experiences necessary to thrive in today's dynamic business environment.

Utilizing innovative pedagogical approaches and state-of-the-art technologies, we thrive to create engaging learning environments that foster collaboration, critical thinking, and practical application of concepts. Our commitment to continuous improvement will ensure that the programme remains responsive to the evolving needs of learners and industry demands.

Through ongoing evaluation and feedback mechanisms, we strive to uphold the highest standards of academic excellence and relevance. The BBA programme represents our dedication to empowering students to reach their full potential, both academically and professionally, in the digital age.

Programme Mission and Objectives

PROGRAMME MISSION:

To develop future-ready business leaders equipped with the knowledge, skills, and ethical values necessary to excel in a dynamic global business environment.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1: To provide knowledge in the management discipline with an understanding of its applicability in business decision-making for positive social impact.

PEO 2: To comprehend the challenges and opportunities of leading and working in inclusive and diverse teams and environments.

PEO 3: To be able to identify, analyse and recommend appropriate actions given international influences, issues, and situations at the industry, business, and individual levels

PEO 4: To demonstrate an understanding and appreciation of ethical principles at both the personal and professional levels.

PEO 5: To engage in life-long learning through research adopting contemporary modes of learning.

PROGRAMME LEARNING OUTCOMES (PLOs)

PLO 1: To define, analyse, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning methods.

PLO2: To demonstrate competence in domestic and global business through the study of major disciplines within the fields of business.

PLO3: To develop an ability to function effectively as an individual and as a member or leader in diverse teams and multidisciplinary settings.

PLO4: To demonstrate comprehensive knowledge and understanding of various areas of management

PLO5: To be able to demonstrate domain-specific skills to solve critical issues of the concerned domain.

PLO6: To recognize the need for, and have the ability to engage in independent and lifelong learning.

PLO7: To train the students as efficient managers equipped with innovation, rationality, and application-oriented decision-making in the context of the ever-changing business environment.

PLO8: To understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO 1: To be able to gain an understanding, of the legal, financial, marketing, production & operational activities of the business.

PSO2: To be able to demonstrate the ability to develop models/frameworks to reflect critically on a specific business context.

PSO3: To be able to apply their theoretical learnings in the business setting and achieve maximum industry exposure through live projects, internships, and workshops.

PSO4: To develop the entrepreneurship skills and mind-set required for setting up for running an economic enterprise and pursuing self-employment.



Key Features

The BBA program is carefully structured to align with specific learning outcomes aimed at developing essential skills and competencies among learners. These outcomes encompass a wide range of knowledge, understanding, and practical abilities relevant to the field of business management, reflecting both academic rigor and industry standards.

Key Features:

- **Develop specialized knowledge and understanding:** The curriculum covers key concepts, theories, and practices in areas such as finance, marketing, human resources, operations, and strategic management. Learners gain in-depth insights into the complexities of modern business environments, equipping them with the expertise required to navigate diverse organizational challenges effectively.
- **Foster academic excellence and professional standards:** The BBA program emphasizes academic rigor and adherence to professional standards prevalent in the business domain. By promoting critical thinking, analytical reasoning, and evidence-based decision-making, the program prepares learners to meet the highest academic and professional expectations in their respective fields.
- **Cultivate generic transferable skills:** In addition to specialized knowledge, the program focuses on developing generic transferable skills and competencies that are valuable across various contexts and industries. These include communication skills, leadership abilities, problem-solving aptitude, teamwork capabilities, and adaptability to change. Such skills are essential for success in today's dynamic and interconnected business landscape.
- **Embrace technology-enhanced learning:** Given the nature of Open and Online Learning mode, the BBA program leverages innovative digital tools and platforms to enhance the learning experience. Through interactive online lectures, virtual classrooms, multimedia resources, and collaborative learning activities, learners engage actively with course content, instructors, and peers, fostering deeper understanding and knowledge retention.
- **Promote lifelong learning and professional development:** The BBA program instils a culture of lifelong learning and continuous professional development among learners. By encouraging self-directed learning, reflective practice, and ongoing skill enhancement, the program equips graduates with the resilience and adaptability needed to thrive in evolving business environments throughout their careers.

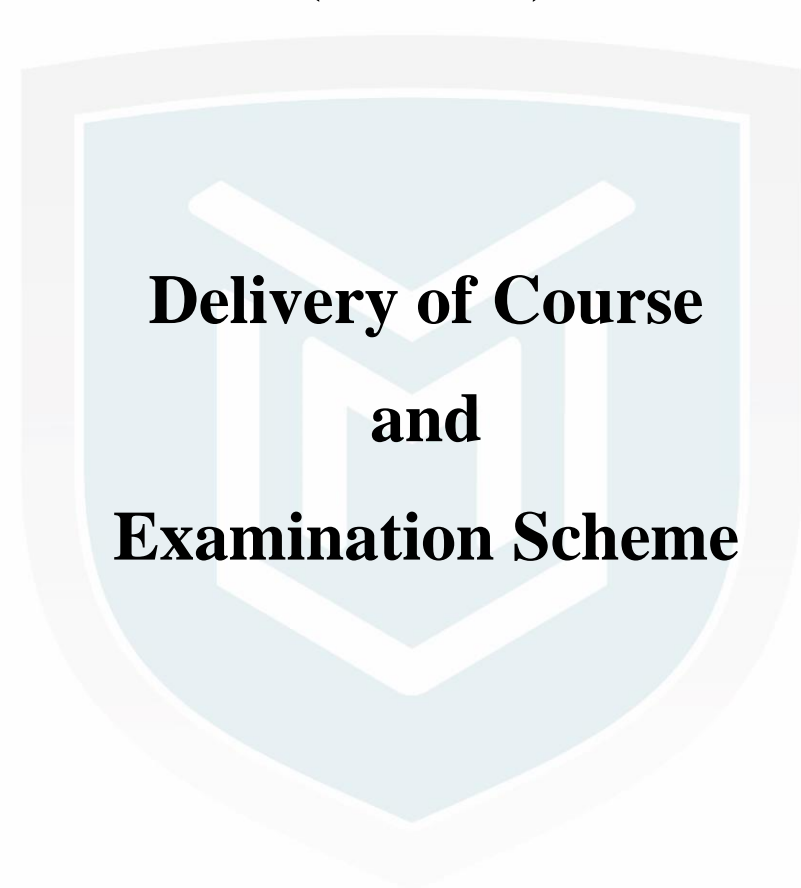
Programme Duration

The BBA program is strategically designed to optimize learning outcomes within a defined timeframe, typically spanning three years (03) for full-time enrolment. Flexibility is embedded to accommodate part-time and distance learners, allowing them to customize their study schedules while adhering to academic milestones and accreditation standards. The maximum time allocated for completion of the program is six (06) years.

Medium of Instructions / Examinations

This BBA programme shall have English language as the medium of Instructions and Examinations.

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



**Delivery of Course
and
Examination Scheme**

Delivery of Course and Examination Scheme

B.B.A. (Online)

SEMESTER 1

Academic Year: 2024-25

Subject Code	Subject Name	Credits	No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
			Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
04BB1101	PRINCIPLES OF MANAGEMENT	4	12	24	20	20	44	30	70	NA
04BB1102	MICRO ECONOMICS	4	12	24	20	20	44	30	70	NA
04BB0103	FUNDAMENTALS OF ACCOUNTING	4	12	24	20	20	44	30	70	NA
04BB0106	MATHEMATICS FOR BUSINESS	4	12	24	20	20	44	30	70	NA
04BB0109	ENVIRONMENTAL SCIENCE	2	6	12	10	10	22	30	70	NA
04BB0110	COMMUNICATIVE ENGLISH	2	6	12	10	10	22	30	70	NA
Total		20	60	120	100	100	220			

B.B.A. (Online)

SEMESTER 2

Academic Year: 2024-25

Subject Code	Subject Name	Credits	No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
			Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
04BB0205	BUSINESS ENVIRONMENT	4	12	24	20	20	44	30	70	NA
04BB0202	ORGANIZATIONAL BEHAVIOR	4	12	24	20	20	44	30	70	NA
04BB1203	STATISTICS FOR BUSINESS	4	12	24	20	20	44	30	70	NA
04BB0201	MACROECONOMICS	4	12	24	20	20	44	30	70	NA
04BB0209	BUSINESS COMMUNICATION	2	6	12	10	10	22	30	70	NA
04BB0208	INDIAN BUSINESS HISTORY	2	6	12	10	10	22	30	70	NA
Total		20	60	120	100	100	220			

**Delivery of Course and Examination Scheme
B.B.A. (Online)
SEMESTER 3**

Academic Year: 2024-25

Subject Code	Subject Name	Credits	No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
			Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
04BB0301	MARKETING MANAGEMENT	4	12	24	20	20	44	30	70	NA
04BB0305	FINANCIAL MANAGEMENT	4	12	24	20	20	44	30	70	NA
04BB0308	INDIAN FINANCIAL SYSTEM	4	12	24	20	20	44	30	70	NA
04BB1304	RESEARCH METHODOLOGY	4	12	24	20	20	44	30	70	NA
04BB0309 04BB1307	ELECTIVES: COST ACCOUNTING FUNDAMENTALS OF DIGITAL MARKETING	4	12	24	20	20	44	30	70	NA
04CR0301	CAREER READINESS PROGRAM	2	6	12	10	10	22	30	70	NA
Total		22	66	132	110	110	242			

**B.B.A. (Online)
SEMESTER 4**

Academic Year: 2024-25

Subject Code	Subject Name	Credits	No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
			Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
04BB0401	PRODUCTION & OPERATIONS MANAGEMENT	4	12	24	20	20	44	30	70	NA
04BB0403	INCOME TAX - LAW AND PRACTICE	4	12	24	20	20	44	30	70	NA
04BB0406 04BB0411	ELECTIVES: MANAGEMENT OF SERVICES INTERNATIONAL BUSINESS	4	12	24	20	20	44	30	70	NA
04BB0408	MANAGEMENT ACCOUNTING	4	12	24	20	20	44	30	70	NA
04BB0409	ENVIRONMENTAL STUDIES	2	6	12	10	10	22	30	70	NA
04BB2405	ENTREPRENEURSHIP	4	12	24	20	20	44	30	70	NA
Total		22	66	132	110	110	242			

**B.B.A. (Online)
SEMESTER 5**

Academic Year: 2024-25

Subject Code	Subject Name	Credits	No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
			Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
04BB0506	INTERNSHIP	4	0	0	0	0	0	NA	NA	100
04BB1501	OPERATIONS RESEARCH	4	12	24	20	20	44	30	70	NA
04BB1502	STRATEGIC MANAGEMENT	4	12	24	20	20	44	30	70	NA
04CR1501	CAREER READINESS PROGRAM	2	6	12	10	10	22	30	70	NA
04BB0507 04BB0509 04BB0530	ELECTIVES: MANAGEMENT OF FINANCIAL MARKETS CONSUMER BEHAVIOUR LABOUR WELFARE & SOCIAL SECURITIES	4	12	24	20	20	44	30	70	NA
04BB0529 04BB0510 04BB1512	ELECTIVES: FUNDAMENTALS OF BANKING RETAIL MARKETING COMPENSATION MANAGEMENT	4	12	24	20	20	44	30	70	NA
Total		22	54	108	90	90	198			

**B.B.A. (Online)
SEMESTER 6**

Academic Year: 2024-25

Subject Code	Subject Name	Credits	No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
			Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
04BB0613	UNDERSTANDING CORPORATE FINANCIAL STATEMENTS	3	9	18	15	15	33	30	70	NA
04BB0614	MANAGEMENT INFORMATION SYSTEM	4	12	24	20	20	44	30	70	NA
04BB0615	RESEARCH PROJECT	4	0	0	0	0	0	NA	NA	100
04BB1601	BUSINESS ETHICS & CORPORATE GOVERNANCE	4	12	24	20	20	44	30	70	NA
04BB0606	ELECTIVES: ADVERTISING MANAGEMENT	4	12	24	20	20	44	30	70	NA
04BB1605	ADVANCED FINANCIAL MANAGEMENT									
04BB1607	CHANGE MANAGEMENT									
Total		19	45	90	75	75	165			

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



Evaluation Procedure

Center for Distance and Online Education

Evaluation Procedure

1. Assessment/Evaluation Procedure:

- 1.1 In the case of a multi-section/teacher course, a course/subject coordinator is appointed by the department faculty Coordinator (FC), and the following procedure shall be followed by the course/subject coordinator in consultation with the team of faculty members.
- 1.2 The academic performance of a student is evaluated by the concerned instructor with the approval from the department coordinator, except in the case of project work where other examiners may be nominated from the University for the viva voce.
- 1.3 The student's performance in each course, in general, is evaluated based on *in-semester continuous assessment*, *end-semester examination*, and *End-Term Practical/Project (ETP)* [for Practical/Project/Term Paper/Dissertation courses]

An *in-semester continuous assessment* (also known as comprehensive assessment) (CSE) is spread through the duration of the course and is done by the teacher teaching the course with a weightage of 30%. The assessment is done through various means including:

- | | |
|----------------------|--------------------------------------|
| 1. Attendance | 7. Projects |
| 2. Tutorials | 8. Seminars |
| 3. Assignment | 9. Group discussions/activities etc. |
| 4. Surprise Test | 10. any other specified by FC |
| 5. MCQ-based quizzes | |
| 6. Presentations | |

The *end-semester examination* shall have an assessment from the following perspective with respect to all courses:

1. Evaluation with respect to remembering.
2. Evaluation with respect to knowledge.
3. Evaluation with respect to Understanding.
4. Evaluation with respect to skill.
5. Evaluation with respect to Applications
6. Higher Order Thinking Skills

The assessment method is further detailed below:

(a) Course with only Theory component-

Assessment tool	Weightage	Remarks
Continuous Assessment (CSE): 1. Attendance 2. Tutorials 3. Assignment 4. Surprise Test 5. MCQ based quizzes 6. Presentations 7. Projects 8. Seminars 9. Group discussions/activities etc. 10. any other specified by FC	30 %	As decided and announced by the teacher concerned in the class at the beginning of the course.
End semester Examination (ESE)	70%	Duration–2 hours

(b) Course with both theory and practical component

- (i) The theory and practical portions shall be assessed combinedly.
- (ii) Assessment for practical component is as given below:

Assessment tool	Weightage	Remarks
Continuous Assessment (CSE): 1. Attendance 2. Tutorials 3. Assignment 4. Surprise Test 5. MCQ based quizzes 6. Presentations 7. Projects 8. Seminars 9. Group discussions/activities etc. 10. any other specified by FC	30 %	As decided and announced by the teacher concerned in the class at the beginning of the course.
End semester Examination (ESE)	40%	Duration–2 hours
End Term Practical (ETP)	30%	Assessment components: Carrying out practical/project and submission of record & viva-voce.

(c) Course with only practical component

Assessment tool	Weightage	Remarks
Continuous Assessment (CSE):	30 %	Carrying out practical/project and submission of record
End Term Practical (ETP)	70%	Assessment components: Carrying out practical/project and submission of record & viva-voce.

(d) Course with an only Project component
 (including term paper/dissertation/project-based courses)

Assessment tool	Weightage	Remarks
End Term Practical (ETP)	100%	Assessment components: Carrying out submission of term paper/dissertation/project record & viva-voce.

The following table summarizes the evaluation components and their weightages for Online & Distance Learning (ODL) Programmes:

Category of Course	Exam Weightage		
	CSE	ESE	ETP
Courses with only theory component	30%	70%	NA
Courses with only practical component	30%	NA	70%
Courses with both theory and practical component	30%	40%	30%
Courses with only project component (including Term Paper, Dissertation and Project based courses)	NA	NA	100%

1.4 Structure for Grading of Academic Performance:

1.4.1. Letter Grades and Grade Points (GP):

Based on the performance, each student is awarded a final letter grade at the end of each semester against each Course. The letter grades and the corresponding grade points are as follows:

Letter Grade	Grade Points
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
D (Pass)	4
F (FAIL)	0
Ab (Absent)	0

The range for Grade Using Relative Grading System: Large Classes (>25 students)

For large classes (>25 students) the grading should follow a normal distribution for the award of the grade in the course. The marks obtained out of 100 would be converted into grades following the guidelines given below:

The mean (μ) and the standard deviation (σ) of marks obtained by all the students in a course shall be calculated. The grades shall be awarded to a student depending upon the marks and the ranges as per table given below:

Letter Grade	Grade Points	Lower Range -Upper Range
O (Outstanding)	10	$\geq \text{Mean} + 1.5 \sigma$
A+ (Excellent)	9	$\text{Mean} + 1.0\sigma \leq \text{to} < \text{Mean} + 1.5 \sigma$
A (Very Good)	8	$\text{Mean} + 0.5 \sigma \leq \text{to} < \text{Mean} + 1.0 \sigma$
B+ (Good)	7	$\text{Mean} \leq \text{to} < \text{Mean} + 0.5 \sigma$
B (Above Average)	6	$\text{Mean} - 0.5 \sigma \leq \text{to} < \text{Mean}$
C (Average)	5	$\text{Mean} - 1.0 \sigma \leq \text{to} < \text{Mean} - 0.5 \sigma$
D (Pass)	4	$\text{Mean} - 1.5 \sigma \leq \text{to} < \text{Mean} - 1.0 \sigma$
F (FAIL)	0	$< \text{Mean} - 1.5 \sigma$
Ab (Absent)	0	Failure due to insufficient attendance in the course / Not submitted Term work

Range for Grade Using Absolute Grading System: Small Classes (≤ 25 students)

For small classes (≤ 25 students) the grades shall be awarded on the basis of absolute marks as given in the table below:

Letter Grade	Grade Points	Normalized Mark range
O (outstanding)	10	90-100
A+ (Excellent)	9	80-89
A (Very Good)	8	70-79
B+ (Good)	7	60-69
B (Above Average)	6	50-59
C (Average)	5	40-49
D (Pass)	4	35-39
F(Fail)	0	Failure due to in sufficient marks in the course OR Failure due to non-appearance in examination (Ab-Absent)
Ab (Absent)	0	Failure due to insufficient attendance in the course/ Not submitted Term work

For **Non-credit/Audit courses** “S” (Satisfactory) or “U” (Unsatisfactory) shall be indicated instead of the letter grade, and this will not be counted for the computation of SGPA/GPA/CGPA.

- For UG/DIPLOMA Students: Students having 35% or more marks should not be awarded the failing grade “F”. For PG Students: Students having 40% or more marks should not be awarded the failing grade “F”.
However, for a student to get a grade of “D” or above in any course, he/she would have to appear in the End Examinations.
- If The student fails due to not submitting Term/Course work or due to short of attendance, an “F (Ab)” grade is awarded to the student.
- A student can be awarded the highest grade “O”, if secured 70% or more marks.
- For online/distance learning programs in any semester, a student obtaining ‘C or D’ grade in any course/s with an overall SGPA/GPA of 5.0 and above shall be declared to have earned the full credits of that semester.

1.4.2 A student is considered to have successfully completed a course and earned the credits if he/she secured a letter grade other than **F or Ab** in that course. ***A letter grade of F or Ab in any course implies a failure in that course.***

1.4.3 Computation of Semester/Year Grade Point Average (SGPA/GPA) and Cumulative Grade Point Average (CGPA)

(i) The SGPA/GPA will be calculated according to the formula

$$\text{SGPA/GPA} = \frac{\sum_1^n c_i \times (GP)_i}{\sum_1^n c_i}$$

Where C_i =credit for the i^{th} course, $(GP)_i$ is the grade point obtained for the i^{th} course, n =total number of courses and the sum is over all the courses taken in that semester/year, including those in which the student has secured F grades.

(ii) For the cumulative grade point average (CGPA) following formula is used:

$$\text{CGPA} = \frac{\sum_1^r S_i \times (SGPA)_i}{\sum_1^r S_i}$$

Where S_i =Sum of credits in i^{th} semester/year, $(SGPA)_i$ =Semester Grade Point Average earned in i^{th} semester/year and r =number of semester/year and the sum is over all the semesters under consideration.

(iii) The SGPA/GPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

An example of these calculations is given below:

I Semester					
Subject Code	Credits	Grade Awarded	Earned Credits	Grade Points	Point Earned/ Secured
(1)	(2)	(3)	(4)	(5)	(6)
01MA0101	4	C	4	5	20
01EE0101	4	D	4	4	16
01GS0101	4	A+	4	9	36
01SL0101	3	B+	3	7	21
01EE0102	4	C	4	5	20
01ME0101	1	D	1	4	4
01PE0101	3	A	3	8	24
Credits Registered in the I semester (total of column 2)				=	23
Earned Credits in the I semester (total of column 4)				=	23
Point secured in the I semester (total of column 6)				=	141
SGPA (I Semester)		=	6		
CGPA (I Semester)		=	6		

II Semester					
Subject Code	Credits	Grade Awarded	Earned Credits	Grade Points	Point Earned/ Secured
(1)	(2)	(3)	(4)	(5)	(6)
01MA0102	3	C	3	5	15
01EC0101	1	D	1	4	4
01EN0101	1	A+	1	9	9
01CI0101	3	B+	3	7	21
01ME0103	4	C	4	5	20
01CE0101	4	D	4	4	16
01CR0101	4	A	4	8	32
01MA0103	3	C	3	5	15
Credits Registered in the II semester (total of column 2)				=	23
Earned Credits in the II semester (total of column 4)				=	23
Point secured in the II semester (total of column 6)				=	132
SGPA (II Semester)		=	5.7		
CGPA (II Semester)		=	(141 + 132) / (23+23)	5.9	

1.4.4 Conversion of grades into percentages

The performance of the student is measured in terms of CGPA (on a 10 point scale) as defined above. However, on request from the Indian Industry and overseas institutes querying on percentage obtained by students, a mathematical formula for conversion of CGPAs to equivalent percentage has been adopted and same is approved by the Academic council of the University.

Formula for conversion of equivalent percentage of grades/CGPA:

$$\text{Percentage marks} = \text{CGPA} \times 10$$

1.4.5 Class/Distinction will be awarded to the students after they successfully complete the programme as per the norms stipulated in the following table:

CGPA	Class	Percentage (%)
Below 5.0	Pass Class	35-49.99 %
5.0 and above	Second Class	50-59.99%
6.0 and above	First Class	60-69.99 %
7.0 and above	First Class with Distinction	70% or above

The degree shall be conferred to students based upon CGPA (Cumulative Grade Point Average) considering all the semesters/year's performance.

2. The Process and conduct of different Evaluation components:

2.1. Continuous Assessment (CSE): The continuous assessment of ODL learners for each course is decided as per mentioned various rubrics by FC (as per 1.3).

2.2. End Semester Examinations (ESE):

Question Paper: The format of the question paper will be multiple-choice questions with duration of 2 hours. The examination will consist of 80 questions of different levels of difficulties. 50 questions of Easy level & 1 mark each, 20 questions of medium level difficulty & 1.5 mark each and 10 questions of high level with carrying 2 mark each. Examinee might ask to provide short/long descriptive answer as per the questions need/requirement.

3. Instructions for attending End Semester Examinations

a) Online Proctored Examination

Exams are strictly timed and accessible through the University Examination Application. Students must ensure a well-lit, quiet environment with stable internet connectivity and proper seating arrangements. Logging in 15 minutes before the start time of the exam is mandatory, with a limited grace period for late logins. The exam format includes multiple-choice questions with varying difficulty levels and may include descriptive answers. No retakes or re-answering of questions is allowed once time is up. The exam session can be ended by the student or automatically upon completion of the allotted time or by the proctor.

b) Secure browser/Operation System

The student must use compatible devices to appear for the examinations.

Developer mode should be disabled, and the device should not be rooted.

All necessary device permissions must be granted to the Examination Applications.

Ad blockers and popup blockers should be turned off, and the device should not be connected to other devices.

c) Use of Technology & Power Backup

A stable internet connection (at least 25 Mbps) is crucial, and sitting near the Wi-Fi router is recommended. No power-related issues should arise, and the device should preferably be fully charged.

d) Remote Proctoring:

Various activities are prohibited during exams, including device or network changes, accessing messages or calls, and using other applications. Continuous monitoring via remote proctoring captures images of the student's face at regular intervals. Any suspicious activity is recorded and may lead to immediate termination of the exam, with further actions taken as per university regulations.

4. Re-appearing the Examinations:

- 4.1 No student having passing % marks should be awarded the failing grade “F”, he/she would be required to re-appear in the Course Examination.
- 4.2 The student fails due to not submitting Term/Course work or due to short of attendance, “F (Ab)” grade is awarded to the student. Students would be required to re-appear in the Course Examination in the next term.
- 4.3 If a student opts for re-appearing in an examination of a course after securing “F” grade, The student need not to attend the regular classes for that course.
- 4.4 All applicable fees charged against examination shall apply for re-appearance courses as well.

5. Attendance:

An examinee should have an attendance of at least 75% (calculated based on his/her involvement with the resources on LMS, live classes, master classes, e-tutorials, discussion forums, etc.) to be eligible to appear for the end-semester examination.

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



Detailed Syllabi

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



SYLLABUS SEMESTER 1

COURSE TITLE	PRINCIPLES OF MANAGEMENT
COURSE CODE	04BB1101
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Explain the importance of management and describe the functions, roles, and skills of manage
- 2 Discuss the evolution of Management thought and current practices of management
- 3 Demonstrate the ability to plan, organize, direct, lead and control effectively
- 4 Assess managerial practices and choices of an organization
- 5 Comprehend the modern management techniques and its relevance in business

Pre-requisite of course: N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Introduction to Management Meaning, Nature and Characteristics of Management – Scope of Management - Functional areas - Management as a Science and an Art, Management & Administration, Levels of management & Managerial Skills, Evolution of Management Thoughts – Henry Fayol’s Principles of management, Principles of Scientific Management - Ethics in Management
2	Planning in Management Need and importance of planning - basic purpose of planning, Planning process, Types of plans, Elements of Planning - Objectives - Management by Objectives, , Decision making – Nature and importance- types of decisions – process
3	Organizing & Staffing Need for organization - purpose of organization, Steps for organizing process, fundamental principles of organization, Types of organization - Departmentalization, Committees - Centralization Vs decentralization of authority and responsibility, Staffing –, Introduction - Need for Staffing – Need, Characterises and Importance of staffing -Process of staffing, Training And development
4	Directing & Coordinating Directing – Meaning, nature and importance – Elements of Directing - , Theories of Motivation – Maslow’s, Herzberg’s & McGregor’s Leadership, Introduction - Formal and Informal Leadership – Characteristics – Styles of Leadership - Importance of Communication as a leader., Communication: Meaning, Characteristics, types and barriers in communication. Coordination – Introduction - Importance of coordination - Principles of coordination

5	Controlling & Modern Management Techniques Meaning, Characterises, Importance and steps in controlling – Pre-requisites of a strong control system, Methods of establishing control, Introduction to various latest management techniques: Business process reengineering., business outsourcing, benchmarking, kaizen, six sigma, knowledge management, just in time management, total quality management.
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Textbook :

- 1 Principles of Management, L. M. Prasad, Sultan Chand and Sons, 2015

References:

- 1 Management: Text and Cases, Management: Text and Cases, V.S.P. Rao, Excel Books India, 2, 2006
- 2 Principles of Management, Principles of Management, Koontz & O'Donnell, McGraw Hill, 4, 1968

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <http://kamarajcollege.ac.in/Department/BBA/II%20Year/001%20Core%205%20-%20Principles%20of%20Management%20-%20III%20Sem%20BBA.pdf>
- 2 <http://www.mbaexamnotes.com/principles-of-management.html>
- 3 <https://www.geektonight.com/principles-of-management-pdf/>
- 4 <https://www.cliffsnotes.com/study-guides/principles-of-management>

COURSE TITLE	MICRO ECONOMICS
COURSE CODE	04BB1102
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To make acquainted the students with the basic concept of microeconomics.
- 2 To make student understand the demand and supply analysis in business applications
- 3 To disseminate students with the production and cost structure under different stages of production.
- 4 To help students understand and apply the various decision tools to understand the market structure
- 5 To develop problem solving skills to perceive challenges and opportunities in lifelong learning.

Pre-requisite of course:N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	INTRODUCTION DEMAND- SUPPLY ANALYSIS Microeconomics: Concept, Difference with Macroeconomics; Theory of Demand: Law of demand, Determinants, Demand curve and demand schedule (Individual and Market),, Determinants, Demand curve and demand schedule (Individual and Market), Exceptions to law of demand, Expansion and contraction of demand, Elasticity of Demand: Concept, Price, Income & Cross elasticity, Determinants of elasticity; Theory of Supply: Concept, Determinants, Elasticity of supply
2	CONSUMER BEHAVIOUR Utility analysis: Meaning of Cardinal and Ordinal utility; Cardinal Utility, Total and Marginal Utility, Law of diminishing Marginal utility; Ordinal Utility: Indifference curve and its properties, Marginal rate of substitution, Budget line, Consumer's Equilibrium
3	THEORY OF PRODUCTION Production: Concept, Factors of production, Production Function- Short and Long run, , Total, Average and Marginal Product, Law of variable proportions, , Law of returns to scale; Isoquant: Properties, Isocost, Producer's Equilibrium
4	THEORY OF COST Cost: Concept, Accounting costs and economic costs, opportunity costs,, Short run and Long run cost, Cost function; Cost curves: Short run and Long run and their interrelationship,, Planning curve; Economics of scale; Revenue: Total, Average and Marginal revenue

5	MARKET Market: Concept, Characteristic of Perfect competition, Monopoly, , Monopolistic competition, Oligopoly; Other forms of market: , Discriminating monopoly, Non-price competition, Cartel, Price Leadership
Total Hours	

Textbook :

- 1 Advanced Micro Economics, , M. John Kennedy,, Himalaya Publication,, 2016
- 2 Principles of Economics , H. L. Ahuja , , S. Chand Publishing house, 2019
- 3 Principles of Economics, D. M. Mithani, Himalaya Publication, 2018
- 4 Micro Economics, Hubbard R. Glen, O'Brien Anthony Pn, Pearson Education, 2017

References:

- 1 Principles of Economics, Principles of Economics, Lipsey, R. G., & Chrystal, K. A, Oxford University Press, 1999
- 2 Microeconomics, Microeconomics, Pindyck, R. S., & Rubinfeld, D. L., Pearson Education, USA,, 2017
- 3 Managerial Economics in a Global Economy, Managerial Economics in a Global Economy, Salvatore, D., , Oxford University Press, , 2012
- 4 Managerial Economics, Managerial Economics, D N Dwivedi, , Vikas Publishing House, 1986
- 5 Principles of Microeconomics, Principles of Microeconomics, Case, K.E., Fair, R.C., &Oster, S.M., Pearson Education Inc, 2014

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 THEORY

Supplementary Resources:

- 1 <https://www.economist.com/finance-and-economics>
- 2 <http://www.rbi.org.in/>
- 3 <https://microeconomicinsights.org/>
- 4 <http://indianeconomicassociation1917.com/newsletter.php>
- 5 <http://www.bloomberg.com/>

COURSE TITLE	FUNDAMENTALS OF ACCOUNTING
COURSE CODE	04BB0103
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze business transactions and will be able to prepare the Financial Statements
- 2 Apply the process of accounting
- 3 Understand and apply preparation of final accounts
- 4 Evaluate methods of depreciation
- 5 Understand methods of valuation of inventory

Pre-requisite of course: N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Basics of Book – keeping and Accounting, Accounting Concepts and Conventions Introduction to Book Keeping and Accounting – Branches of Accounting – Systems of Accounting – Basis of Accounting – Characteristics of Accounting Information – Users of Accounting Information – Basic Accounting Terms – Classification of Accounts and its Rules – Accounting Equation, Accounting Principles: Accounting Concepts and Conventions – Fundamental Accounting Assumptions – Introduction to Ind AS – Applicability of Ind AS
2	Process of Accounting Books of Original Entry – Journalizing (including GST) – Difference between Cash Discount and Trade Discount, Ledger – Preparation, Posting and Overview of Electronic Ledgers under GST: Electronic Cash, Credit and Liability Ledger – Practical problems on Journal and Ledger, Preparation of Trial Balance – Redrafting of Trial Balance, Errors and their Rectification
3	Final Accounts Types of Expenditure and Income – Meaning of Deferred Revenue Expenditure – Classification of Assets and Liabilities under different head – Contingent Asset and Contingent Liability – Distinguish between Provisions and Reserves – Types of Reserves, Preparation of Financial Statements of sole proprietorship – Impact of GST on Financial Statements – Format of Companies Financial Statements as per Companies Act, 2013
4	Depreciation Meaning and difference between Depreciation, Depletion and Amortization – Need of Depreciation – Depreciation methods (Straight Line Method and Written Down Value Method), Method of recording Depreciation (Charging to Asset Account and Creating provision for Depreciation/ Accumulated Depreciation) – Treatment of Disposal of Fixed assets

5	Valuation of Inventory Meaning of Inventory - Inventory Record Systems: Periodic and Perpetual - Methods of Stock Valuation: FIFO, Weighted Average and LIFO
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Textbook :

- 1 Financial Accounting , P.C.Tulsian , Pearson Education India , 2015
- 2 Financial Accounting for Management, Dr. S. N. Maheshwari , Vikas Publishing House, 2018
- 3 Financial Accounting , Ambrish Gupta , Tata McGraw, Hill Publishing Co. Ltd. New Delhi, 0

References:

- 1 Financial Accounting., Financial Accounting., Jain, S.P. and K.L. Narang., Kalyani Publishers, 2017
- 2 Introduction to Financial Accounting, Introduction to Financial Accounting, Charles T. Horngren and Donna Philbrick, Pearson, 2022
- 3 Financial Accounting , Financial Accounting , Deepak Sehgal , Vikas Publishing H House, 2014

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.icai.org/post/intermediate-course>
- 2 mca.gov.in

COURSE TITLE	MATHEMATICS FOR BUSINESS
COURSE CODE	04BB0106
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Calculate simple and compound interest on investments
- 2 Understand repayments of loan using EMIs
- 3 Understand the concept of Determinant and solve problem using determinant
- 4 Structure and solve problems using matrices
- 5 Understand and establish relationship between variables using functions to determine equilibrium
- 6 Determine minimum and maximum (optimum) value of cost and profit

Pre-requisite of course: N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	MATHEMATICS OF FINANCE Introduction, Simple Interest and Compound Interest – Concept and problem solution, Future Value (FV) - Annuity: Amount of ordinary annuity, Amount of annuity due, Present Value (PV) - ordinary annuity and annuity due, Loan Amortization and Equated Monthly Installments (EMIs) - Reducing balance and flat rate of interest Use of MS Excel
2	FUNCTIONS Introduction, Constants, Variables, Types of functions – Linear function and Polynomial functions, Functions in Business: Cost function, Revenue function and Profit function, construction of cost functions, Profit function and Break-Even Point (BEP)
3	DIFFERENTIATION AND APPLICATIONS OF DERIVATIVE Limit of a function, important results, differentiation of algebraic functions – formulae (no derivation), Derivative of function of one variable, derivative of sum, difference, product and quotient of two functions (no derivation), chain rule, Differentiation of implicit function, price elasticity of demand, Second order derivative, Application of derivatives – Marginal cost, Marginal revenue, Marginal Profit, Maxima and Minima
4	DETERMINANTS Determinant of second order and of third order, Minor of an element Expansion of determinant, Properties of determinant, Use of determinants in solving simultaneous linear equations – Cramer’s Rule for two and three linear equations Use of MS Excel to calculate determinant
5	MATRICES AND APPLICATIONS Introduction, Definition, Types of matrices, Algebra of matrices (Addition and Subtraction), Additive Inverse of a matrix, Structure problems in matrix form,

Multiplication of matrices (Max 3X3), Minor, cofactor, adjoint and Inverse of Matrix, Solution of system of linear equations using inverse of coefficient matrix (Max 3)
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Textbook :

- 1 Business Mathematics, D C Sancheti and V K Kapoor, Sultan Chand and Sons, 2014

References:

- 1 2. Business Mathematics , 2. Business Mathematics , Zamarudeen and Qazi, Vikas Publishing, 2009

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

COURSE TITLE	ENVIRONMENTAL SCIENCE
COURSE CODE	04BB0109
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Create the awareness about environmental problems among learners.
- 2 Impart basic knowledge about the environment and its allied problems.
- 3 Develop an attitude of concern for the environment.
- 4 Motivate learner to participate in environment protection and environment improvement.
- 5 Acquire skills to help the concerned individuals in identifying and solving environmental problems
- 6 Strive to attain harmony with Nature

Pre-requisite of course: N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	22	30	70	NA

Contents : Unit	Topics
1	Introduction and Ecology and Population and Environment Introduction to Environment, Ecology, Ecosystem, Population and environment, , Factors Affecting Human Settlement, Define Over Population & Explain the Cause,, Effect on Environment & Control of it, Methods of Population forecasting, Governmental bodies for Environmental protection
2	Environmental Resources Forest resources, Energy resources, Land Resources, Water Resources, Environmental Pollution,, Water pollution, Air Pollution, Noise pollution, Environmental sinks, Solid Waste, Hazardous waste, E-waste, Bio medical waste, Introduction to Green chemistry
3	Global Environmental Issues Greenhouse effect, Global warming, Ozone layer depletion, Climate change, Acid Rain, Global Efforts to control Environmental issue, Green Building

Textbook :

- 1 Marine Pollution, Clark R.S, Clanderson Press Oxford , 1997

References:

- 1 Environmental Science, Environmental Science, Y.K. Sing, New Age International Pvt, Publishers, Bangalore, 2006
- 2 Environmental Biology, Environmental Biology, Agarwal, K.C, Nidi Publ. Ltd. Bikaner, 2001
- 3 The Biodiversity of India, The Biodiversity of India, Bharucha Erach, Mapin Publishing Pvt. Ltd., Ahmedabad:380 013, India, , 2002

- 4 Hazardous Waste Incineration, Hazardous Waste Incineration, Brunner R.C, McGraw Hill Inc, 1989

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	20.00	30.00	15.00	10.00	5.00

Instructional Method:

- 1 Theory

COURSE TITLE	COMMUNICATIVE ENGLISH
COURSE CODE	04BB0110
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Communicate with the peers and colleagues in English Language.
- 2 Learn basics structure of spoken and written English language.
- 3 Expand their vocabulary in English.
- 4 Learn the basics of grammar in English through text.
- 5 Learn LSRW skills through text. Audio-visual aids.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	22	30	70	NA

Contents : Unit	Topics
1	Basics of Grammar: Kinds of Sentences: (As per the nature of sentences), Kind of Sentences: (As per the nature of sentences), Transformation of Sentences (Affirmative/Negative/Interrogative/Interrogative- Negative) (Simple, Compound and Complex and Complex – Compound), Primary Auxiliaries; Present/Past/Future (with Expression of Future) Tense, Modal Auxiliaries, Subject Verb Agreement
2	LSRW Skills: Writing Skills:, Paragraph Writing, Leave Application, Speaking Skills:, Introducing your self, Body language, Conversation at different places, Foreign words
3	Learning Language through Literature: Prose:, A Letter to a Son’s Teacher: Abraham Lincoln, The Bet: Anton Chekhov, Poems:, The Road Not Taken: Robert Frost, Because I Could Not Stop Death: Emily Dickenson, The Gift of India: Sarojini Naidu

Textbook :

- 1 English Conversation Practice., Taylor, Grant., English Conversation Practice. McGraw Hill Publication., 2001

References:

- 1 Essential English Grammar., Essential English Grammar., Murphy, Raymond., Cambridge University Press. (CUP), 2024
- 2 English Vocabulary in Use., English Vocabulary in Use., Cambridge University Press. India, Cambridge University Press. India, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
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Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	

Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, etc.
- 2 The internal evaluation will be done on the basis of continuous evaluation of students in the class-room in the form of attendance, assignments, verbal interactions etc.
- 3 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



SYLLABUS SEMESTER 2

COURSE TITLE	BUSINESS ENVIRONMENT
COURSE CODE	04BB0205
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the meaning and relationship of environment and business
- 2 Know the characteristics of modern business
- 3 Explain the competitive structure of an industry
- 4 To scan various social, political, legal, economic and other factors that influence business in India.
- 5 To foresee the impact of socio-economic changes at the national and international level on its stability.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	INTRODUCTION TO BUSINESS ENVIRONMENT Introduction to Business environment - salient features – importance - internal & external environment, Macro & Micro Factors(SWOT Analysis- Firm Specific) environment scanning: features - process & techniques -Social and Cultural Factors, Business Environment with reference to global integration, ecological environment protection Act
2	ECONOMIC ENVIRONMENT & POLITICAL ENVIRONMENT Political structure: Legislature institutions – executive institutions – judiciary institutions - Economic systems: capitalism, socialism; mixed economy, mixed economy of India, LPG - Liberalization, Privatization & Globalization and its impacts –Highlights of New industrial policy & its implication in India –Fundamentals of fiscal policy
3	TECHNOLOGICAL & LEGAL FRAMEWORK Impact of Technology on Business –Overview of Technological Policies- ISO standards- Bureau Of Indian Standards–Important features of Intellectual property rights – Trademarks, The Competition Act 2002: Basics of Foreign Exchange Management Act 1999 (FEMA): Features – objectives - application of the Act - FEMA Vs FERA
4	SOCIAL ENVIRONMENT Business and Society, Changing Concepts and objectives of Business, Interdependence of business and society, technological development and social change, Consumers’ rights & consumerism, Consumer protection Act; corporate governance
5	INTERNATIONAL BUSINESS ENVIRONMENT Importance of International Business, Types of International Business, Protectionism, EXIM policy, EPZs, EOUs, SEZ, WTO, regional blocks

Textbook :

- 1 Environment Business For, Francis Cherunilam, Himalaya Publishing House, 2011

References:

- 1 Economic Environment of Business, Economic Environment of Business, Mishra, S.K. and Puri V.K, Himalaya Publishing House, 2011
- 2 Business Environment-Text and Cases , Business Environment-Text and Cases , Paul Justin, TATA McGraw Hill Publishing, 2010
- 3 Business Environment, Business Environment, Vivek Mittall, Excel Books, 2010
- 4 Business Environment, Business Environment, Raj Agarwal, Excel Books, 2002
- 5 Business Environment, Text & Cases, Business Environment, Text & Cases, Francis Cherunilam, Himalaya Publishing House, 2016
- 6 Essentials of Business Environment, Essentials of Business Environment, Aswathappa K, Himalaya Publishing House, 2016
- 7 The International Business Environment, The International Business Environment, Morrison J, Palgrave, 2006
- 8 An Introduction to Positive Economics, An Introduction to Positive Economics, Richard G. Lipsey, ELBS, Oxford, 1989

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.inderscience.com/jhome.php?jcode=ijbe>
- 2 https://www.researchgate.net/publication/331076052_The_PESTEL_Environment_and_Its_Impact_on_the_Value
- 3 <https://www.iioa.org/conferences/15th/pdf/dasguptachakraborty.pdf>
- 4 <https://bizfluent.com/info-7950023-impact-technology-business-environment.html>
- 5 <https://smallbusiness.chron.com/impact-technological-change-business-activity-2191.html>
- 6 <https://bizfluent.com/info-7950023-impact-technology-business-environment.html>

COURSE TITLE	ORGANIZATIONAL BEHAVIOR
COURSE CODE	04BB0202
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze individual and group behavior and understand the implications of organizational behaviour on the process of management.
- 2 Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
- 3 Understand individual differences and utilize them effectively in making groups to achieve organizational objectives.
- 4 Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations
- 5 Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR Introduction to OB- Meaning, Definition, Scope, Contributing disciplines, Determinants of OB, Evolution of OB, challenges and Opportunities for Organization Behavior
2	UNDERSTANDING INDIVIDUAL BEHAVIOR Understanding Personality; Meaning, Types, Determinants, Personality Attribute influences Organizational behavior Perception: Meaning, factors, link between perception and Individual decision making, Attitude: Meaning, components, Types of attitude, Formation of attitude, Attitude, and workforce diversity. Values: Meaning, Types and Importance of values
3	INDIVIDUAL MOTIVATION AND GROUP BEHAVIORS Motivation: Meaning, Types and Theories- Hierarchy of Needs Theory, Theory X and Theory Y, Two-Factor Theory, carrot, and stick Approach to Motivation, Learning: Meaning and Various Approaches of Learning Group; Meaning, classification of Group, stages of Group formation. Understanding teams; Meaning, Difference Between Group and Team, Types of Team
4	LEADERSHIP AND ORGANIZATION STRUCTURE Leadership: Meaning of leadership, leadership styles, traits, Theories; Trait Theory Organization Structure: Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization Organizational Designs: Simple Structure, Bureaucracy, Matrix Structure, Virtual Organization, Boundaryless Organization

5

ORGANIZATION CULTURE AND CONFLICT MANAGEMENT

Organization Culture –Meaning, Definition, Features, Importance of Culture. Conflict Management: Meaning – types of conflict –factors affecting conflict in organization

Textbook :

- 1 Organizational Behaviour, Robbins, Prentice Hall, 2016
- 2 Organizational Behaviour, K. Aswathappa, HPH, 2017
- 3 Organizational Behavior, P.G. Aquinas, Excel Books, 2007

References:

- 1 Organizational Behaviour, Organizational Behaviour, John W. Newstrom & Kieth Davis, McGraw Hill, 2001
- 2 Organizational Behaviour, Organizational Behaviour, Fred Luthans, McGraw Hill, 2011

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	

Instructional Method:

- 1 Theory

COURSE TITLE	STATISTICS FOR BUSINESS
COURSE CODE	04BB1203
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Acquire a fair degree of proficiency in comprehending statistical data, processing and analyzing it.
- 2 Apply various measures of central tendency and measures of dispersion in data analysis.
- 3 Analyze the relationship between two variables using concepts of correlation and regression and its use in prediction.
- 4 Analyze the patterns revealed by the time series data and use it to make predictions for the future.
- 5 Analyze and apply the concept of probability and distributions in managerial decision making.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Introduction to Statistics: Definition of Statistics, Importance and scope of statistics, Limitations of Statistics,, Classification of Data, Sources of Data,, Data measurement level, Tabulation of Data , Graphical Presentation of Data , Types of Diagrams: One Dimensional, Concept of Exploratory Data Analysis, , Use of MS-Excel to create Frequency Distribution and Graphs
2	Measures of Central Tendency and Dispersion Measures of Central Tendency: Introduction, , Types of Average: Arithmetic & Positional Averages Mathematical Averages , Geometric Mean , Harmonic Mean Relationship Among AM,GM & HM, , Partition Values: Quartiles, Deciles, Percentiles, Mode, Relationship Between Mean , Median and Mode, Comparison between Measures of Central Tendency, Measures of Dispersion: Absolute measures and relative measures,, Range; Quartile deviation; Inter Quartile Range; Standard Deviation; Variance & Coefficient of Variation; Concept of Skewness & Kurtosis, , Use of MS Excel Statistical function to find descriptive measures
3	Correlation and Regression Correlation: Introduction, , Significance of Measuring Correlation, Correlation and Causation, Types of Correlation,, Methods of Correlation Analysis: Scatter Diagram, Karl Pearson Product Moment Method, Spearman Rank Correlation, Properties of Correlation Coefficient., Regression: Introduction,, Meaning, Types of variable, Two lines of regression, regression coefficients, Properties of Regression Coefficients residual value, standard error. , Use of MS Excel Statistical Function to compute correlation and regression

4	<p>Trend Analysis in Time Series Introduction, Components of Time Series, Time Series Decomposition Models: Additive and Multiplicative Models; Methods of Time Series Analysis, Simple Moving Average: 3 yearly, 4 yearly and 5 yearly, , Methods of Time Fitting of Linear Trend Line, Second-degree Parabola by Using Principles of Least Squares</p>
5	<p>Probability: Introduction to Permutation and Combination,, Counting Rules , Concepts of Probability, , Definition of Probability, Rules of Probability(Addition, Multiplication and Condition Probability),, Practical Application</p>

Textbook :

- 1 Business Statistics, J.K.Sharma, Vikas Publishing House Pvt. Ltd, 2020
- 2 Business Statistics, Naval Bajpai, Pearson India Education Services Pvt Ltd, 2020

References:

- 1 Statistics: Theory, Methods & Application, Statistics: Theory, Methods & Application, Sancheti D.C. and Kapoor V.K., Sultan Chand & Sons, 2014
- 2 Fundamentals of Statistics, Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing HouseHimalaya Publishing House, 2015
- 3 Business Statistics, Business Statistics, Beri G. C, TMH, 2009

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	20.00	30.00	20.00	10.00	0.00

Instructional Method:

- 1 theory
- 2 Practical

COURSE TITLE	MACROECONOMICS
COURSE CODE	04BB0201
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To explain the concept of macroeconomics and apply the circular flow of income and expenditure.
- 2 To identify with the basics of national income accounting
- 3 To analyze the income determination through classical and Keynesian economics
- 4 To comprehend why household, business, government and global behavior determine the aggregate demand for goods and services.
- 5 Learn the important concepts in money, banking and exchange and their significance in day-to-day life.
- 6 To relate open economic interpretation to understand the operation of an economy

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Introduction to Macroeconomics & National Income Nature and Scope of Macroeconomics, Circular Flow of Income and National Income Accounting, Concepts of GDP and NDP- Sectoral Composition of National Income – GDP measured at Factor Price and Constant Prices, Concept of GNP and NNP, Factor Cost and National Income-Per Capita income, Disposable Income and Personal Disposable Income- Measurement of National Income – Difficulties in measuring National Income
2	Keynesian Economic Theory Say's Law of Market and its criticism by Keynes. Simple Keynes Model of Income Determination. Concepts of Consumption Function, Saving Function and Investment Function, Average Propensity to consume, Marginal Propensity to Consume, Investment Multiplier–Marginal Efficiency of Capital and factors affecting MEC
3	Money Supply and Central Bank Meaning and Evolution of Money- Definition of Money- Functions of Money – Demand for Money – Quantity Theory of Money, Fisher's Equation of Exchange- Cambridge Theory. Supply of Money – Determinants of Money Supply- Components of Money Supply- RBI's Approach-M1, M2, M3, M4
4	Business Cycle & Inflation Concepts of Business cycle – Four phases of Business Cycle – Interest rate –Loanable fund Theory and Liquidity preference theory- Motives for liquidity preference,

	Transaction Motive, Precaution Motive, Speculative Motive. Factors affecting interest Rate, Inflation-Meaning, Types, Causes, Effects-Inflation and Investment
5	Open Economy Macroeconomics Balance of Payments –Meaning and assessment, Balance of payment and disequilibrium causes and remedies, Introduction to Foreign Exchange Rates-Fixed V/s Flexible foreign exchange rates. Exchange rate determination

Textbook :

- 1 Macro Economics, H.L.Ahuja, S Chand Publishing, 2019

References:

- 1 Macroeconomics, Macroeconomics, Dornbusch, Fisher, Startz (2005), Tata Mcgraw Hill; Publishing Company Ltd New Delhi, 2005
- 2 Macroeconomics Theory and policy, Macroeconomics Theory and policy, D. N. Dwivedi, Tata Mcgraw Hill, 2018
- 3 Principles of Economics, Principles of Economics, R.G. Lipsey and K.A. Chrystal, Oxford University Press, 1999
- 4 Macro-Economic Theory, Macro-Economic Theory, Ackley, G., Macmillan, New York, 2016
- 5 Macroeconomic Analysis, Macroeconomic Analysis, Shapiro, E, Galgotia Publication, New Delhi, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	00.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://byjus.com/commerce/national-income-accounting>
- 2 <http://ppup.ac.in/download/econtent/pdf/keynesiantheoryofincomedetermination-140303110359-phpapp02.pdf>
- 3 https://www.richmondfed.org/~media/richmondfedorg/publications/research/economic_review/1974/pdf/er60030
- 4 <https://www.imf.org/external/pubs/ft/fandd/basics/30-inflation.htm#:~:text=Inflation%20is%20typically%20a%20broad,as%20a%20haircut%2C%20for%20example.>
- 5 <https://economictimes.indiatimes.com/definition/macroeconomics>
- 6 2) https://www.uh.edu/~bsorensen/Macro_Lecture_Notes.pdf
- 7 3) <https://www.worldbank.org/en/topic/macroeconomics>

COURSE TITLE	BUSINESS COMMUNICATION
COURSE CODE	04BB0209
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Communicate with the peers and colleagues in English Language.
- 2 Learn basics structure of spoken and written English language.
- 3 Expand their vocabulary in English.
- 4 Learn the basics of grammar in English through text.
- 5 Learn LSRW skills through text. Audio-visual aids.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	22	30	70	NA

Contents: Unit	Topics
1	Basic Language Skills: Articles, Subject-Verb Agreement, Uses of Adjectives
2	Theories of Communication: Importance of Communication,, Communication Process, Types of Communication,, Types of Networks in Communication, Channel,, Feedback, Barriers to Effective Communication,, Ways to overcome the barriers to communication.
3	Business Writing: Business Letters: Enquiry, Quotation, Order, Complaint, Sales Letter, Credit Letters etc., Business Reports: Types of Reports, Layout and Structure of Report, Writing Effective Reports, Proposal Writing: Types, Functions, Layout How to write Minutes of Meeting , The Importance of Business English Listening
4	Speaking Skills: Making Effective Presentations,, Delivery of Presentation, Strategies, Public Speaking, Debate,, Elocution, Group Discussion

Textbook:

- 1 English Conversation Practice, Taylor, Grant, McGraw Hall Publication., 2001

References:

- 1 Essential English Grammar., Essential English Grammar., Murphy, Raymond, Cambridge University Press., 2024
- 2 English Vocabulary in Use., English Vocabulary in Use., Michael McCarthy and Felicity O'Dell, Cambridge University Press. India, 2024

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, etc.
- 2 The internal evaluation will be done on the basis of continuous evaluation of students in the class-room in the form of attendance, assignments, verbal interactions etc.
- 3 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.

COURSE TITLE	INDIAN BUSINESS HISTORY
COURSE CODE	04BB0208
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the historical context and significance of businesses in India.
- 2 Analyze the ancient Indian business practices.
- 3 Understand the nature of business practices in medieval India.
- 4 Examine the impact of foreign invasion on Indian businesses.
- 5 Evaluate the role of entrepreneurs and business communities in India.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	22	30	70	NA

Contents : Unit	Topics
1	Introduction to Indian Business History Historical foundations of Indian business,, Key concepts,, and theories in business history, Ancient Indian Trade and Commerce, Indus Valley Civilization and trade networks,, Trade routes and connections with the Roman Empire., Guilds,, markets,, and economic organization
2	Medieval India and the Arrival of Europeans Indian Ocean trade and the Arab connection,, Impact of European trading companies,, Emergence of regional business centers, Colonial Rule and Indian Business, East India Company and the establishment of British rule,, Impact of colonial policies on Indian businesses
3	Business Communities and Entrepreneurship Marwadis,, Parsis,, and other prominent business communities,, Contribution of Indian entrepreneurs

Textbook :

- 1 The Oxford India anthology of business history, Kudaisya, M., Oxford University Press,, Kudaisya, M., Oxford University Press,, 2011
- 2 A business history of India: Enterprise and the emergence of capitalism from 1700, Roy, T, Cambridge University Press, 2018, Roy, T., Cambridge University Press,, 2018

References:

- 1 The economic history of India 1857-1947,, The economic history of India 1857-1947,, Roy, T, Oxford;,, Roy, T, Oxford;,, 2011
- 2 The economy of modern India, 1860-1970, The economy of modern India, 1860-1970, Tomlinson, B. R., Cambridge University Press,, 1996

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

1 THEORY

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



SYLLABUS SEMESTER 3

COURSE TITLE	MARKETING MANAGEMENT
COURSE CODE	04BB0301
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Comprehend Fundamental Marketing Concepts and marketing environment
- 2 Apprehend the concepts of Basic 4Ps of Marketing.
- 3 Understand and apply the concepts of Segmenting and Targeting Customers.
- 4 Comprehend various channels of distribution and various means of promotion
- 5 Understand and apply concept of product development and pricing strategies
- 6 Comprehend Fundamental Marketing Concepts and marketing environment

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	INTRODUCTION TO MARKETING MANAGEMENT Introduction to marketing management – Why Marketing management ?, Definition, Scope, Core Marketing concepts, Understanding – Needs, Wants and Demand, Customer Value & Satisfaction, Functions of marketing, Eras in marketing, Marketing environment, Marketing mix, Role of marketing manager
2	CONSUMER BEHAVIOUR & SEGMENTATION Understanding Consumer behaviour, Factors affecting Consumer Buying Decisions, Consumer Buying Process, difference between Consumer buying and Industrial buying, Introduction to Segmenting, Concept, Importance and Bases of segmentation, Targeting & Positioning, Product differentiation
3	PRODUCT & PRICE Understanding Product and its importance, Product Levels, Product mix, Branding, Product Life Cycle & Strategies at various levels, New Product Development, Overview of Packaging, Introduction to Service marketing, SERVQUAL, Introduction to Pricing, Factors affecting Pricing, Strategies for Pricing
4	DISTRIBUTION Introduction to Distribution, Meaning and Importance, Channels of Distribution, Channel members, Wholesaling and Retailing, Introduction to Logistics
5	PROMOTION Introduction to Promotion – Types, Scope, Tools, Advertising – Roles, 5MS, Personal selling, Public relations, Direct Marketing, sales promotion – concept and characteristics, Brief introduction to Latest trends in marketing (Online Marketing - Green marketing and Rural Marketing)

Textbook :

- 1 A Framework for Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Education. , 2016

References:

- 1 Marketing Management: A South Asian Perspective, Marketing Management: A South Asian Perspective, Philip Kotler; Kevin Lane Keller; Abraham Koshy; MithileshwarJha, Pearson Education, 2013
- 2 Marketing Management, Marketing Management, Tapan Panda, Excel Books , 2010
- 3 Marketing Management, Marketing Management, Rajan Saxena , TMGH, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.managementstudyguide.com/marketing-management>
- 2 <https://www.coursera.org/articles/4-ps-of-marketing>
- 3 <https://sendpulse.com/support/glossary/promotion-mix>
- 4 <https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/>

COURSE TITLE	FINANCIAL MANAGEMENT
COURSE CODE	04BB0305
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand how to maximize shareholders value by applying various financial decision.
- 2 Compute cost of capital, capital budgeting, dividend decision and working capital.
- 3 Learn various sources of finance.
- 4 Understand capital structure theories and its importance.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Financial management Meaning, Nature and Scope, Functions and objectives. Wealth Vs. Profit Maximization, Role of Finance Manager in 21st Century, Time Value of Money: Concept, covering Compounding, Discounting and annuity (Numerical).
2	Financing Decision Sources of Financing – Equity, preferred and debt capital., Cost of Capital: Cost of equity, preferred and debt capital, weighted average cost of Capital (WACC), Capital Structure – determinants, theories – NI, NOI & MM Hypothesis, Leverage – Operating, financial & combined
3	Capital budgeting Nature of investment decisions, different source of investment, investment appraisal methods – Non discounting cash flow methods (Payback period, ARR) and discounting cash flow methods (NPV, IRR & PI).
4	Dividend decisions Types, dividend distribution practices, Walter's, Gordon's & MM dividend models, principles of dividend policy, Dividend payment practices in corporate India.
5	Working capital Meaning, significance and classification, Financing & sources of working capital, estimation of working capital requirement, operating cycle period. Basic concepts of cash, receivables, & inventory management, New dimensions in management of working capital in modern era

Textbook :

- 1 Financial Management, Prasanna Chandra, McGraw-Hill, 2019

References:

- 1 Financial Management, Financial Management, I.M. Pandey, Vikas Publication, 2019
- 2 Financial Management, Financial Management, M.Y. Khan and P.K. Jain, McGraw-Hill, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.managementstudyguide.com/financial-management.htm>
- 2 <https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml>

COURSE TITLE	INDIAN FINANCIAL SYSTEM
COURSE CODE	04BB0308
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To understand the fundamentals of Indian financial system.
- 2 To examine impact factors of Money Market and Capital Market and financial instruments.
- 3 To appreciate the Need and Working of Financial Intermediaries.
- 4 To recognize the importance and various functions of Market Regulation
- 5 To Analyze and choose the financial service as per requirements

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to Indian Financial System Structure of Financial System, Instruments of Financial System, organised and unorganised Financial System, Components: Financial Assets, Financial Intermediaries, Financial Markets (money and capital markets in India) Relevance of various interest/return rates, Regulatory framework
2	Role of Financial Institutions in Indian Financial System Financial Institutions and its meaning, Functions and Role of Financial Institutions; Money market institutions: Meaning, Role of the Central Bank(RBI) in money markets, Commercial banks: Meaning and Functions; Indigenous Financial Agencies: Bankers, Money lenders, Discount houses, Accepting houses (only meaning and features), Capital Market institutions: (Meaning and functions) Merchant Banks, Investment Companies, Development banks, Mutual Funds; Special Financial Institutions: Factors for their growth (need), Objectives and functions of: (1) IDBI (2) IFCI (3) SFCs (4) ICICI (5) EXIM Bank of India; Non-Banking Finance Companies: Meaning, Role, Types of NBFC services; Functions SEBI
3	Financial Instruments Financial Instruments Meaning, importance and classification of Financial instruments; Short-term, Medium-term and Long Term Instruments, Primary and Secondary Securities; Innovative Instruments
4	Functions of Financial Markets in India Financial Market in India: Capital Market, Money Market: meaning, function, types
5	Meaning and Importance of Financial services in India Meaning, importance and types of Financial Services; 1.Factoring: Meaning, Types, costs and benefits of factoring, 2. Leasing: Meaning, Definition, advantages to lessor and lessee, types of leases (operating, finance, leveraged, sales and lease-back, leveraged and cross-border.), 3. Underwriting: Meaning and benefits, 4. Credit Rating Agencies: Meaning and role of such agencies. A brief idea about: CRISIL, CARE ICRA. 5. Others: A brief idea about: NSDL, STCI

Textbook :

- 1 Indian Financial System , Khan M. Y, Tata McGraw Hill, 2014
- 2 The Indian financial system and Development, Vasant Desai , Himalaya Publishing House, 2017
- 3 Indian Financial System , Pathak B. V. , Pearson , 2014

References:

- 1 Financial Institutions and Markets: Structure, Growth & Innovations, Financial Institutions and Markets: Structure, Growth & Innovations, Bhole L. M. & Mahakud J, Tata-McGraw Hill, 2012
- 2 Financial Markets and Institutions, Financial Markets and Institutions, Khan M. Y, Tata McGraw Hill, 2010
- 3 Financial Services,, Financial Services,, Khan M. Y, Tata McGraw Hill, 2011
- 4 Financial Management Principles and Practice, Financial Management Principles and Practice, C.Sudarsana Reddy, Himalaya Publishing House, 2010

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

COURSE TITLE	RESEARCH METHODOLOGY
COURSE CODE	04BB1304
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the basics of research, types of research, research process and its ethical dimensions.
- 2 Design the basic framework of research process, research designs, its techniques as well as sampling methods.
- 3 Integrate and Apply knowledge on measurement & scaling techniques associated with framing of questionnaire.
- 4 Formulate different hypothesis and practice its testing methods in business decision making process.
- 5 Appraise various sources of information for literature review and writing reports.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to Business Research Business Research Methods : Introduction, Basic Research, Applied Research, Scope of Business Research , Managerial value of Business Research, Business Research in a Global context , Ethics and Business Research, Business Research Process Design, Formal Research Proposal and Introducing the Dimensions to the Problem, Identifying and Defining the Key Research Variables, Exploratory Research(Projective Techniques), Descriptive Research (Cross Sectional & Longitudinal Studies) , Causal Research
2	Research Process Introduction to Qualitative and Quantitative Research, Sampling Design – Census and Sample survey, Characteristics of good sample design, Sampling Methods – Random sampling (Simple Random Sampling, Stratified Random Sampling, Systematic Sampling , Cluster Sampling)and non-random Sampling(Convenience, Judgmental, Quota Sampling, Snowball), Sampling and non-sampling Errors
3	Data Collection, Measurement and Scaling Data collection methods – Primary and Secondary Data , Measurement in Research, Measurement Scale, Meaning of Scaling, Scaling Techniques and their construction , Questionnaire Design
4	Testing of Hypothesis Formulation and statement of hypothesis, confidence interval, Type-I error, Type-II error, one-tailed & two tailed tests, Testing of hypothesis(z-test & t-test for single population) Chi-square test for independence of attributes

5	Preparing Reports Technical and Academic Report Writing, Significance of Report writing, Layout of Research Report, Precaution for writing Research Report and Conclusion
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Textbook :

- 1 Business Research Methods , Naval Bajpai, Pearson, 2017
- 2 Research Methodology: Methods And Techniques, C.R.Kothari And Gaurav Garg, New Age International, 2014

References:

- 1 Research Methodology, Concepts And Cases, Research Methodology, Concepts And Cases, Deepak Chawla & Neena Sodhi, Vikas Publication, 2016
- 2 Business Research Methods, Business Research Methods, Cooper And Schindler, Mcgraw-Hill Publication, 2014
- 3 Research Methodology, Research Methodology, D.K. Bhattacharya , Excel Books, 2006
- 4 Business Research Methodology, Business Research Methodology, J K Sachdeva, HPH , 2011
- 5 Research Methods For Business – A Skill Building Approach, Research Methods For Business – A Skill Building Approach, Uma Sekaran & Roger Bougie, Wiley, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj5NOn2vyBAxW9cvUHHUkxCeMQFnoECDEQAQ&url=https%3A%2F%2Fwww.khanacademy.org%2Fmath%2Fstatistics-probability%2Fsampling-distributions-library&usg=AOvVaw1yYMWzjLAIPZrxR_Kw2SEw&opi=89978449
- 2 <https://www.qualtrics.com/au/experience-management/research/determine-sample-size/>
- 3 <https://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table/>

COURSE TITLE	COST ACCOUNTING
COURSE CODE	04BB0309
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand fundamentals of cost accounting
- 2 Analyse the cost concepts associated with material and labour
- 3 Evaluate and apply overheads apportionment and distribution
- 4 Learn to apply job and process costing methods
- 5 Understand operating costing and its application

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Fundamentals of Cost accounting Objectives and functions of cost accounting, Meaning of Cost, Methods of costing, Techniques of costing, Cost ascertainment and cost estimation, Classifications of cost, Special costs for management decision making, Elements of cost, Steps of installation of a costing system, Advantages of cost accounting, Limitations or objections against cost accounting, Essentials of a good cost accounting system
2	Direct Expense Material Cost: Material Control, Techniques of inventory control; ABC, Stock Levels and Economic order Quantity. Proper storage of Materials, Labour Cost: Meaning, Labour Remuneration: Methods of Remuneration: Time rate system, Piece rate system, Incentive plans, Group bonus plans
3	Overheads Meaning of overhead cost, Classification of overhead cost, Segregation of semi-variable cost, overheads distribution, Allocation and apportionment of overheads (primary distribution), Re-apportionment of service department cost (secondary distribution), Unit Costing: output costing, Costing procedure, Treatment of Stocks, Items Excluded from Cost, Treatment of Scrap
4	Methods of costing Job and Batch Costing: Job Costing Procedure, Batch costing, Economic Batch Quantity, Process Costing: Introduction, Essential Characteristics of Process Costing, Process Costing and Job Costing— A Comparison, Costing Procedure, Normal Loss and abnormal loss, Normal Gain and abnormal Gain
5	Methods of Costing - II Operating Costing: Operating costing, Cost unit, Transport costing, Transport costing procedure, Boiler house and power house costing, Canteen costing

Textbook :

- 1 A Textbook on Cost and Management, M. N. Arora , Vikas Publication, 2021
- 2 Cost and Management Accounting, Paresh Shah , Oxford Publication, 2015

References:

- 1 Cost and Management Accounting, Cost and Management Accounting, Ravi M kishore , Taxmann, 2020
- 2 Cost Accounting , Cost Accounting , V Rajshekharn&Lalitha, Pearson, 2011
- 3 Cost Accounting, Cost Accounting, CharlesT, Horngren, S M, Pearson , 2005
- 4 Cost Accounting , Cost Accounting , P C Tulsian , S Chand , 2016
- 5 Management Accounting , Management Accounting , Khan and Jain, TMH, 2021

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 www.icmai.in
- 2 www.icai.org/post/intermediate-course
- 3 www.icsi.org

COURSE TITLE	FUNDAMENTALS OF DIGITAL MARKETING
COURSE CODE	04BB1307
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the Digital Marketing Environment for business
- 2 Understand Various Digital Marketing Platforms and its applications
- 3 Compare and Analyze various tools of Digital Marketing
- 4 Comprehend the idea SEO & Digital Display Ads
- 5 Evaluate Web-Analytics reports and Developing Appropriate Strategies

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to Digital Marketing Evolution of Digital Marketing - Role of Internet in Modern Day Business – Understanding the new marketing environment - Traditional V/s Digital Marketing, POEM Framework – Defining Visibility, Engagement, Traffic, Leads, Conversion; Role of Websites for Business - Digital Marketing Plan
2	Digital Marketing Platform Introduction to platforms for digital advertising - Websites – Blogs – Social Media Platforms – Mobile Apps – Audio Based Platforms – Video Based Platforms
3	Digital Marketing Tools Display Marketing - Types of Display Ads – Ad Buying – Ad Evaluation (CPC, CPM, CTR) – Programmable DM, Search Engine Advertising - Types of Search Ads – Payment Mechanism – Ad Ranks – Creating Ad Campaigns
4	SEO & SEM Introduction to SEO – How it Works - On Page & Off Page optimization – Keywords – Page Naming – Robots.txt - Crawlers – Backlinks - Page Rank – RSS Feeds – Alexa Integration, Introduction to SEM – PPC – CPA – Platforms for Paid Search; Generating SEO Reports
5	Analytics Web Analytics Options – Google Analytics - Mechanism of GA – Cookie Tracking – Understanding Bounce Rate & Exit Rates – Monitoring Traffic Sources and Behaviors

Textbook :

- 1 Digital Marketing, Seema Gupta , TMH , 2020
- 2 Fundamentals of Digital Marketing, Punit Bhatia , Pearson , 2019
- 3 Digital Marketing - Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, Wiley , 2020

References:

- 1 Digital Marketing for Dummies, Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley , 2020
- 2 The Art of Social Media , The Art of Social Media , Guy Kawasaki, Peg Fitzpatrick, Portfolio , 2015
- 3 Social Media and Mobile Marketing, Social Media and Mobile Marketing, Punit Bhatia , Wiley , 2019

Suggested Theory Distribution:

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Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Thoery

Supplementary Resources:

- 1 <https://wordpress.com/>
- 2 <https://keywordtool.io/>
- 3 <https://answerthepublic.com/>
- 4 <https://pagespeed.web.dev/>
- 5 <https://www.similarweb.com/>

COURSE TITLE	CAREER READINESS PROGRAM
COURSE CODE	04CR0301
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 After successful completion of this course, student will be able to inculcate smart approach in logical problem solving
- 2 After successful completion of this course, student will be able to improve their analytical skills
- 3 After successful completion of this course, student will be able to learn importance of soft skills, personality & people skills
- 4 After successful completion of this course, student will be able to apply right mindset to solve problems

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	22	30	70	NA

Contents : Unit	Topics
1	Introduction & Direction Sense Purpose & Importance of Aptitude Training Topics to be covered in this semester Self-Introduction in brief Sub-topics: Identifying Distance / Direction Degree related questions Coded distance/ direction
2	Coding-Decoding Sub-topics: Word coding Numeric coding Symbolic coding Sentence coding
3	Number & Letter Series Number and Alphabet Series Miscellaneous Examples
4	Calendar Calculation of day of week on a given date Calculate day of week based on another date given
5	Clock – 1 Calculation of angle between minute hand and hour hand Calculation of minute between a given time when a particular angle is formed
6	Clock – 2 Gaining & Losing examples Mirror time
7	Non-Verbal Reasoning Mirror Images, Water Images, Spotting Out Embedded figures, Completion of Incomplete Patterns, Figure Matrix, Figure formation & Analysis, Paper Folding, Paper Cutting, Rule Detection, Grouping of Identical Figures, Dot Situation and Construction of Square & Triangle
8	Types of Numbers and Divisibility Test Classification of numbers Divisibility rules for different numbers

9	HCF & LCM – 1 Sub topics: Calculation of HCF and LCM Find smallest & largest numbers divisible by given numbers
10	HCF & LCM – 2 Common remainder & difference between number and remainder type Calculation of LCM & HCF of Fraction Numbers
11	Creative Thinking : Logic, Power or reasoning & Power of Ideas Creative Thinking : Logic, Power or reasoning & Power of Ideas
12	Critical Thinking : Decision Making, Questioning & Evaluation Critical Thinking : Decision Making, Questioning & Evaluation
13	Power of Listening: Listening as a Skills, How to Listen, Types of non-listening Power of Listening: Listening as a Skills, How to Listen, Types of non-listening
14	Problem Solving : Lateral Thinking Problem Solving : Lateral Thinking
15	Group Discussion : Abstract, Socio Economical, SPELT Technique Group Discussion : Abstract, Socio Economical, SPELT Technique

Textbook :

- 1 Analytic Reasoning, M K Pandey,, BSC Publishing Co. Pvt. Ltd, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



SYLLABUS SEMESTER 4

COURSE TITLE	PRODUCTION & OPERATIONS MANAGEMENT
COURSE CODE	04BB0401
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the relevance of production and operations management in industry.
- 2 Enable the students to manage the productive resources for the growth and competitiveness of any organization.
- 3 To recognize the production management and planning problems.
- 4 Apply principles and techniques in the design, planning and control of these systems to optimize /make best use of resources in achieving their objectives.
- 5 To recognize the production management and planning problems.
- 6 Apply the techniques of inventory management and quality management and To analyse and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction Meaning, Nature and Scope of Production and Operation Management, Types of production processes
2	Plant location and Lay out Factors considered in location, Types of Layout, PPC (Only concept)
3	Materials Management Importance of Materials Management, Concept of purchasing, principles of purchasing and process of purchasing., Types of purchasing, Inventory management, its prime importance, Inventory Control Techniques, GOLF, VED, SOS (only concepts).
4	Methods Study & Maintenance Management Methods Study, Work Study and Time Study: (only Concept),, Maintenance Management, Need of maintenance management, Types of maintenance management
5	Quality Management lean manufacturing, JIT, Kaizen, ISO series, TQM

Textbook :

- 1 Production and Operation Management, K. Aswathappa and K. Shridhara Bhat, Himalaya Publishing House, 2018

References:

- 1 Production and Operation Management, Production and Operation Management, S.A.Chunawalla and D.R. Patel, Himalaya Publishing House, 2018
- 2 Production and Operation management, Production and Operation management, Kanishka Bedi, Oxford higher education, 2020
- 3 Operations Management, Operations Management, Mahadevan B, Pearson Education, 2018

Suggested Theory Distribution:

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Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

1. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
2. <https://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf>
3. https://ebooks.lpude.in/management/mba/term_3/DMGT501_OPERATIONS_MANAGEMENT.pdf
4. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
5. <https://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf>
6. https://ebooks.lpude.in/management/mba/term_3/DMGT501_OPERATIONS_MANAGEMENT.pdf
7. https://en.wikipedia.org/wiki/Production_and_Operations_Management
8. <https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Operations%20Management%20-%20Vol.%20I.htm>

COURSE TITLE	INCOME TAX – LAW AND PRACTICE
COURSE CODE	04BB0403
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the residential status and tax incidence based on it
- 2 Calculate income under all the five heads of Income
- 3 Gain knowledge regarding the exempt income
- 4 Gain knowledge regarding the deductions from total income
- 5 Calculate tax payable on taxable income
- 6 Understand the concept of tax deduction and tax collected at source

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction Levy of income tax, Rates of tax & slab, Important Definitions, Relevance and significance of residential status, Types of residential status and its Determination, Incidence of tax based on residential status, Income which do not form part of total income, Conditions to be satisfied for availing exemptions
2	Income under Salary and House Property Definition, Chargeability, Treatment of various allowances under salary, Perquisites and their valuation, Deductions from gross salary, retirement benefits, provisions regarding provident fund, Computation of taxable salary (sums), Chargeability, composite rent, annual value and its determination under house property, Deductions from annual value, Deemed ownership, Computation of income taxable under house property (sums)
3	Income under Business and Profession and Capital Gains Meaning, chargeability, Allowable expenses, expressly disallowed expenses, Deemed profits and income, Computations of income taxable from business and profession (sums), Chargeability, Capital asset, Transfer, Short term and long term capital asset, Short term and Long term capital gain, Exemptions from long term capital gain, Computation of capital gain (sums)
4	Income from other sources and Deductions Incomes taxable under other source, Deductions allowed, inadmissible deductions from other source, Computation of income taxable under other sources (sums), Chapter VI-A deductions from gross total income [Section 80C to 80U]
5	Tax Payable, TDS and Advance Tax Calculation of taxable income and tax payable, Deduction of tax at source [sections applicable to individual], Concept of tax collected at source, Liability for payment of advance tax and due dates

Textbook :

- 1 Students' guide to Income Tax (University Edition), Dr. V. K. Singhania and Dr. Monica Singhania, Taxmann, 2022
- 2 Direct Tax Law and Practice, Dr. Girish Ahuja and Dr. Ravi Gupta, Bharat Publication, 2022
- 3 Direct Tax Laws, CA. T. N. Manoharan, Snow White Publication, 2022

References:

- 1 Practical Approach to Tax Laws and Practice, Practical Approach to Tax Laws and Practice, Dr. Girish Ahuja and Dr. Ravi Gupta, Bharat Publication, 2022
- 2 Students' guide to Income Tax, Students' guide to Income Tax, Dr. V. K. Singhania and Dr. Monica Singhania, Taxmann, 2022
- 3 Income tax Law and practice, Income tax Law and practice, Gaur, V. P. & Narang, B. K., Kalyani Publishers, New Delhi, 2022
- 4 Income tax Law and practice, Income tax Law and practice, Prasad, B., New Age Publications, 2022
- 5 Direct tax, Direct tax, B.B. Lal and N. Vashisht, I. K. International Publishing House, 2022

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Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://resource.cdn.icai.org/61996bos50392cp1.pdf>
- 2 <https://resource.cdn.icai.org/61997bos50392cp2.pdf>
- 3 <https://resource.cdn.icai.org/62000bos50392cp4u2.pdf>
- 4 <https://resource.cdn.icai.org/61999bos50392cp4u1.pdf>
- 5 <https://www.taxmann.com/TaxCalc/taxcalc.aspx>
- 6 <https://www.taxmann.com/compliance-etds>

COURSE TITLE	MANAGEMENT OF SERVICES
COURSE CODE	04BB0406
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand service marketing and utilize them effectively in managing products and people to achieve organizational objectives.
- 2 Apply knowledge of models and theories to promote the effectiveness in workplace
- 3 Provide a framework for analysing consumer behaviour, for offering co-creating value and delivering services.
- 4 Understand and apply the most common quality analysis tools and techniques.
- 5 Understand the opportunities that information technology can have for enhancing service firms competitiveness.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to Services Introduction to services, Nature & Characteristics of Services, Classification of services, Consumer Versus Industrial Services
2	SERVICES MARKETING MIX Introduction to the 7P's of Service Marketing, Product-Service Continuum, Standalone service Products, Service Products bundled with tangible Products
3	CUSTOMER SATISFACTION & SERVICE QUALITY Monitoring and measuring customer satisfaction, Order taking and Fulfillment, Service Guarantee – Handling complaints effectively, Defects, failures & Recovery, Service Quality Models – GAPS Model, SERQUAL
4	TECHNOLOGY & SERVICE STRATEGY Applying Technology to service sittings, e- services, Global and Indian Scenario in service sector, Importance of Service marketing, Every business is a service business, Service as a key differentiator
5	TYPES OF SERVICES Introduction to Various Service Sectors : Hospitality, Transportation; Tourism, Information Technology, Banking & Insurance, Telecom, Entertainment

Textbook :

- 1 Services Marketing, Rajendra Nargundkar, McGraw-Hill, 2010
- 2 Services Marketing, Zeithaml, Bitner, Gremler & Pandit, McGraw-Hill, 2018
- 3 Services Marketing, R. Srinivasan, Prentice-Hall of India, 2010

References:

- 1 Services Marketing, Services Marketing, Christopher Lovelock, Pearson, 2007
- 2 Services Marketing, Services Marketing, Rampal & Gupta, Galgotia, 2005

Suggested Theory Distribution:

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Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://blog.hubspot.com/marketing/case-study-examples>
- 2 <https://www.icmrindia.org/short%20case%20studies/Short%20Case%20Studies.asp?cat=Services%20Marketing>
- 3 <https://www.marketingsherpa.com/article/case-study/understanding-what-customers-want-5-mini-case-studies>
- 4 <https://www.marketingmind.in/>
- 5 <https://www.ibef.org/>

COURSE TITLE	INTERNATIONAL BUSINESS
COURSE CODE	04BB0411
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Study the environmental variables that affect world trade.
- 2 Describe the policies and strategies that can lead to successful global trade.
- 3 Evaluate present and future opportunities and risks for international business activities.
- 4 Develop analytical skills which will help them enhance greater understanding towards world trade.
- 5 Make student understand how the global risks are interconnected.
- 6 Identify and evaluate the complexities of world trade and globalization from home versus host- country, regional, and cultural perspectives.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Overview of Globalization Drivers, Changing Demographics of the Global Economy, Managing the Global Marketplace, Country Differences Political, Legal, Economic, Social, Technological & Demographics, Micro and Marco business Environment Difference in Cultural Aspects, Values & Norms, Social Structure Language, Education ways to enter Foreign Market, Ethics in international business Dilemmas, Roots of Unethical Behavior, Ethical decision making
2	Global Trade and Investment Environments Trade Theories: -Mercantilism, Absolute & Comparative advantage, Heckscher-Ohlin theory, Porter's Diamond model, Foreign Direct Investments, Benefits of FDI Regional Economic Integrations like European Union, NAFTA, MERCOSUR, CARICOM, Association of Southeast Asian Nation
3	Global Monetary Systems Foreign Market nature & functions, Exchange Rate Determination, Forecasting & Currency Convertibles, Bretton wood systems, GATT, IMF & WTO, Ways to Enter Market Strategy and Structure, Global Expansion, Profitability & Profit Growth, Organizational Structure & Cultures, Control systems, Incentives & Changes. Basic entry Decisions, & Modes
4	Business Operations Managing Global Supply Chains, International Logistics Practices, global marketing and R & D, Global Human Resources Management International Labor Relations, Accounting and Finical Issues
5	Global Risk Analysis Context base discussion of each issue:- Natural and Man-made disasters, Energy

price shocks, Large scale involuntary migrations, Weapons of mass destruction, Terrorists attacks, Failure of national governance, Cyber-attacks

Textbook :

- 1 International Business, Charles W L hill Arun K Jain, Mc-Graw-Hill Companies, 2018
- 2 International Business, Daniels John, D. Lee H. Radebaugh and David P. Sullivan., Pearson Education, 2020

References:

- 1 International Business:, International Business:, Cherunilam, Francis, Prentice Hall of India Ltd., 2020
- 2 Global Business, Global Business, Mike Peng and Deepak Srivastava, CengagePublications, 2018
- 3 International Financial Management, International Financial Management, Apte, P.G, Tata McGraw Hill., 2018
- 4 InternationalMarketing,, InternationalMarketing,, Subhash C. J, CengagePublications, 2020

Suggested Theory Distribution:

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Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://unctad.org/publications>
- 2 <https://www.imf.org/en/Publications/REO>
- 3 https://www.wto.org/english/tratop_e/tariffs_e/tariffs_e.htm

COURSE TITLE	MANAGEMENT ACCOUNTING
COURSE CODE	04BB0408
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the scope of management accounting
- 2 Understand the importance of marginal costing in decision making.
- 3 Understand the control mechanism on all the element of cost that affect production.
- 4 Understand the changes in operational and financial position of company.
- 5 Understand the role of Budgetary control in framing financial plan.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to Management Accounting Meaning, Definition, Nature, Scope, Functions and Limitations of Management Accounting, Relationship and difference between Management Accounting to Cost Accounting and Financial Accounting, Description of Tools and Techniques in Management Accounting
2	Analysis of Fund Flow and Cash Flow Statement Fund Flow Statement: Meaning and usage of Fund Flow Statement; preparation of fund flow statement (Basic level), Cash Flow Statement (AS-3); Distinction between Fund Flow Statement and Cash Flow Statement, Classification of Cash Flows, Objective and Usage of Cash Flow Statement, Preparation of Cash Flow statement
3	Marginal and Absorption Costing Marginal Costing- Meaning, Characteristics, Advantages and Limitations. Difference between Marginal Costing and Absorption Costing, Income determination under Marginal Costing and Absorption Costing; CVP/BEP Analysis, Safety Margin and Key factors that involves decision making
s4	Budgeting and Budgetary Control Meaning, Objectives, Advantages and Limitations. Essentials of effective budgeting in management process; Installation of Budget System, Budgetary Control: Types of budgets preparation, Zero Base Budgeting; Performance Budgeting
5	Standard Costing Meaning, Difference between Standard Costing and Budgetary Control, Merits and Demerits of Standard costing, Prerequisite for establishment of standard costing, Efficiency and Activity Ratios, Material, Labor and Overhead Variance

Textbook :

- 1 Cost and Management Accounting, M. N. Arora, Vikas Publishing House, 2020
- 2 Cost and Management Accounting, P.C. Tulsian, S Chand, 2018

References:

- 1 Cost Accounting, Cost Accounting, Jawahar Lal, Tata McGraw Hill Publication, 2020
- 2 Management Accounting, Management Accounting, Paresh Shah, Oxford Publication, 2018
- 3 Cost Management Accounting, Cost Management Accounting, Ravi Kishor, Taxman, 2020
- 4 Management Accounting, Management Accounting, Bhattacharya, Pearson Publication, 2018
- 5 Cost Management: Strategies for Business Decision, Cost Management: Strategies for Business Decision, Hilton, Maher and Selto, TMH, 2020

Suggested Theory Distribution:

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Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.youtube.com/watch?v=3TgqOL1Bdms&pp=ygUib3ZlcnZpZXcgb2YgbWFuYWdlbWVudCBhY2NvdW50aW5nIA%3D%3D>
- 2 <https://www.youtube.com/watch?v=3TgqOL1Bdms&list=PLaAhQ2ofZZRC82cz8ywjj3qQwHKHFqPiy>
- 3 <https://www.youtube.com/watch?v=JRXpZtBoNas&pp=ygUib3ZlcnZpZXcgb2YgbWFuYWdlbWVudCBhY2NvdW50aW5nIA%3D%3D>

COURSE TITLE	ENVIRONMENTAL STUDIES
COURSE CODE	04BB0409
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand and realize the multidisciplinary nature of Environment & its components.
- 2 Know the importance of natural resources for the sustainable development of life.
- 3 Understand the effect of growing population on the Environment.
- 4 Classify the different types of pollution, their impact and measures to control pollution
- 5 Learn about the Environmental issues faced globally and various steps taken globally to solve such Environmental issues

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	22	30	70	NA

Contents : Unit	Topics
1	Introduction and Ecology Introduction to Environment, Ecology, Ecosystem, Population and Environment Factors Affecting Human Settlement, Define Over Population & Explain the Cause, Effect on Environment & Control of it, Methods of Population forecasting; Governmental bodies for Environmental protection
2	Environmental Resources Forest resources, Energy resources, Water Resources and Land Resources, Environmental Pollution Water pollution, Air & Noise Pollution, Environmental sinks, solid and hazardous waste, E-waste & Biomedical waste, Introduction to Green chemistry
3	Global Environmental Issues Green house Effect, Global warming, ozone layer depletion, Climate change, Acid Rain, Global Efforts to control issues

Textbook :

- 1 Environmental Studies, Erach Bharucha, Universities Press (India) Private Ltd, Hyderabad, 2013
- 2 Basics of Environmental Studies, Prof Dr N S Varandani, LAP -Lambert AcademicPublishing , Germany, 2013
- 3 Environmental Studies , Deeksha Dave & S S Kateva, Cengage Publishers, 2013

References:

- 1 Environmental Studies, Environmental Studies, Anindita Basak, Drling Kindersley(India)Pvt. Ltd Pearson, 2009

- 2 Environmental Sciences, Environmental Sciences, Daniel B Botkin & Edward A Keller, John Wiley & Sons, 2009
- 3 Environmental Studies, Environmental Studies, R. Rajagopalan,, Oxford University Press, 2007
- 4 Environmental Studies, Environmental Studies, Benny Joseph,, TMH publishers, 2007
- 5 Environmental Studies, Environmental Studies, Dr. Suresh K Dhameja,, S K Kataria & Sons New Delhi, 2007

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

COURSE TITLE	ENTREPRENEURSHIP
COURSE CODE	04BB2405
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Comprehend Fundamental Concepts for starting the business
- 2 Apprehend the concepts of industrial environment and preparing a business plan.
- 3 Understand available sources for raising funds for start-ups.
- 4 Comprehend various challenges and possible solutions for starting business units.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	ENTREPRENEURSHIP - AN INTRODUCTION Meaning & Definition of Entrepreneurship, Common History & Entrepreneurial Process, Role of Entrepreneurship in Economic Development of the Nation, Advantages & Drawbacks of Entrepreneurship
2	Who is an Entrepreneur? Who is an Entrepreneur?
3	Micro Lab and Discussion Micro Lab and Discussion
4	Important aspects of selection of Business Venture Important aspects of selection of Business Venture
5	Entrepreneurial Opportunities Entrepreneurial Opportunities
6	About Banks About Banks
7	Success Stories of Entrepreneurs Success Stories of Entrepreneurs
8	About District Entrepreneurship centre About District Entrepreneurship centre
9	Who can be contacted for what Who can be contacted for what
10	Market Survey Market Survey
11	Marketing Management Marketing Management
12	Factory Visit & Project Report Factory Visit, Project Report

13	Accounting System Accounting System
14	General Management General Management
15	Personnel Management Personnel Management
16	Financial Management Financial Management
17	Fixed and Working Capital Fixed and Working Capital
18	Loan Application and Understanding of Lending Procedures Loan Application and Understanding of Lending Procedures
19	Computer in Business Computer in Business
20	Achievement Motivation Training & Feedback Achievement Motivation Training, Feedback

Textbook :

- 1 A1 ECHO Methode de francaise, J. Girardet, CLE International, 2015
- 2 Cahier Personnel D'apprentissage, J. Girardet, CLE International, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



SYLLABUS SEMESTER 5

COURSE TITLE	INTERNSHIP
COURSE CODE	04BB0506
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply business concepts and theories to real world decision making
- 2 Apply scientific knowledge and appropriate workplace behaviors in a professional setting
- 3 Apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization
- 4 Demonstrate openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
00	00	00	00	00	NA	NA	100

Textbook:

- 1 NOT APPLICABLE

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Project

COURSE TITLE	OPERATIONS RESEARCH
COURSE CODE	04BB1501
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Develop the skill and ability to translate a given real-life situation into linear programming problem.
- 2 Apply graphical method in solving linear programming problem and understand the concept of duality.
- 3 Apply transportation method in solving business problems.
- 4 Apply assignment method in appropriate situation to resource allocation problems.
- 5 Analyze the problems such as queue management using the tools of queuing theory and Simulation.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	<p>Basics of Operations Research (OR), Linear Programming Problem (LPP) 1 – Formulation</p> <p>Introduction, Concepts, Definition, Characteristics, Potential Applications, Steps in OR Problems, Basic Operations Research Techniques, Role of Computers in OR, Introduction to Linear Programming, Applications of LPP, Requirements and Assumptions Underlying LPP, Generalized Linear Programming Problems, LPP Model Formulation – Maximization and Minimization Problems (Max 3-Variables and 4-Constraints)</p>
2	<p>Linear Programming Problem (LPP) 2 – Graphical Method, Concept of Duality</p> <p>Concept of Feasible Region, Solution of LP Problems using Graphical Method, Maximization and Minimization Problems (Max 4-Constraints), Special Cases in LPP – Multiple or Alternate Optimum Solutions, Unbounded Solution and Infeasible Solution, Introduction to Duality, Relation between Primal Problem and Dual LPP, Conversion of Primal Problem to Dual LPP (Note: Max 3-Variables and 3-constraints, Mixed-constraints and Unrestricted Variables)</p>
3	<p>Transportation Problem (TP)</p> <p>Introduction, Structure of TP, Solution of TP – Initial Feasible Solution (IFS) using North West Corner Method (NWCN), Least Cost Method (LCM) and Vogel’s Approximation Method (VAM), Finding Optimal Solution using MODI Method, Types of Transportation Problem – Balanced and Unbalanced, Minimization and Maximization, Case of Degeneracy and Prohibited or Restricted Route, Unique Optimum Solution and Multiple Optimum Solutions (Note: Max 4X4 Transportation Matrix, MODI Method - Maximum One Iterations after IFS, Degeneracy to be covered at Conceptual Level, Not to be Included in Numerical)</p>

4	Assignment Problem (AP) Introduction, Structure of AP, Solution of AP using Hungarian Method, Types of Assignment Problems - Balanced and Unbalanced, Minimization and Maximization, Restricted Assignment, Unique Optimum Solution and Multiple Optimum Solutions, Travelling Salesman Problem (Note: Max 5X5 Assignment Matrix, Maximum Two Iterations after Row and Column Minimization)
5	Probabilistic Operations Research Models (Waiting Line Models, Digital Simulation) Queuing Models – Concepts, General structure of a queuing system, Single-channel queuing model: Poisson-distributed arrivals and exponentially distributed service times with infinite source population M/M/1 queuing models, Digital Simulation - Introduction, Areas of Applications, Steps involved in Monte Carlo Simulation, Application of Simulation Method, Advantages and Disadvantages of Simulation, Application in Queuing, Inventory, Profitability and Investment problems

Textbook :

- 1 Operations Research, J K Sharma, TRINITY Press, 2014
- 2 Quantitative Analysis for Management, Barry Render et.al, Pearson, 2012

References:

- 1 Quantitative Techniques for Management, Quantitative Techniques for Management, N D Vohra, Tata McGrawHill, 2014
- 2 Operations Research, Operations Research, V K Kapoor, S.Chand and Sons, 2010

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

Supplementary Resources:

- 1 <https://pubsonline.informs.org/journal/opre>
- 2 <https://www.theorsociety.com/resource-centre/teaching-resources/>
- 3 <https://www.loc.gov/classroom-materials/transportation/>
- 4 <https://education.theiet.org/secondary/teaching-resources/transportation-problems/>

COURSE TITLE	STRATEGIC MANAGEMENT
COURSE CODE	04BB1502
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To understand various perspectives and concepts in the field of Strategic Management
- 2 To demonstrate the knowledge and abilities in formulating strategies and strategic plans
- 3 To analyze the principles of strategy formulation, implementation and control in organizations.
- 4 To analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
- 5 Analyze and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Introduction to Strategy, Strategic Management Introduction to Strategy, Levels of Strategy, Difference between Policy, Strategy and Tactics, Vision, Mission & goals (Concept & difference), Strategic Management: Definition, Process of Strategic Management. Case studies
2	Environment Analysis Concept of Environment, Internal & External, SWOT Analysis, External Environmental Scanning, Internal Environment: Factors & Methods of analysis. Case studies
3	Strategy Formulation: Business Level Strategy, Corporate Level strategy Generic Business Level Strategy, Cost Leadership, Differentiation & Focus, Business Strategy for different industry conditions, Corporate Level strategy: Concentration, Integration, Diversification, Internalization Strategies, M&A, Joint Venture, Strategic alliance. Digitalization Strategies, Retrenchment & Restructuring (Only concepts). Case studies
4	Strategy Implementation Strategy Implementation, Nature & Barrier to strategy implementation, Functional plans for Implementation of strategy, Strategic Leadership: Meaning & Significance of Strategic Leadership, Characteristics of good Leader. Case studies

5	Strategic Control Meaning, Definitions, Strategic Control V/s Operational Control, Techniques of Strategic Evaluation & Control. Corporate social responsibility. Case studies
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Textbook :

- 1 Strategic Management and Business Policy, Azhar Kazmi , Tata McGraw Hill Publications, 2014
- 2 Strategic Management , Subba Rao, Himalaya Publication, 2011
- 3 Strategic Management: Competitiveness and globalization – Concepts, Hitt, M., Ireland, R. and Hoskisson, R., Southwestern College Publishing, 2015

References:

- 1 Strategic Management , Strategic Management , John A. Pearce II, Richard B. Robinson Jr. and Amita Mital, Tata McGraw Hill Publications, 2018
- 2 Strategic Management , Strategic Management , Adrian Haberberg and Alison Rieple, Oxford University Press, 2018
- 3 Strategic Planning & Formulation of Corporate Strategy, Strategic Planning & Formulation of Corporate Strategy, V S Ramaswami, S Namaumari, Macmillan, India , 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

Supplementary Resources:

- 1 <https://hbr.org/1980/07/strategic-management-for-competitive-advantage>
- 2 <https://strategymange.com/>
- 3 <https://www.iedunote.com/management-notes/learn-strategic-management>
- 4 <https://www.youtube.com/watch?v=ZDExLnS9IC0&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=8>
- 5 <https://www.youtube.com/watch?v=jPNuiahVIC8&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=11>
- 6 https://www.youtube.com/watch?v=GT_NNu0JIMA&list=PLIkqtRtuM1ToRbN4xa5Q2864LIK2vS6CN&index=

COURSE TITLE	CAREER READINESS PROGRAM
COURSE CODE	04CR1501
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Inculcate smart approach in logical problem solving
- 2 Improved analytical skills
- 3 Apply the concepts in both competitive exams and placement drives

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
6	12	10	10	44	30	70	NA

Contents: Unit	Topics
1	Blood Relation Sub-topics : Word-problem simple and complex type, Coded blood relation
2	Seating Arrangement Sub-topics : Ranking, Seating-Arrangement
3	Data Arrangement Sub-topics : Data Arrangement, Puzzles
4	Average + Problems based on Ages Class Test 1 and doubt solving session, Sub topics : Simple average calculation, Related examples, Combined mean & weighted average Corrected mean & New mean, Age problems using one and two variables Age, average and ratio combined examples
5	Ratio and Proportion & Partnership Sub topics : Ratio & Proportion Ratio concept and rules & distributing amount in ratio, Sub topics : Partnership Partnership ratio and profit distribution
6	Percentage Class Test 2 and doubt solving session, Sub topics : Reciprocals & equivalent percentage Speed techniques of calculating percentage, Change of base concept Multiplying factor concept
7	Simple Interest & Compound Interest Sub topics : Important formulae & Calculation Calculation of missing value concept Difference between SI and CI for various years, Comparison of SI and CI investment concept Sub topics : Difference between SI and CI for various years. Comparison of SI and CI investment concept
8	Profit, Loss & Discount Sub topics : Explanation of basic terms Simple profit & loss concept Discount & multiple discount concept, Faulty balance & wrong measurement , discount or mark up or mixing impurities Other combined examples

9	Time & Work Class Test 3 and doubt solving session, Sub-topics : Concepts relating to efficiency Chain Rule, Sub-topics : Concepts relating to group work Concepts relating to pipes & cistern
10	Time, Speed and Distance Sub-topics : Concept of Time, speed and distance Concept of Relative Speed, Sub-topics : Concept relating to trains Concept relating to relative speed, Post Assessment Test and Revision

Textbook :

- 1 Analytic Reasoning, M K Pandey, BSC Publishing Co. Pvt. Ltd., 2016
- 2 A Modern Approach to Logical Reasoning, Agarwal Vikas and Dr.R.S. Aggarwal, S.Chand, 2013
- 3 Quantitative Aptitude, R.S. Aggarwal, S.Chand, 2020

References:

- 1 How To Prepare For The Verbal Ability & Reading Comprehension For The Cat, How To Prepare For The Verbal Ability & Reading Comprehension For The Cat, Arun Sharma and Meenakshi Upadhyay, McGraw Hill, 2022
- 2 Word Power Made Easy, Word Power Made Easy, Norman Lewis, Pocket Books, 1978

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

COURSE TITLE	MANAGEMENT OF FINANCIAL MARKETS
COURSE CODE	04BB0507
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understanding the fundamentals of financial markets and to analyze various instruments that are traded in such markets.
- 2 Analyze the capital market and to understand its functioning system.
- 3 To measure the importance of various money market instruments.
- 4 Examine the various Debt market instruments and learn about Government securities
- 5 To identify the need and relevance of Repo market and Foreign Exchange market
- 6 To understand the role of regulators in management of financial markets

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Financial Markets Meaning, Definition, Functions, Classification, Key players in financial market (Stock Exchange, Brokers, Dealers, Traders, Depositories, Clearing corporation), Security Exchange Board of India
2	Capital Market, Primary Market, Secondary Market Capital Market: Overview, Function of capital market, Primary market reforms, Issues in capital market, secondary market reforms, Capital market scams, Primary Market: Mechanism in India, Initial Public Offer (IPO), Methods of IPO (type of IPO), eligibility norms, Book Building Process, Limitations, Reverse book building, Green shoe option, Secondary Market: Meaning, Function of Secondary, Post reforms stock market scenario, organizational structure of stock exchanges, listing of securities, trading and settlement, Internet trading, Stock Market Indices(Nifty & Sensex)
3	Money Market Meaning, Development of Money market in India, Money market instruments, Money market intermediaries
4	Debt Market, Government securities market Debt Market: meaning, history and characteristics of debt market, participants in the debt market, private corporate debt market, measures to boost liquidity in the secondary market, Government securities market: Introduction, Trading in Government Securities, Evolution, Role, Significance of Government securities markets, Functions, Salient feature of government securities, Forms of Government Securities, Operation in government security market
5	Repo-Market, Foreign exchange Market Repo-Market: Definition, REPO and Reverse Repo, Repo Instrument, Bank Rate and Repo rate, Usage of Repo, Functions, Structure of the Foreign Exchange Market, Asian

Clearing Union, Foreign exchange Market: Function, Foreign Exchange Dealers Association of India, Instruments of Credit Traded, Asian Clearing Union, FSLRC, Finance Code

Textbook :

- 1 Financial Services, M Y Khan, Mcgraw Hill Education, 2015
- 2 The Indian Financial System, Bharti V. Pathak, Pearson Education India, 2018

References:

- 1 Financial Markets & Services, Financial Markets & Services, Vasant Desai, Himalaya Publication, 2018
- 2 Financial Institutions and Markets: Structure, Growth & Innovations, Financial Institutions and Markets: Structure, Growth & Innovations, L M Bhole & Jitendra Mahakud, McGraw-Hill Education, 2017
- 3 Financial Services, Financial Services, Shashi K. Gupta, Nisha Agrawal and Neeti Gupta, Kalyani Publishers, 2018
- 4 K.Sasidharan and Alex K Mathews, K.Sasidharan and Alex K Mathews, Financial Services & System, Tata Mcgraw, 2008
- 5 Indian Financial Systems, Indian Financial Systems, M Y Khan, Tata McGraw-Hill Education, 2019

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://m.rbi.org.in/home.aspx>
- 2 https://www.google.com/url?sa=t&source=web&rct=j&url=http://dsc.du.ac.in/wp-content/uploads/2020/03/inside-trading.pdf&ved=2ahUKEwiFrt_ino3zAhWDIbcAHa6AABMQFnoECAMQAQ&usg=AOvVaw111XVQISSqAK
- 3 <https://www.dsij.in/stock-market-challenge>
- 4 <https://www.bseindia.com/markets/derivatives/derireports/FAQs.aspx>
- 5 <https://www.nseindia.com/ChartApp/install/charts/mainpageall1.jsp?Segment=CD>

COURSE TITLE	CONSUMER BEHAVIOUR
COURSE CODE	04BB0509
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.
- 2 Demonstrate how concepts may be applied to marketing strategy.
- 3 Evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
- 4 Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
- 5 Able to evaluate the principal theories of consumer behaviour and critically assess strengths, limitations and applications to the marketing of an actual product or service.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	INTRODUCTION TO CONSUMER BEHAVIOUR INTRODUCTION, CONSUMER BEHAVIOUR DEFINITION, NATURE AND SCOPE OF CONSUMER BEHAVIOUR, STP, CBBE MODEL
2	Psychographic Factors Affecting Consumer Behavior Lifestyle, Opinions, Perception, Learning, Attitude, VALS model, Generation Analysis Indian perspective: Gen X , Gen Y & Gen Z
3	Consumer Choice Analysis Consumer Comparisons, Categories of Consumer Choice processes, Affective based choice, Attribute based choice, Attitude based choice, Socio-Cultural Influences on Consumer Behavior, Family and Social Class, Family life cycle, Influence of Culture on Consumer Behaviour, Cross-cultural Consumer Behaviour, Diffusion of innovation
4	Consumer Decision Making: Consumer buying process - Impact of technology on consumer behavior, Online buyer behavior : Characteristics, Difficulties and Challenges, Post purchase Processes, Customer Satisfaction, and Customer Commitment, The impact of branding on consumer decision making
5	Practical Practical: Select any topic on consumer behavior, perform a market survey, and prepare the presentation in the class.

Textbook :

- 1 Consumer Behaviour, Laudon and DellaBitta, Tata McGrawhill Hill, 2011
- 2 Consumer Behaviour, Schiffman L. Kanuk L., Tata McGrawhill Hill, 2011

References:

- 1 Consumer Behaviour, Consumer Behaviour, Blackwell and Engal, Cengage, 2006
- 2 Consumer Behaviour: Insights from Indian Market, Consumer Behaviour: Insights from Indian Market, Majumdar Ramanuj, PHI, 2010
- 3 Consumer Behaviour, Consumer Behaviour, Hoyer, MacInnis and Dasgupta, Biztantra, 2008
- 4 Consumer Behaviour, Consumer Behaviour, Evans, Wiley, 2007
- 5 Consumer Behaviour, Consumer Behaviour, Lingquist Jay D, Cengage, 2010
- 6 SPSS latest for Windows, SPSS latest for Windows, Coakes, Steed and Dzidic, Wiley, 2003
- 7 Consumer Behaviour In Indian Perspective : Text And Cases, Consumer Behaviour In Indian Perspective : Text And Cases, Suja Nair, HPH, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
- 2 <https://smallbusiness.chron.com/basis-segmenting-consumer-markets-1417.html>
- 3 <https://smallbusiness.chron.com/identify-segmentation-criteria-affect-target-market-selection-17739.html>
- 4 https://www.clootrack.com/knowledge_base/what-is-customer-perception
- 5 <https://www.managementstudyguide.com/cultural-factors-affecting-consumer-behaviour.htm>
- 6 <https://bbamantra.com/personality-theories/>
- 7 <https://bbamantra.com/personality-theories/>

COURSE TITLE	LABOUR WELFARE & SOCIAL SECURITIES
COURSE CODE	04BB0530
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To understand the features and objectives of Labour welfare
- 2 To get knowledge on new development and the judicial setup of Labour Laws in India
- 3 To analyses the need for different organized and unorganized Labour groups and legal provisions related to them
- 4 To analyses statutory and non-statutory welfare measures in India.
- 5 To critically evaluate laws relating to Social Security and Working conditions with regards to enquiry in procedural and industrial discipline
- 6 To understand contribution of ILO in promoting welfare and social security in India and at Global level

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Labour Welfare Introduction of Labour welfare, Objectives of Labour Welfare, Need and Scope of Labour welfare, Historical Development of Labour Welfare in India, Theories of Labour welfare: The Police Theory, The Religious Theory, Philanthropic Theory, Trusteeship Theory, The Placating Theory, Public Relations Theory, The Functional Theory. Statutory and Non statutory schemes of Labour welfare, Extra Mural and Intra Mural. Welfare Officer: Role, Status and Functions
2	Welfare of Special Categories of Labour Child Labour, Female Labour, Contract Labour, Construction Labour, Agricultural Labour, Differently abled Labour, BPO & KPO Labour, Agencies of Labour welfare in India (Central govt., State govt., Employers & Trade Unions)
3	Social Security Introduction, Evolution and institutional growth, definition and objectives of Social security, Essential requirement of Social security, Growth and overview of social security in India. Social Insurance and Social Assistance - Its meaning, significance and differences, Financing of social security, concept of employer's Liability. The code on Social Security, 2020
4	International Labor organization & Social Security International norms on social security for Labour: the ILO Conventions and Recommendations on Social Security, Comparison of minimum standards of ILO and standards envisaged in Indian Legislation, Law and Practices in Comparative Perspectives In India, UK and USA

5	Social Security Legislation in India The Industrial Relations Code 2020, Overview of Employee’s Compensation Act 1923, Employees State Insurance Act, 1948, Maternity Benefit Act, 1961, Factories Act, 1948, Employee’s Provident Fund Act of 1952, Payment of Gratuity Act, 1972.
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Textbook:

- 1 Social Security In India, Ravi Prakash Yadav, Aaviskar publishers, 2014
- 2 Employee Welfare and Social Security, Dr. A.M. Sarma, Prof. Pulapa Subba Rao, Himalaya Publication, 2014
- 3 Labour and Industrial Laws, P.K. Padhi, PHI Publications private Limited, 2019
- 4 Human Resource Management, P.R.N.Sinha, S. P.Shekhar / InduBala, Cengage, 2016

References:

- 1 Industrial Relations, Industrial Relations, C.S. Venkata Ratnam, Oxford University Press, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

COURSE TITLE	FUNDAMENTALS OF BANKING
COURSE CODE	04BB0529
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To comprehend role of banks in Indian financial system.
- 2 Analyze the role of central bank as controller of state's currency and interest rates.
- 3 Understand the wider range of functions done by Scheduled commercial banks in India.
- 4 Apply their understanding for procuring loans from bank and the security requirement.
- 5 Apply the Understanding of bank and customer relationship to gather the remedies available in case of breach of duties.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Overview of Indian Banking System: -Bank: Definition and Characteristics, -Banks Indian Banking System: Evolution - Nationalization of Banks -Structure of Banks in India - Types of Banks - Recent Reforms In Indian Banking - International Security Issues In Banking Systems.
2	Central Banking in Indian -Central Bank: meaning & Definition and - The Principle of Central banking - History of central bank of India – constitution/ organization structure - Functions of central bank - Methods of Credit control: meaning, benefits and limitations of each of the methods of credit control. Monetary Policy: Meaning - Objectives: Price stability or control of inflation, Economic growth, Exchange rate stability – Instruments/ Tools of Monetary policy - Limitations of Monetary Policy.
3	Commercial Banking & Licensing of Banking Companies Functions of commercial bank - Type of Banking - Balance sheet of commercial: liabilities and asset structure - Need for Sound Banking System -Role Of Banks in Economic Development- Various Deposit Schemes – Constitution of Banks - Licensing of Banking Companies; Branch Licensing
4	Loans and Advances Principles of Lending - Different Types of Borrowers - Types of Credit Facilities: Cash Credit, Overdraft, Demand Loans, Term Loans, Bill Finance - Securities for Banker's Loan -Attributes of Good Security (MAST Principle)- Bank Guarantees-Types of Bank Guarantees. - Non Performing Assets : Definition, Classification of Bank Advances on basis of Performance
5	Banker- Customer Relationship -Types Of Customers - Classified Of Banker Customer Relationship- Obligations Of A Banker- Garnishee Order And Attachment Order -Rights Of A Banker - 'Know Your Customer' (KYC) Guidelines Of The RBI- Termination Of Banker-Customer Relationship

Textbook :

- 1 Banking Law and Practice, M.L.Tannan, LexisNexis, 2017
- 2 Principles and Practices of Banking, MacMillan Publishers, MacMillan Publishers, 2021
- 3 Banking : Theory, Law & Practice, E. Gordon & K. Natarajan, Himalaya Publishing House, 2017

References:

- 1 Introduction to Banking, Introduction to Banking, Iyengar, Vijayaragavan, Excel Book, 2007
- 2 Banking Theory, Law and Practice, Banking Theory, Law and Practice, Gordon & Natarajan, HPH, 2012
- 3 Banking Theory and Practice, Banking Theory and Practice, K C Shekhar & Lekshmy Shekhar, S.Chand and Company, 2013
- 4 Management of Banking, Management of Banking, Macdonald Scott S. | Koch, Timothy W., Cengage Learning, 2009
- 5 Money and banking, Money and banking, Nadar E Narayanan, PHI, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

COURSE TITLE	RETAIL MARKETING
COURSE CODE	04BB0510
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand concepts of Retail management, structure and its scenario.
- 2 Students will be able to prepare retailing strategy such as Market, Financial, Site location, HR, IS and CRM strategy
- 3 Learn to manage Supply chain, customer services and relationships
- 4 Students will be able to formulate merchandise planning management
- 5 Understand the latest advancement in Retail Management.
- 6 Able to manage retail stores

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Retailing – An Introduction Definition – functions, types of retailing, forms of retailing based on ownership, Retail life cycle, Retailing in India, Influencing factors, current retail scenario in India
2	Operations Of A Retail Business Store location – Choice –Impacting Factors, Market area analysis, Trade area analysis, Rating Plan method, Site evaluation, Store Layout and visual merchandising, Designing of the Store, Space planning, Inventory management, Merchandising, Category Management, Franchising in Retail
3	Consumer Behaviour With Retailing Retail buying decision making process, influence of group and individual factors, Customer shopping trends, Customer Service satisfaction
4	Retail Marketing Mix Product: Decisions related to Merchandise (Products), delivery of service, Pricing: Factors affecting pricing decisions, approaches to pricing, price sensitivity, Value pricing, Markdown pricing, Place: Channel members, Supply Chain Management in Retail, Retail logistics, Promotion: Setting goals, designing communication, checking effects of communication, promotional mix
5	Role Of Information Technology In Retailing Introduction to Non-store retailing (E tailing), The impact of IT in retailing, Integrated systems and networking, Retailing from the International perspective, Introduction to technological aids in retail operations (EDI, RFID, Data Warehousing & Data Mining, AI)

Textbook :

- 1 Retailing Management, SwapnaPradhan, TMH, 2008
- 2 Retail Management, Barry Berman, Joel R Evans, Pearson, 2017

References:

- 1 Retail Management – A Strategic Approach, Retail Management – A Strategic Approach, Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee, Pearson, 2017
- 2 Retailing Management, Retailing Management, Levy M. Weitz B ., TMH, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.ibef.org/industry/retail-india.aspx>
- 2 <https://rai.net.in/insights-repository.php>
- 3 <https://retailanalysis.igd.com/>
- 4 <https://www.franchiseindia.org/>
- 5 <https://nrf.com/about-us/committees-councils/federation-international-retail-associations-fira>

COURSE TITLE	COMPENSATION MANAGEMENT
COURSE CODE	04BB1512
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand a pay system that is consistent for employees within the organization.
- 2 Analyse the effect of Job Design and Job Evaluation on Compensation.
- 3 To be able to explain the effect of compensation on motivation of employees.
- 4 Identify and describe a variety of reward systems used for various groups in an organisation.
- 5 Implement and administer a compensation system according to the firm's policies and the legal requirements.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Concept of Compensation Introduction to Compensation Management, Compensation Management: The Indian Context, Employee Compensation and the Labour Market, Economic Theories and Compensation Management
2	Benefits and Relationship of Compensation with Motivation, Job Design and Job Evaluation Employee Benefits, Employee Motivation and Compensation, Compensation Management and Job Design, Compensation Management and Job Evaluation
3	Types of Compensation Financial Rewards, Non-Financial Rewards, Performance-related Compensation, Team-based Compensation, Bonus Schemes
4	Rewarding Special Groups and Strategic Compensation Management Executive Compensation, Sales Compensation Plan, Knowledge Workers Compensation, Rewarding Manual Workers, Compensation for Expatriates and Repatriates
5	Managing Rewards and Strategic Compensation Management Managing Rewards, Legal and Taxation Issues on Employee Compensation, Strategic Compensation Management, Quantitative Tools, and Innovation in Compensation

Textbook :

- 1 Compensation Management, Dipak Kumar Bhattacharyya, Oxford, 2014
- 2 Compensation & Reward Management, B.D.Singh, Excel, 2017
- 3 Armstrong's Handbook of Reward Management Practice, Micheal Armstrong, Kogan Publication, 2010

References:

- 1 International Human Resources Management a Cross-Cultural Approach, International Human Resources Management a Cross-Cultural Approach, Terence Jackson, SAGE, 2010
- 2 International Human Resource Management, International Human Resource Management, MonirTayeb, Oxford, 2004

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

Supplementary Resources:

- 1 <https://www.sage.com/en-gb/blog/glossary/what-is-compensation-management/#:~:text=Compensation%20management%20means%20the%20specialist,also%20benefits%2C%20bonuses%20and%20rewards.>
- 2 <https://www.hibob.com/hr-glossary/compensation-management-planning/>
- 3 <https://www.techtarget.com/searchhrsoftware/definition/compensation-management>
- 4 <https://minthr.com/glossary/compensation-management/>
- 5 <https://www.iedunote.com/compensation-management>

BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)



SYLLABUS SEMESTER 6

COURSE TITLE	UNDERSTANDING CORPORATE FINANCIAL STATEMENTS
COURSE CODE	04BB0613
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

- 1 Gain in-depth Understand & Knowledge about different components in the financial statement and their significance to assess the healthiness of the firm
- 2 Analyse & Interpret different financial activities of the firm between two periods and understand how those activities influence on financial healthiness of the firm
- 3 Analyse various ratios with interpretation

Pre-requisite of course:N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
9	18	15	15	33	30	70	NA

Contents : Unit	Topics
1	Corporate Financial Statements Introduction, Preparation And Presentation Of Financial Statements, Schedule III Of The Companies Act, 2013, General Instructions For The Preparation Of Balance Sheet And Profit And Loss Account, Presentation Of Balance Sheet, Form Of Balance Sheet, Disclosure Requirement: Schedules Forming Part Of Financial Statements/Annual Report, Form Of Statement Of Profit & Loss, General Instructions For Preparation Of Statement Of Profit & Loss, True & Fair View Of Financial Statements
2	Analysis & Interpretation of Financial Statements-I Common size, Comparative and Trend Analysis of Financial statement. Ratio Analysis-meaning, objectives, advantages and limitations, classification of financial ratios. Liquidity and Solvency ratios with case studies.
3	Analysis & Interpretation of Financial Statements-II Profitability Ratios, Market Test Ratios, Turnover ratios with case studies.

Textbook :

- 1 Management Accounting , Khan M.Y & Jain P.K, Mac-Graw hill publication, 2018
- 2 Company accounts, Maheshwari S N & Maheshwari Suneet K, S. Chand & Company Ltd, 2017

References:

- 1 Finance for Non-Finance, Finance for Non-Finance, Vishal Thakkar , TV18 Broad cast Ltd, 2014
- 2 Romancing Balance sheet for anyone who owns, runs or manages a business, Romancing Balance sheet for anyone who owns, runs or manages a business, Anil Lamba, CNBCTV18 Drawbridge Publication, 2016

- 3 Finance made easy Series (Box set), Finance made easy Series (Box set), N. Ramachandran and RamkumarKakakni, Mac-Graw hill publication, 2014

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 https://ddceutkal.ac.in/Syllabus/MCOM/Corporate_Financial_Accounting.pdf

COURSE TITLE	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	04BB0614
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Relate the basic concepts and technologies used in the field of management information systems;
- 2 Comprehend types of MIS applications in organizations
- 3 Deliberate the expansion of management information systems in organizations.
- 4 Critically evaluate security challenges associated with the use of Information system.
- 5 Apply the understanding of how various information systems work together to accomplish the information objectives of an organization.

Pre-requisite of course: N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to Management Information Systems Meaning of information system, difference between information and data, Role and Importance MIS in modern business. Types of decisions and the use of information system.
2	Types of Information system Transaction processing system, Office Automation system, Management Information system, Decision support system, Executive support system, Group decision support system, Geographic Information system
3	Enterprise Resource Planning and Enterprise Applications Meaning of ERP- Its role in modern organization, merits and demerits. Enterprise Applications- Customer relationship management systems, supply chain management systems, Knowledge Management system and its role in modern business.
4	Networks and its types Types of Network, LAN, WAN, MAN, CAN, PAN. Its advantages and disadvantages, Topologies, communication medium, wired and wireless networks, Meaning of internet and intranet and the difference between the two.
5	Security challenges in India Types of computer crimes, sources of information technology vulnerabilities. Remedies for preventing unauthorised use of information technology Challenges faced by working population- working conditions, individual's health and social issues.

Textbook :

- 1 Management Information Systems: Managing the Digital Firm, Laudon, Kenneth C. and Laudon, Jane P, Pearson Education, 2014

References:

- 1 Management Information Systems, Management Information Systems, Jawadekar, W. S , Tata-McGraw Hill, 2002
- 2 Management Information Systems – Managing Information Technology in the Business Enterprise, Management Information Systems – Managing Information Technology in the Business Enterprise, O’Brien J., Tata McGraw Hill, 2011
- 3 Management Information Systems, Management Information Systems, McLeod, Raymond and Schell, George P, Pearson Education, 2012

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

COURSE TITLE	RESEARCH PROJECT
COURSE CODE	04BB0615
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 To develop a comprehensive understanding of the chosen research topic.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
0	0	0	0	0	NA	NA	100

Detailed Guidelines are shared through Project Guides.

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Project

COURSE TITLE	BUSINESS ETHICS & CORPORATE GOVERNANCE
COURSE CODE	04BB1601
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the dynamics of business ethics.
- 2 Relate the concepts and principles of ethical reasoning to specific ethical issues.
- 3 Identify ethical dilemmas in business & suggest solutions to overcome the problems.
- 4 Develop strategies for identifying and dealing with personal and organisational ethical issues.
- 5 Learn the concept of corporate governance and its relevance to ethical business activity.

Pre-requisite of course: N/A

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Material		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lecture	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents: Unit	Topics
1	Introduction to Ethics Meaning and classification of Ethics, Importance of Business Ethics, Nature of ethics as moral value; types of values; Teaching from Scriptures like Gita, Quran, Bible w.r.t. Indian Value Systems in Business. Relevant Case Studies
2	Ethical Dilemma and Essence of Decision Making Meaning and structure of Ethical Dilemma in business, Sources of Ethical Problems, Managing Ethical Dilemmas; Understanding Decision making, Model of Cognitive Moral Development, The Process of Making Good Ethical Decision; Dynamics of Ethical Leadership. Relevant Case Studies
3	Ethical Issues in Financial Management, IT & Cyber Space Introduction to Ethics in Finance, Ethical issues in Financial Markets, Financial service industry and by Financial people in organizations. Ethical issues in IT & Cyber Space, Professional Ethics, Relevant Case Studies
4	Ethical Issues in Marketing & HRM Role of Marketing, Areas in Marketing Ethics, Truth and Advertising; Functional Areas of HRM, Need for Workplace ethics, HR related ethical issues, Rights, and duties of Employees. Relevant Case Studies
5	Introduction to Corporate Governance Definition and attributes of good corporate governance, Corporate governance theories – Agency, Stewardship, Shareholder, stake holder theory, Role of Board of Governors, Factors influencing quality of Corporate Governance. Relevant Case Studies

Textbook:

- 1 Business Ethics and Corporate Governance, A. C. Fernando , Pearson, 2012
- 2 Business Ethics: Principles and practice, Daniel Albuquerque, Oxford Uni. Press, 2010

References:

- 1 Business Ethics and Corporate Governanc, Business Ethics and Corporate Governanc, Murthy C.S.V. , Himalaya Publishing , 2017
- 2 Ethics in Business and Corporate Governance, Ethics in Business and Corporate Governance, S K Mandal , Tata McGraw Hill, 2012
- 3 Business Ethics, Business Ethics, Ferrell, Fraedrich, Ferrell, Cengage Learning , 2017
- 4 Business Ethics and Corporate Governance, Business Ethics and Corporate Governance, Rupani Riya, Himalaya Publishing , 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

COURSE TITLE	ADVERTISING MANAGEMENT
COURSE CODE	04BB0606
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Remember & recall basic concepts used in advertising management.
- 2 Understand various definitions, characteristics, terminologies, roles & objectives of advertising & medias, advertising planning framework analysis, creative strategy & various kinds of medias.
- 3 Apply advertising planning framework analysis, budgeting techniques & creative strategies for managing & devising advertising plan.
- 4 Analyze advertising budgets, creative strategy & tactics, advertising appeals & various execution techniques.
- 5 Compare types of advertisements & various medias, various budgeting approaches, appeals, & execution techniques used by various medias.
- 6 Develop and formulate various advertising appeals & execution techniques with creative strategy in a given budgeting framework for an advertising plan for various medias.

Pre-requisite of course: None

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Introduction to advertising Introduction to Advertising, Meaning & definitions , Objectives, its role and functions, Types of Advertising: Commercial, Non-commercial, Primary demand, Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising
2	Advertising Planning Introduction of Advertising Planning Framework, Situation analysis, Marketing Program, Advertising Plan, Implementation, Introduction to factors Involved, Legal Factors, Environmental & social factors, Communication process, persuasion process segmentation strategy
3	Creative Strategy Definition of Creative Strategy, Definition of Creative Tactics, Introduction to Advertisement Appeals, Informational/Rational Appeals, Emotional Appeals, Reminder & Teaser Appeals, Advetising Execution techniques, Creative tactics for Television, Creative tactics for Print Ad., Guidelines for Evaluation, the mode of message & theme
4	Advertising budget Introduction to Advertising Budget, Objectives of Advt budget, Preparation of Advt Budget, Methods of Advertising Budget, Top down and Build up approach, Methods of advertising – Affordable method, Arbitrary allocation method, Percentage of sales method, competitive parity method, Objective and Task method, DAGMAR Approaches

5	Advertising Media Decision Introduction to Advertising Media Decision, Concepts & Terminology, Advertising media- Types of Media, Characteristics, merits & Demerits of Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Characteristics, merits & Demerits of Electronic Media (Radio, Television, Audio Visual Cassettes), Characteristics, merits & Demerits of Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of New Media –Internet, Characteristics, merits & Demerits of Mobile phones
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Textbook :

- 1 Advertising Management, M. V. Kulkarni, EPH, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Supplementary Resources:

- 1 <https://www.managementstudyguide.com/advertising-management.htm>
- 2 <https://www.slideshare.net/mansityagi3323/advertising-management-unit-1-bba-iii-sem>

COURSE TITLE	ADVANCED FINANCIAL MANAGEMENT
COURSE CODE	04BB1605
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Get acquainted with the basic framework of designing capital structure of a firm.
- 2 Evaluate the risk aspect for analyzing investment decisions.
- 3 Understand the importance of dividend policy and its relevance in the value of a firm.
- 4 Identify and analyze the Credit Management and Credit Policies of the firm.
- 5 Identify and analyze different methods for Financial Inventory Management.

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Capital Structure Decision Capital Structure tradeoff(Equity - Debt, advantages and disadvantages), EBIT- EPS Analysis, ROI-ROE Analysis, Leverage Analysis(indifference point, financial break even point), Ratio Analysis(Interest Coverage ratio, Cash flow ratio, Debt Service Coverage ratio, Asset turnover ratio), Factors determining capital structure.
2	Risk Analysis in Capital Budgeting Introduction of Capital Budgeting Methods, Sources of Risk in Project, Statistical Techniques for Risk Analysis-Probability, Variance or Standard Deviation, Coefficient of Variation, Sensitivity Analysis and Scenario Analysis, Break-even Analysis, Simulation Analysis, Decision tree Analysis, Risk Management in Corporates. (Theory & Problems)
3	Dividend Policies Introduction, Ploughing Back of Profit, Factors affecting Dividend Decision, Issues in dividend policy, Bonus Share & Stock Splits, Different forms of dividend, Buyback of Shares. Theories of Dividend Policy - Walter's Model, Gordon's Model, The Miller and Modigliani (MM) Hypothesis and the concept of Dividend and Uncertainty - the bird in the hand argument.
4	Credit Management Introduction, Terms of payment, Credit policy Variables, Credit Evaluation, Credit Granting Decision, Control of Accounts Receivables, Credit Management in India.
5	Inventory Management Introduction to Inventories, Need for inventory, Ordering Quantity - EOQ Model, Order Point, Costing of Raw Materials and Valuation of Stock, Monitoring and control of Inventories, Inventory Management in India.

Textbook :

- 1 Financial Management, Prashna Chandra, Mc Hill, 2011

References:

- 1 Financial Management, Financial Management, M. Y Khan and P. K. Jain, Mc Hill, 2013
- 2 Financial Management, Financial Management, I M Pandey, Vikas, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

COURSE TITLE	CHANGE MANAGEMENT
COURSE CODE	04BB1607
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the objective of managing change in the organizations
- 2 Recognize reactions to change and address the resistance
- 3 Learn the competencies required for effective change management
- 4 Identify and apply intervention techniques to the organizations
- 5 Understand basic change models with relevance to the contemporary organizations

Pre-requisite of course: NONE

Delivery of Course and Examination Scheme							
No of Interactive Sessions		Hours of Study Materials		Self-Study & Assessment Hours	Examination Scheme		
Interactive Live Lectures	Discussion Forum	e-Tutorial in Hours	e-Contents in Hours		CSE	ESE	ETE
12	24	20	20	44	30	70	NA

Contents : Unit	Topics
1	Organizational Culture and Change An introduction to Change Management, various definitions, significance and objectives, Business as a domain for change, Environmental Factors leading to Change, Organizational Culture: Sources and types of Culture, Significance of Culture during change, Strengths and weaknesses of Indian Culture.
2	Resistance to Change Meaning, Nature & types of Organizational Change, Organizational Barriers to Change, Individual and Group Resistance, Overcoming Resistance to Change, Techniques to manage resistance
3	Organizational Change and Change Agents Meaning and Types of Change Agents, Key Roles in Organizational Change, Characteristics of good Change Agent, Strategic Management of Change, Factors in selecting Change Strategy, Formulation and Implementation of Change Strategy.
4	Organizational Diagnosis & Development Meaning of Diagnosis, Introduction to Organizational Diagnosis, Collection of Data, Introduction to OD, OD Intervention and Classification, OD Interventions Techniques, Prerequisites for effective use of OD
5	Learning Organization and Models of Change Meaning and nature of Learning Organization, TQM and Learning Organization, Basic Models of OD: Individualistic Model, Group Oriented Model, Organization-oriented model, Lewin's Three-step Model, McKinsey 7 s Model & Kotter's 8 Step Growth Model Case study on Change Management in any Industry.

Textbook :

- 1 Organisational Change, Harsh Pathak, Pearson, 2010
- 2 An Experiential Approach to Organizational Development, Donald R. Brown, Donald Harvey, Pearson, 2013

References:

- 1 Theory of Organization Development and Change, Theory of Organization Development and Change, Thomas Cummings, Christopher Worli, Cengage Learning, 2011
- 2 Organization Development and Transformation: Managing effective change, Organization Development and Transformation: Managing effective change, Wendell L. French, Cecil Bell, Robert A. Zawacki, McGraw- Hill/Irwin, 2012
- 3 Managing Change and Organization Development, Managing Change and Organization Development, S.K. Bhatia, Deep and Deep Publications, 2009

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory