



COURSE CURRICULUM

BBA HR, Marketing, Accounting & Finance & IT Management

Batch:2022-2023
Academic Year: 2023-24
Updated on: July, 2023



BBA

Course Curriculum

Academic Year 2022-23

**Bachelor of Business Administration -
HR, Marketing, Accounting & Finance, IT Management**

Course Curriculum

Batch: 2021-2024

Academic Year: 2022-23

W.E.F. July 2021



GSFC
UNIVERSITY
EDUCATION RE-ENVISIONED

GSFC University, Vigyan Bhavan, P. O. Fertilizernagar, Vadodara - 391750, Gujarat, India

VISION

- GSFCU strives to be the best compact boutique institution with a futuristic approach, encouraging student-centric culture and sharpened focus on developing industry-ready & employable students with all-around development.

MISSION

- Establish an institution, which promotes creativity and innovation.
- Develop unique quality standards for academic excellence and pedagogical innovations.
- Remain agile through a learning ecosystem with flexible processes & systems.
- Holistic growth for industry readiness.



No.	Programme Specific Outcomes (PSOs)	Blooms' Taxonomy Domain	Blooms' Taxonomy Subdomain
PSO1	To prepare graduates who will be industrial ready, futuristic approach, encouraging student-centric culture.	Cognitive Mental Ability	CREATE
PSO2	To prepare graduates who will be proficient in business communication and use of contemporary technologies with academic excellence and pedagogical innovations.	Cognitive Mental Ability	EVALUATE
PSO3	To prepare graduates with managerial competencies that act as foundation for their successful professional and personal development.	Psychomotor Physical Ability	ANALYSE
PSO4	To prepare graduates with comprehensive exposure of basic business situations and encourage them to pursue life-long learning to fulfill their goals.	Affective, Emotional, Attitude	APPLY

VISION – BBA PROGRAM

BBA Program transforming lives through excellence in education, research, industry-ready, student life-long skills.

MISSION - BBA PROGRAM

BBA Program aims for innovative pedagogies. The agile earning ecosystem, opportunities in participatioin management decisions, and socially responsible leaders.

No.	Program Outcomes (POs) By the end of the Programme, the Graduate will be	Blooms' Taxonomy Domain	Blooms' Taxonomy Subdomain
PO1	Business Environment and Domain Knowledge	Cognitive Mental Ability	APPLY
PO2	Critical thinking, Business Analysis, Problem Solving, and Innovative Solutions	Cognitive Mental Ability	CREATE
PO3	Business Communication	Affective, Emotional, Attitude	APPLY
PO4	Global Exposure and Cross-Cultural Understanding	Affective, Emotional, Attitude	UNDERSTAND
PO5	Social Responsiveness and Ethics	Psychomotor Physical Ability	EVALUATE
PO6	Environment & Suitability	Affective, Emotional, Attitude	ANALYSE
PO7	Leadership and Teamwork	Psychomotor Physical Ability	CREATE
PO8	Lifelong learner	Psychomotor Physical Ability	CREATE

**Course Definitions:**

Lecture	L
Tutorial	T
Practical	P
Basic Science Courses	BSC
Engineering Science Courses	ESC
Humanities and Social Sciences including Management courses	HSMC
Professional core courses	PCC
Professional Elective courses	PEC
Open Elective courses	OEC
Mandatory courses	MC
Non-credit courses	NC
Project	PROJ

B. Range of Credits: The Three-year Undergraduate degree program has about 145 credits.

Table Structure of Undergraduate BBA – General Program for 3 Years

Sr. No.	Category	Credit Breakup for BBA students	Credit Breakup for Gujarat Govt,GR
1	Major/Core	60	68
2	Minor/Electives	27	24
3	Multidisciplinary	10	12
4	Ability Enhancement Course	12	10
5	Skill Enhancement Courses (SEC) + Internship	10	10
6	Value Added Course	6	8
7	Internship	8	
8	Research Work / Dissertation	3	
	Total	136	132

*Minor variation is allowed as per need of the respective disciplines.



S r . N o .	Course Code	Course Name	Teaching Scheme (Hours/week)				Teaching Credit				Evaluation Scheme					
			L	P	T	T o t a l	L	P	T	T o t a l	The o r y: M S M a r k s	The o r y: C E C M a r k s	The o r y: E S M a r k s	The o r y M a r k s	Prac t i c a l M a r k s	Tota l M a r k s
1	BBA101	Business Environment	L	0	0	3	L	0	0	3	20	40	40	0	0	100
2	BBA102	Computer Applications	L	0	0	3	L	0	0	3	20	40	40	0	0	100
3	BBA103	Business Mathematics	L	0	0	3	L	0	0	3	20	40	40	0	0	100
4	BBA104	Principles of Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
5	BBA105	Accounting for Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
6	BBA106	Microeconomics	L	0	0	3	L	0	0	3	20	40	40	0	0	100
7	BBA11	Internship (online)	L	0	0	2	L	0	0	2	20	40	40	0	0	100
8	AECC101	Ability Enhancement: Fundamentals of English	L	0	0	2	L	0	0	2	20	40	40	0	0	100
9		Foundation Planning	L	0	0	2	L	0	0	2	20	40	40	0	0	100
Total																900

Note: L = Lecture, P = Practice, T= Tutorial, MS - Mid Semester, CEC - Continuous Evaluation Component, ES - End Semester



Semester – II

S r . N o .	Course Code	Course Name	Teaching Scheme (Hours/week)				Teaching Credit				Evaluation Scheme					
			L	P	T	Total	L	P	T	Total	Theory: MS Marks	Theory: CEC Marks	Theory: ES Marks	Theory Marks	Practical Marks	Total Marks
1	20BB A201	Fundamentals of Business	L	0	0	3	L	0	0	3	20	40	40	0	0	100
2	20BB A202	Business Laws	L	0	0	3	L	0	0	3	20	40	40	0	0	100
3	20BB A203	Business Statistics	L	0	0	3	L	0	0	3	20	40	40	0	0	100
4	20BB A204	Management Information system	L	0	0	3	L	0	0	3	20	40	40	0	0	100
5	20BB A205	Financial Accounting	L	0	0	3	L	0	0	3	20	40	40	0	0	100
6	20BB A206	Macro Economics	L	0	0	3	L	0	0	3	20	40	40	0	0	100
7	AECC 201	Communication Skills in English	L	0	0	2	L	0	0	2	20	40	40	0	0	100
8	20BB AI2	Internship	L	0	0	2	L	0	0	2	20	40	40	0	0	100
Total																800

Note: L = Lecture, P = Practice, T= Tutorial, MS - Mid Semester, CEC - Continuous Evaluation Component, ES - End Semester



BBA Course Curriculum Academic Year 2022-23
Semester – III

S r · N o ·	Course Code	Course Name	Teaching Scheme (Hours/week)				Teaching Credit				Evaluation Scheme					
			L	P	T	Total	L	P	T	Total	Theory: MS Marks	Theory: CEC Marks	Theory: ES Marks	Theory Marks	Practical Marks	Total Marks
1	BBA301	Financial Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
2	BBA302	Principles of Marketing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
3	BBA303	Cost Accounting	L	0	0	3	L	0	0	3	20	40	40	0	0	100
4	BBA304	Principle of HRM	L	0	0	3	L	0	0	3	20	40	40	0	0	100
5	MKT01	Consumer behavior	L	0	0	3	L	0	0	3	20	40	40	0	0	100
6	MKT02	Service Marketing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
7	FM01	Financial Systems and Markets	L	0	0	2	L	0	0	2	20	40	40	0	0	100
8	FM02	Financial Institutions & Services	L	0	0	2	L	0	0	2	20	40	40	0	0	100
9	HRM01	HR Planning & Recruitment	L	0	0	3	L	0	0	3	20	40	40	0	0	100
10	HRM02	Psychology & HRM	L	0	0	3	L	0	0	3	20	40	40	0	0	100
11	ITMO1	Computer Programming with C, C+	L	0	0	3	L	0	0	3	20	40	40	0	0	100
12	ITMO2	Web Technology	L	0	0	3	L	0	0	3	20	40	40	0	0	100
13	BBAI2	Industrial Internship	L	0	0	3	L	0	0	3	20	40	40	0	0	100
14	AECC301	Entrepreneurship Development	L	0	0	3	L	0	0	3	20	40	40	0	0	100
		Total														800

Note: L = Lecture, P = Practice, T= Tutorial, MS - Mid Semester, CEC - Continuous Evaluation Component, ES - End Semester



Semester – IV

S r . N o .	Course Code	Course Name	Teaching Scheme (Hours/Week)				Teaching Credit				Evaluation Scheme					
			L	P	T	T o t a l	L	P	T	T o t a l	The o r y: M S M a r k s	The o r y: C E C M a r k s	The o r y: E S M a r k s	The o r y: M a r k s	Pra c t i c a l M a r k s	Tot a l M a r k s
1	BBA401	Business Research Methodology	L	0	0	3	L	0	0	3	20	40	40	0	0	100
2	BBA402	Business Ethics	L	0	0	3	L	0	0	3	20	40	40	0	0	100
3	BBA403	Business Taxation	L	0	0	3	L	0	0	3	20	40	40	0	0	100
4	BBA404	Organization Behaviour	L	0	0	3	L	0	0	3	20	40	40	0	0	100
5	MM03	Rural Marketing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
6	MM04	Retail Marketing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
7	FM03	Working Capital Management	L	0	0	2	L	0	0	2	20	40	40	0	0	100
8	FM04	Financial Reporting	L	0	0	2	L	0	0	2	20	40	40	0	0	100
9	HR03	Employee Empowerment	L	0	0	3	L	0	0	3	20	40	40	0	0	100
10	HR04	Training And Development	L	0	0	3	L	0	0	3	20	40	40	0	0	100
11	ITM03	Object - Oriented Programming with JAVA	L	0	0	3	L	0	0	3	20	40	40	0	0	100
12	ITM04	Data Base Management System	L	0	0	3	L	0	0	3	20	40	40	0	0	100
13	BBAI4	Internship	L	0	0	3	L	0	0	3	20	40	40	0	0	100
14	AECC401	Environmental Studies	L	0	0	3	L	0	0	3	20	40	40	0	0	100
		Total														800

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Semester – V

S r . N o .	Course Code	Course Name	Teaching Scheme (Hours/Week)				Teaching Credit				Evaluation Scheme					
			L	P	T	T o t a l	L	P	T	T o t a l	The o r y: M S M a r k s	The o r y: C E C M a r k s	The o r y: E S M a r k s	The o r y M a r k s	P r a c t i c a l M a r k s	T o t a l M a r k s
1	BBA501	Production & Operation Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
2	BBA502	E-Commerce for Business	L	0	0	3	L	0	0	3	20	40	40	0	0	100
3	BBA503	International Business	L	0	0	3	L	0	0	3	20	40	40	0	0	100
4	MM05	Brand Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
5	MM06	Digital Marketing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
6	MM07	Sales & Distribution Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
7	FM05	Fundamentals of Derivatives	L	0	0	2	L	0	0	2	20	40	40	0	0	100
8	FM06	Management Accounting	L	0	0	2	L	0	0	2	20	40	40	0	0	100
9	FM07	Security Analysis & Portfolio Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
10	HR05	Talent Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
11	HR06	Organizational changes & Development	L	0	0	3	L	0	0	3	20	40	40	0	0	100
12	HR07	Participative Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
13	ITM05	Network Technology & Operating System	L	0	0	3	L	0	0	3	20	40	40	0	0	100
14	ITM06	Mobile Application Development using ANDROID	L	0	0	3	L	0	0	3	20	40	40	0	0	100
15	ITM07	Cyber Security	L	0	0	3	L	0	0	3	20	40	40	0	0	100
16	BBAI5	Internship	L	0	0	3	L	0	0	3	20	40	40	0	0	100

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17	AECC05	Disaster Risk Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
		Total														800

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Semester – VI

Sr . No.	Course Code	Course Name	Teaching Scheme (Hours/week)				Teaching Credit				Evaluation Scheme					
			L	P	T	Total	L	P	T	Total	Theory: MS Marks	Theory: CEC Marks	Theory: ES Marks	Theory Marks	Practical Marks	Total Marks
1	BBA601	Strategic Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
2	BBA602	Import – Export Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
3	BBA603	Supply-Chain Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
4	MM08	International Marketing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
5	MM09	Consumer Relationship Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
6	MM10	Advertising and Promotion	L	0	0	3	L	0	0	3	20	40	40	0	0	100
7	FM08	Strategic Financial Management	L	0	0	2	L	0	0	2	20	40	40	0	0	100
8	FM09	Financial Planning	L	0	0	3	L	0	0	3	20	40	40	0	0	100
9	FM10	Risk Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
10	HR08	Performance Management & Appraisal	L	0	0	3	L	0	0	3	20	40	40	0	0	100
11	HR09	Compensation Management	L	0	0	3	L	0	0	3	20	40	40	0	0	100
12	HR10	Industrial Relations & Labour Laws	L	0	0	3	L	0	0	3	20	40	40	0	0	100
13	ITM08	Introduction of cloud Computing	L	0	0	3	L	0	0	3	20	40	40	0	0	100
14	ITM09	AIML Application for Business	L	0	0	2	L	0	0	2	20	40	40	0	0	100
15	ITM10	Data Science & Power IB	L	0	0	3	L	0	0	3	20	40	40	0	0	100
16	BBA604	Project Work	L	0	0	3	L	0	0	3	20	40	40	0	0	100
17	AECC05	Indian Constitution	L	0	0	3	L	0	0	3	20	40	40	0	0	100
Total																800

Note: L = Lecture, P = Practice, T= Tutorial, MS - Mid Semester, CEC - Continuous Evaluation Component, ES - End Semester

**Table: Minimum Credit Requirement**

S. No.	Broad Category of Course	Minimum Credit Requirement	
		3-year UG	4-Year UG
1	Major (Core) (50% of total credit)	60	90
2	Minor Stream (20% of total credit)	27	33
3	Multidisciplinary (exposure must be given in sem 1 & 2)	10	10
4	Ability Enhancement Courses (AEC) (courses relating to languages like gujarati, hindi, English can be covered in this)	12	8
5	Skill Enhancement Courses (SEC) (from major & Minor)	10	10
6	Value Added Courses (common for all UG)	6	6
7	Summer Internship (mainly from Major & Minor)	8	8
8	Research Project / Dissertation(must for the research students) 4 th years honours without research (3 papers total of 12 credit)	3	12
	Total	136	177

* Institute may offer extra credit to any of the Broad Category of Course.



COURSE CODE BBA101	COURSE NAME Business Environment	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	By studying a business environment, this course will help an organization improves its performance. Students can develop strategies to adapt to changes in the environment. It will create positive impact, way to maximize the opportunities the change creates.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To help understand the importance of scanning the environment on continuous basis. 2. To sensitize the class that there are continuous changes taking place in the environment. 3. To sensitize with external factors (micro and macro) that can have potential. 4. To enable students to discuss the technologies impact on business. 5. To enable students to examine and evaluate business in international environment

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environments: Internal Environment, External Environment- Micro, Macro	20%	8
Unit 2: Economic Environment	20%	8



Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market, Economic Planning		
Unit 3: Technological Environment Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.	15%	8
Unit 4 : : Legal and Political Environment Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, CompetitionAct,2002.	25%	13
Unit 5: Social Environment Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman’s Model, Carroll’s Four-Part model, Arguments for and against social responsibility, Limits of Social Responsibility, Business Ethics, Consumerism, Consumer Protection Act: 1986.	20%	8

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms’ Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the business environment.</p> <p>CO2: Show government use of monetary and fiscal policies to achieve macroeconomic goals.</p> <p>CO3: Examine Legal and political systems.</p> <p>CO4: Learns effects of political changes and social aspects on the business.</p> <p>CO5: Evaluate changes influence business decisions.</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>



Learning Resources	
1.	Reference Books: <i>Aswathapa K, “ Essentials of Business Environment” , Himalaya Publishing House</i>
2.	Journals, Periodicals, Reference <ol style="list-style-type: none"> 1. A.C. Fernando, Business Environment, Pearson Publication 2. Shaikh Salim, Business Environment, Pearson Publication 3. Francis Cherunillam, Business Environment, Himalaya Publishing House. 4. Ian Worthington & Chris Britton, The Business Environment, Pearson Publicatio 5. International journal of Business Environment, Inderscience Publishers 6. Business Strategy and the Envrionment, wiley library 7. International Journal of Business environment, SCImago 8.
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	0	2	3	3	0	1
CO2	3	2	1	3	3	1	0	1
CO3	3	3	1	2	1	1	2	1
CO4	2	1	2	3	2	1	1	2
CO5	3	2	1	2	1	2	1	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

**Mapping of PSOs & COs**

	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1
CO2	3	1	0	2
CO3	2	2	1	2
CO4	1	1	3	1
CO5	1	0	2	1



COURSE CODE BBA102	COURSE NAME Computer Application	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Computer applications subject is a crucial component of modern education and is increasingly becoming an essential part of our daily lives. The subject encompasses various areas of computer knowledge, including software applications, hardware devices, networking, database management, and programming.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1.To acquaint the students with the knowledge and use of computers. 2. To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base. 3. To give an orientation about the increasing role of computers in corporate, business world 4. To acquire a high degree of proficiency in Windows and Excel based applications in various functional areas of management. 5. To give an orientation to prepare presentations for business.

Course Content (Theory)	Weightage	Contact hours
Unit 1: INTRODUCTION TO COMPUTER & OPERATING SYSTEMS 1. Computers - Introduction, Characteristics, History, Generations, Types, Devices Advantages of Using Computers, Use of computers in	20%	8



Business 2. Operating Systems - Introduction, Types of user interfaces, Functions of OS, Types of OS, Examples of OS.		
Unit 2: WORD PROCESSOR 1. Creating, navigating and editing word document 2. Page set up, page background, Formatting, navigating and viewing adocument, Page breaks and section breaks, Headers and footers, 3. Find and replace function, Table of content, footnotes, citations and bibliographies	20%	8
Unit 3: MICROSOFT EXCEL 1. Basics - Workbook, worksheet, workspace, Formatting workbook, Conditional formatting, Working with charts, Excel shortcuts. 2. Data Analysis using Excel- Use of Built in data form in excel, Correlation and Regression, Introduction to Database Creating, editing and sorting database	15%	8
Unit 4: POWER POINT PRESENTATION 1. Creating, browsing and saving presentations, Editing and formatting presentations, 2. slide layouts, Editing and formatting slides, Inserting objects in slides, Slide transition, 3. Animation effects, Rehearsing timings, Slide show options.	25%	13
Unit 5: INTERNET AND NETWORKING 1. Internet - Introduction, History, Internet, Intranet and Extranet, Various Internet services, e- mail. 2. Networking - Concepts, Components, Types, Topologies, Transmission technologies	20%	8

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications CO2: Show various methods where Information Technology can be used to support existing businesses and strategies.	CO1: Understand CO2: Show CO3: Examine



<p>CO3: Examine emerging technology in shaping new processes, strategies and business models.</p> <p>CO4: Learn hands-on experience with productivity/application software to enhance business activities.</p> <p>CO5: Evaluate projects utilizing business theories, teamwork, Internet resources and computer technology</p>	<p>CO4: Learns</p> <p>CO5: Evaluate</p>
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Learning Resources	
1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Jain & Tiwari, Fundamentals of Computer Applications in Business, Taxman 2. ShusilKumar & Bansal, Computer Application in Business, Taxman 3. P.Mohan, Fundamental of Computer 4. R Parmeshwaram, Computer Applications in business, Sultan Chand 5. Anthony Raj, Computer Applications in Business, Himalaya Publication House.
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Journal of Computer Science by Science Publication 2. International Journal of Computer Application by R.S. Publication 3. International Journal of Computer Application 4. International Journal of Research in Computer Application and Management
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p>

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks



Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	2	1	2	0	0	0	1
CO2	2	3	1	2	1	1	0	1
CO3	3	2	1	3	1	1	1	2
CO4	2	2	2	3	1	1	0	1
CO5	2	1	2	2	2	2	1	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	1	0	1
CO2	1	3	1	2
CO3	2	1	2	2
CO4	0	2	3	1
CO5	1	1	1	1



COURSE CODE BBA103	COURSE NAME Business Mathematics	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1.To create a better understanding of Mathematical concepts and terminology. 2. To apply simple applications of Mathematics in managerial decisions 3. To serve as a good foundation for further study in management, accounting, marketing and finance. 4. To interpret and solve business-related word problems 5. To develop simple mathematical models from a business perspective.

Course Content (Theory)	Weightage	Contact hours
Unit 1: SET THEORY 1. Introduction 2. Types of Sets 3. Venn Diagrams 4. Operations on Sets 5. Cartesian Product of two Sets 6. Applications	20%	8
Unit 2: FUNCTION & LIMIT	20%	8



1. Function : λ Definition λ Types of functions λ Some functions in Commerce and Economics λ Applications 2. Limit λ Introduction λ Definition and working rules of Limit λ Some Standard Limits		
Unit 3: PERMUTATIONS AND COMBINATIONS 1. Introduction 2. Important notations, meaning 3. Applications	15%	8
Unit 4: MATRICES 1. Matrices and Determinants 2. solution of system of linear equations	25%	13
Unit 5: Probability & Theoretical Distribution 1. Probability, 2. Independent and depended events 3. Mutually exclusive events, total and compound probability	20%	8

Instructional Method and Pedagogy: (Max. 100 words)
Lecture/cases/Presentation/ Assignment/

Course Outcome:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand analytically and create better reasoning abilities CO2: Show practically every career uses math in some or other way CO3: Examine balancing a budget CO4: Learn to Visualize tools, such as graphs, can support in data interpretation CO5: Evaluate various other concepts and tools of Maths	CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate

Learning Resources	
1.	Reference Books: 1. Business Mathematics: Sancheti and Kapoor



	2. Business Mathematics: Kashyap Trivedi and Chirag Trivedi
2.	Journals, Periodicals, Reference 1. Journal of Mathematics by Hindawia 2. Journal of American Mathematical Society 3. Indian Journal of Pure and Applied Mathematics 4. Khayyam Journal of Mathematics
3.	Other Electronic Resources: www.ams.org

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	0	0	0	0	0	1
CO2	2	3	0	1	0	0	1	2
CO3	3	2	2	1	0	0	2	2
CO4	1	3	2	0	1	1	0	1
CO5	1	2	2	0	1	1	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

**Mapping of PSOs & COs**

	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	0
CO2	2	2	0	1
CO3	1	1	1	2
CO4	0	2	3	3
CO5	1	0	2	1



COURSE CODE BBA104	COURSE NAME Principles of Management	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The Principles of Management course is an essential part of a Bachelor of Business Administration (BBA) program as it provides students with a foundational understanding of management principles, concepts, and practices. The course is designed to equip students with the necessary skills and knowledge to effectively manage people and resources in organizations. The rationale for including the Principles of Management course in the BBA program is to prepare students to become effective managers and leaders in the business world. The course covers a wide range of topics, including planning, organizing, leading, and controlling, which are essential to managing and operating successful businesses.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To familiarize students with fundamental principles of management To understand basic management functions to accomplish business objectives To acquaint students with various functional areas of management.

Course Content (Theory)	Weightage	Contact hours
Unit 1: INTRODUCTION TO MANAGEMENT	20%	9



1. Definition, Functions, Process, Scope and Significance of Management 2. Nature of Management 3. Managerial Roles and Managerial Skills 4. Difference between Management and Administration.		
Unit 2: EVOLUTION OF MANAGEMENT THOUGHT 1. Early Management, 2. Classical Approach - Scientific Management, Administrative Management 3. Neo - Classical Approach - Hawthorne Experiments 4. Modern Approach- System and Contingency approach	20%	9
Unit 3: PLANNING & DECISION MAKING 1. Meaning & Definition of Planning 2. Nature and Importance of Planning 3. Planning Process 4. Types of Plans 5. Decision Making- Concept, Definitions, Process, 6. Individual vs. Group Decision Making	20%	9
Unit 4 : ORGANISING & STAFFING 1. Nature & Significance of Organization, 2. Authority & Responsibility Relationships 3. Span of Control, 4. Centralization & Decentralization. 5. Organization Structures, Types, Advantages & Disadvantages. 6. Factors affecting staffing 7. Recruitment & Selection	20%	9
Unit 5: DIRECTION & CONTROL 1. Direction: Meaning, Definition, Features, Principles .2. Control: Meaning, Definitions, Process, Reasons for Resistance to control 3. Methods: TQM, Budgetary Control, Break Even Control, Kaizen, Six Sigma	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ role playing.

Course Outcomes:

Blooms' Taxonomy Domain



<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand a broad and integrative introduction to the theories and practice of management.</p> <p>CO2: Show students how to enable to understand the roles in the organizations</p> <p>CO3: Examine the challenges, and opportunities of management</p> <p>CO4: Learn contributing to the successful operations and performance of organizations.</p> <p>CO5: Evaluate on the basic areas of the management process and functions from an organizational viewpoint</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learn</p> <p>CO5: Evaluate</p>
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Learning Resources	
1.	<p>Reference Books:</p> <p>1.L.M. Prasad, Principles of Management, Sultan Chand Sons</p> <p>2.Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.</p> <p>3.Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.</p> <p>4.George Terry, Principles of Management, Richard D. Irwin</p> <p>5. Griffin, Management Principles and Application, Cengage Learning</p> <p>6.Peter F Drucker, Practice of Management, Mercury Books, London</p>
2.	<p>Journals, Periodicals, Reference</p> <p>1. Journal of Management 2. Prabandhan : Indian Journal of Management 3. Journal of International Management 4. Journal of Management and Organisation</p>
3.	<p>Other Electronic Resources : www.omicsonline.org</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	0	2	1	0	0	1
CO2	1	3	1	3	1	0	1	2
CO3	2	3	1	2	3	1	1	1
CO4	3	3	2	3	2	1	2	2
CO5	2	2	1	2	1	0	1	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	1	2	0	1
CO3	2	1	2	3
CO4	0	2	3	2
CO5	1	1	0	1



COURSE CODE BBA105	COURSE NAME Accounting for Management	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1.To impart working knowledge of accounting concepts. 2. To gain knowledge of documentation involved in basic accounting system 3. To impart skills for recording various kinds of business transactions 4.To impart knowledge of accounting practices and its techniques with special reference to Sole-Proprietorship

Course Content (Theory)	Weightage	Contact hours
Unit 1: FUNDAMENTALS OF ACCOUNTANCY 1. Need for accounting 2. Functions of Accounting 3. Objectives of Accounting 4. Book Keeping and accounting 5. Users and uses of accounting information	20%	8
Unit 2: ACCOUNTING PROCESS: 1. Recording Business Transactions 2. Accounting Terminologies 3. Accounting Equation 4. Journalising Transactions - Subsidiary Books - Ledger Posting - Trial balance 5. Final accounts	20%	8
Unit 3: ACCOUNTING CONCEPTS, CONVENTIONS &	15%	8



<p>PRINCIPLES: 1. Generally Accepted Accounting Principles, 2. Identification of different Accounting concept applied in various transactions 3. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. 4. Indian Accounting Standard (Ind-AS). 5. International Financial Reporting Standards (IFRS): - Need and procedures.</p>		
<p>Unit 4 : DEPRECIATION 1. Meaning 2. objectives and methods of depreciation 3. examples of depreciation calculation (Straight Line Method and Diminishing Balance Method without retrospective effect) 4. Recognition - Determination of Amount of Expense 5. Capital and Revenue: Classification of Income - Classification of Expenditure - Classification of Receipts</p>	<p>25%</p>	<p>13</p>
<p>Unit 5: BANK RECONCILIATION STATEMENT: 1. Meaning and objectives of Bank Reconciliation Statement 2. Importance and techniques of Bank Reconciliation Statement 3. Rectification of errors: Classification of Errors 4. Rectifying Accounting Entries - Effect on Profit</p>	<p>20%</p>	<p>8</p>

Instructional Method and Pedagogy: (Max. 100 words)
 Lecture/cases/Presentation/ Assignment

Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand commonly used financial statements, their components</p> <p>CO2: Show how information from business transactions flows into these statements</p> <p>CO3: Examine the knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local</p> <p>CO4: Learn how to prepare financial statements</p> <p>CO5: Evaluate internal control issues and the effects of the regulatory environment on financial reporting.</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources



1.	<p>Reference Books:</p> <p>1.T. S. Grewal, Introduction of Accounting, Sultan Chand& Co.</p> <p>2. Maheshwari, S.N. and S. K. Maheshwai: An Introduction to Accountancy, Eighth Edition, Vikas Publishing House</p> <p>3. Rupam Gupta, Principles of Accounting, Sultan Chang &Co.</p> <p>4. Hanif and Mukharjee, Modern Accounting, Tata McGrewHill</p> <p>5. Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamental, Sultan Chand Publishers</p>
2.	<p>Journals, Periodicals, Reference</p> <p>1. Journal of Accounting Auditing and Finance 2. International Journal of Accounting 3. Journal of Accountancy 4. Journal of Accounting Research.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p>

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	0	0	0	0	1	1
CO2	2	1	1	1	1	0	0	2
CO3	3	3	0	0	2	1	2	1
CO4	2	1	1	1	2	1	2	2
CO5	2	2	0	2	1	1	1	1



1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	1	2	2
CO2	2	2	0	0
CO3	1	2	3	2
CO4	2	3	2	3
CO5	1	1	0	1



COURSE CODE BBA106	COURSE NAME Microeconomics	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	<p>The Micro Economics course is an essential part of a Bachelor of Business Administration (BBA) program as it provides students with a foundational understanding of the behavior of individual economic agents, such as consumers and firms, and their interactions in the market. The course is designed to equip students with the necessary skills and knowledge to understand the microeconomic principles underlying the decision-making of businesses and individuals in the marketplace.</p> <p>The rationale for including the Micro Economics course in the BBA program is to prepare students to make informed and effective business decisions by providing them with a deeper understanding of how markets work.</p>
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1.To learn the basic economic principles so that you can examine a variety of social issues from the perspective of economics 2. Be able to apply the concepts studied in class to the real world, and understand the political and economic jargon in everyday news 3. To familiarize students with the basic concepts of micro economics 4 To understand the effect of micro economics principles on the business decisions 5. 5 To recognize that even though economic ideas are often abstract and ideologically driven, they are nevertheless a powerful tool for social change.



Course Content (Theory)	Weightage	Contact hours
Unit 1: Fundamentals of Micro Economics: Meaning and concepts : Wants, Desire, Demand, Utility and Satisfaction Indifference Curves	20%	9
Unit 2: Demand Analysis: The demand function Demand curve, Determinants of demand Elasticity of demand Estimation and forecasting of demand	20%	9
Unit 3: Production and Cost Analysis Basic production and cost concepts, Short run and long run estimation of cost, Economics of scope	15%	9
Unit 4 : Revenue Concepts: Total Revenue Variable and Fixed Revenue Average and Marginal Revenue	25%	9
Unit 5: Market conditions: Market Structure: Perfect Competition – Monopoly - Imperfect Market Price Output determination under different market conditions	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
 Lecture/cases/Presentation/ Assignment/role-playing.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand the ideas of Economics CO2: Show the concepts studied in class to the real world, and understand the political and economic jargon in everyday news CO3: Examine critical thinking skills by challenging the existing economic paradigm CO4: Learn to get familiar with major economic debates CO5: Evaluate the effect of micro economics principles on the business decisions	CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate



Learning Resources	
1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. P L Mehta, Managerial Economics, Sultan Chand 2. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield. E. Managerial economics: theory, applications and cases London: W. W. Norton & company. 3. Baumol, W.J. Economic theory and operations analysis. New Delhi: Prentice Hall. 4. Brickley, J. A, Smith, C. W. & Zimmerman, J. L. Managerial economics & organizational architecture New Delhi: McGraw Hill
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Journal of Monetary Economics 2. Journal of International Economics 3. The American Economic Review 4. Journal of Economics & Business
3.	Other Electronic Resources: www.economicsonline.co.uk

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	0	2	1	0	1	2
CO2	3	2	2	1	1	1	1	2
CO3	2	3	1	1	2	0	2	1
CO4	1	2	2	2	1	1	2	2
CO5	3	3	1	2	1	1	2	2



1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	1	0	1
CO2	2	0	0	1
CO3	1	1	1	3
CO4	3	0	3	2
CO5	1	1	2	1



COURSE CODE BBA201	COURSE NAME Fundamentals of Business	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The study of business is important because it provides a foundational understanding of how organizations function, create value, and interact with various stakeholders. Business encompasses a wide range of activities, including finance, marketing, operations, human resources, and strategy. These activities are vital for any organization to achieve its objectives and create sustainable growth. Furthermore, studying business helps individuals develop crucial skills such as critical thinking, problem-solving, decision-making, communication, and leadership. These skills are transferable and valuable in any industry or profession. In today's interconnected and globalized world, businesses must navigate complex economic, social, and political environments. Understanding the fundamentals of business can equip individuals with the knowledge and skills needed to address these challenges effectively.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To provide elementary knowledge of the different aspects of business. To understand the complex and dynamic structure of modern businesses To show implications of corporate structure in the form of business combinations



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: Fundamentals of Business Activities</p> <p>(a) Characteristics of Business Activities (b) Business as an Activity – How it is different from (i) Profession (ii) Employment (c) Characteristics of vocational activities (d) Business as an economic activity (e) Factors affecting business (i) Economic (ii) Social (iii) Political (f) Industries – concept (g) Commerce – concept</p>	15%	7
<p>Unit 2: Forms of Business Organization</p> <p>Sole Proprietorship : Meaning , Characteristics Partnership: “ Meaning, Characteristics Joint Stock Company : Meaning; definition under the Company’s Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); detailed study of Memorandum of Association,Articles of Association, Prospectus and Statement in lieu of Prospectus.</p>	25%	10
<p>Unit 3: Company Management</p> <p>i. Director– meaning; definition under Company’s Act 1956; position;qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors. ii. Managing Director – definition under Company’s Act 1956; position;appointment and disqualifications; remuneration to Managing Director. iii. Company Secretary – definition under Company’s Act 1956; position,qualifications; appointment; powers and duties of a Company Secretary.</p>	20%	10
<p>Unit 4 : Company Meetings, Resolutions and Minutes:</p> <p>Company meetings - Meaning; types i. Shareholders meetings– statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings. ii. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings. Resolutions – meaning; types; Minutes – meaning; signing</p>	25%	11
<p>Unit 5: Business Combinations</p> <p>Business Combinations - Meaning; causes/reasons of combinations; economies(benefits) and diseconomies (evils) of combinations; types – horizontal, verticalforward and backward, lateral convergent and divergent, circular; forms –associations, federations, partial and total consolidations</p>	15%	7



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Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ role playing.

Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the basics of Business Management</p> <p>CO2: Show how to use business terms and concepts while communicating</p> <p>CO3: Examine the information by applying a variety of business functions</p> <p>CO4: Learn how to commence business activities</p> <p>CO5: Evaluate the relevance of business activities</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>1.M C Shukla; Business Organization and Management; S. Chand Publication</p> <p>2. Fundamentals of Business Organisation & Management by Y.K.Bhushan by Sultan chand & Sons</p> <p>3.Management & Organization by C.B. Gupta</p>
2.	<p>Journals, Periodicals, Reference</p> <p>1 American Business Law journal 2. India Today 3.International small business journal 4. Journal of Business and Organisation</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p>

Evaluation Scheme	Total Marks



Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	2	2	0	1	1
CO2	3	3	3	1	1	0	1	2
CO3	2	2	2	1	1	1	2	2
CO4	3	2	3	2	2	1	1	2
CO5	2	2	2	1	1	2	2	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	2	1
CO2	1	2	0	2
CO3	2	0	1	2
CO4	3	1	2	2
CO5	1	0	2	1



COURSE CODE BBA202	COURSE NAME Business Law	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The study of Business Law is an essential part of any Bachelor of Business Administration (BBA) program because it provides students with a foundational understanding of the legal framework within which businesses operate. Business Law is a broad field that encompasses various topics, including contracts, torts, intellectual property, employment law, and corporate law.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1.To develop an understanding of significant provision of select business laws 2. To acquire the ability to address basic application –oriented issues 3. To create awareness in respect of rules and regulations affecting various managerial functions 4. To understand partnership act 5. To understand companies act, 2013

Course Content (Theory)	Weightage	Contact hours
Unit 1: The Indian Contract Act, 1872: An overview of Sections 1 to 75 covering the general nature of contract, consideration, other essential elements of a valid contract, performance of contract, breach of contract, contingent and quasi contract	20%	9



<p>Unit 2: The Sales of Goods Act, 1930 : Formation of the contract of sale, conditions and warranties Transfer of ownership and delivery of goods, Unpaid seller And his rights</p>	<p>20%</p>	<p>9</p>
<p>Unit 3: The Indian Partnership Act, 1932 General nature of Partnership, Rights and Duties of partners, Reconstitution of firms, Registration and dissolution of a firm.</p>	<p>20%</p>	<p>9</p>
<p>Unit 4 : The Limited Liability Partnership Act, 2008 Introduction – covering nature and scope, essential features, characteristics of LLP, Incorporation and differences with other forms of organization</p>	<p>20%</p>	<p>9</p>
<p>Unit 5: The Companies Act, 2013 Essential features of company, corporate veil theory, classes of companies, types of share capital, Incorporation of company, Memorandum of Association, Articles of Association, Doctrine of Indoor Management</p>	<p>20%</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)
Lecture/cases/Presentation/ Assignment/ role playing.

<p>Course Outcomes:</p>	<p>Blooms' Taxonomy Domain</p>
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the basics of terminology of laws</p> <p>CO2: Show students' knowledge and application of laws</p> <p>CO3: Examine business laws cases and its impact</p> <p>CO4: Learn complex accounting concepts</p> <p>CO5: Evaluate the manipulation and analysis of numerical data</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>



Learning Resources	
1.	Reference Books: 1.K. R. Bulchandani, Business Laws for Management,Himalaya 2. S SGulshan, Business Law, Excel 3. Ramaswamy,B S, Contracts and their management, Lexis Nexis 4.Prof.(Cmde) P KGoel, Business Law for Managers, Biztantra
2.	Journals, Periodicals, Reference 1.Indian Journal of Finance 2.Business India 3.Business Today 4. Business World
3.	Other Electronic Resources: Vikalpa” –Journal of Indian Institute of Management, Ahmedabad

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	2	3	0	0	1	2
CO2	3	3	2	2	0	0	1	2
CO3	2	3	1	3	1	1	1	3
CO4	3	2	1	2	1	1	0	2
CO5	2	2	1	2	2	1	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

**Mapping of PSOs & COs**

	PSO1	PSO2	PSO3	PSO4
CO1	2	0	3	2
CO2	0	2	0	2
CO3	1	2	1	2
CO4	3	1	1	1
CO5	2	0	3	1



COURSE CODE BBA203	COURSE NAME Business Statistics	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills
Rationale	Business statistics is a crucial subject in the field of business and management. It provides a framework for understanding and analyzing data related to business operations and decision-making. Business statistics enables managers to make informed decisions based on quantitative data, rather than relying solely on intuition or subjective opinions.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To develop the student stability to deal with numerical and quantitative issues in business To enable the use of statistical, graphical and algebraic techniques wherever relevant. To have proper understanding of statistical applications in Economics and Management. To apply discrete and continuous probability distribution to various business problems.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Statistical Description of Data 1. Statistical Representation of Data, 2. Diagrammatic representation of data, 3. Frequency distribution, 4. Graphical representation of Frequency Distribution – Histogram, Frequency , Polygon, Ogive, Pie-chart	20%	9



<p>Unit 2: Measure of Central Tendency and Dispersion</p> <p>1. Measure of Central tendency 2. Dispersion, 3. Mean, Median, Mean Deviation, 4. Quartile and Quartile Deviation, 5. Standard Deviation Co-Efficient of Variation</p>	<p>25%</p>	<p>12</p>
<p>Unit 3: Time Series analysis:</p> <p>Components of Time Series and calculation of Trend of Moving Average Method</p>	<p>10%</p>	<p>5</p>
<p>Unit 4 : Correlation and Regression</p> <p>1. Scatter diagram, Karl Person’s Coefficient of Correlation 2. Rank Correlation, 3. Probable Error and Probable Limits, 4. Regression Lines, 5. Regression Equations, 6. Regression Coefficient</p>	<p>20%</p>	<p>8</p>
<p>Unit 5: Index Numbers Index Numbers:</p> <p>Use of Index Numbers. Problems involved in construction of index Numbers, Methods of construction of Index Numbers.</p>	<p>25%</p>	<p>12</p>

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/

<p>Course Outcomes:</p>	<p>Blooms’ Taxonomy Domain</p>
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the key terminology, concepts tools and techniques used in business statistical analysis.</p> <p>CO2: Show the underlying assumptions of analysis tools</p> <p>CO3: Examine the issues surrounding sampling and significance</p> <p>CO4: Learn the uses and limitations of statistical analysis</p> <p>CO5: Evaluate a range of problems using the techniques covered</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>



Learning Resources	
1.	<p>Reference Books:</p> <p>1. Business Statistics by S.P. Gupta & M.P. Gupta</p> <p>2. Introduction to Statistics by C.B. Gupta</p> <p>3. Business Statistics by Mr. R.S>Bharadwaj, Excel Book Publication</p> <p>4. Business Statistics by Richard Levin</p> <p>5. Business Statistics by Ken Black, Tata McgrawHiil Publication</p> <p>6. Mathematical statistics by Ray, Sharma and Choudhary</p> <p>7. Business Sttaatistics by V.K. Kapoor, Sultan Chand Publication</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journals of Applied Statistics 2. Journal of the American Statistical Association 3. Journal of the Royal Statistical Society 4. Statistical Science by Institute of Mathematical Statistics</p>
3.	<p>Other Electronic Resources: www.ss-pub.org</p>

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	0	0	0	0	0	1
CO2	1	2	1	1	1	0	1	2
CO3	1	1	1	2	1	0	1	1



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CO4	3	2	1	1	2	1	2	2
CO5	2	1	2	1	0	2	1	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 Non

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	2	3	2
CO2	2	1	0	3
CO3	2	3	1	1
CO4	1	1	1	2
CO5	0	1	3	1



COURSE CODE BBA204	COURSE NAME Management Information System	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Management Information Systems (MIS) is a subject that focuses on the use of technology and information systems to support organizational decision-making, planning, and control. The subject is an important part of any business or organization, as it provides a framework for managing and using information effectively to improve business operations.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To understand the basic principles and working of information technology To describe the role of information technology and information systems in business To contrast and compare how internet and other information technologies support business processes To give an overall perspective of the importance of application of internet technologies in business administration

Course Content (Theory)	Weightage	Contact hours
Unit 1: Organizations, Management, and the Networked Enterprise · Information Systems in Global Business Today · Global E-Business and Collaboration · Information	20%	9



Systems, Organizations, and Strategy · Ethical and Social Issues in Information Systems		
Unit 2: Information Technology Infrastructure · IT Infrastructure and Emerging Technologies · Telecommunications, the Internet, and Wireless Technology	20%	9
Unit 3: Database Management Foundations of Business Intelligence: Databases and Information Management · Managing Knowledge Enhancing Decision Making	20%	9
Unit 4 : Information System Applications for the Digital Age Achieving Operational Excellence and Customer Intimacy · Enterprise Applications · Building Information System	20%	9
Unit 5: Managing Knowledge The knowledge management landscape, Enterprise-wide knowledge management system, Knowledge work systems, Intelligent techniques Enhancing Decision Making: Decision making and information systems, Business intelligence in the enterprise. Business intelligence constituencies.	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/

Course Objectives:

Blooms' Taxonomy Domain



<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand and apply the fundamental concepts of information systems.</p> <p>CO2: Show the knowledge about management of information systems.</p> <p>CO3: Examine and recommend the use of information technology to solve business problems</p> <p>CO4: Learn various information system application</p> <p>CO5: Evaluate a framework and process for aligning organization’s IT objectives with business strategy</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>
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Learning Resources	
1.	<p>Reference Books:</p> <p>1.Kenneth C. Laudon and Jane P. Laudon: Management Information System, Managing the Digital Firm, Pearson Education</p> <p>2. James A. O’ Brien, George M. Marakas: Management Information Systems, Global McGraw Hill,</p> <p>3.Steven Alter: Information Systems: The Foundation of E-Business, Pearson Education.</p> <p>4.W.S. Jawadekar: Management Information Systems, Tata McGraw Hill</p>
2.	<p>Journals, Periodicals, Reference</p> <p>1. Journal of Information Technology Management 2. Information Technology and Management 3. International Journal of Information Technology and Management</p>
3.	<p>Other Electronic Resources</p> <p>https://www.guru99.com/rol-component-mis.html</p> <p>https://www.tutorialspoint.com/management_information_system/quality_of_information.htm</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	1	0	0	1	2
CO2	2	2	1	2	0	0	2	2
CO3	2	2	2	1	1	1	2	1
CO4	3	3	2	1	1	2	1	2
CO5	2	2	1	2	2	1	1	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	0	3	2
CO2	0	2	0	2
CO3	1	2	1	2
CO4	3	1	1	1
CO5	2	0	3	1



COURSE CODE BBA205	COURSE NAME Financial Accounting	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Financial accounting is a subject that focuses on the preparation, analysis, and communication of financial information to external stakeholders such as investors, creditors, and regulators. The subject is an essential component of any business or organization, as it provides a framework for measuring and reporting financial performance.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To provide knowledge on Goodwill To understand the terms used in accounting system. To know the accounting system for non profit organisation. To enable the students to prepare different kinds of Financial Statements

Course Content (Theory)	Weightage	Contact hours
Unit 1: Analysis and interpretation of financial statement Advantages and limitations of financial statement analysis, techniques of financial statement analysis: comparative financial statement, common size statement and trend percentage, Ratio analysis: Advantages and limitation of ratio analysis, Liquidity and solvency ratio, Profitability Ratio, Efficiency ratio	20%	9



<p>Unit 2: Fund Flow Analysis Preparation of statement showing changes in working capital, preparation of fund flow statement (Including additional information), and adjusted profit and loss account</p>	<p>20%</p>	<p>9</p>
<p>Unit 3: Cash Flow Statement Cash Flow Statement Uses, Advantages, Cash from Operations, cash from Financing and Cash from Investing</p>	<p>20%</p>	<p>9</p>
<p>Unit 4 : Cash Flow Statement Valuation of good will, Factors affecting value of goodwill – Methods of valuation of shares, Computation of valuation of shares.</p>	<p>20%</p>	<p>9</p>
<p>Unit 5: ACCOUNTING FOR NON TRADING CONCERNS: Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), How NTC differs from Trading Concern, Identification of Capital and Revenue Items for non trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet. (Practical Examples of Clubs & Hospitals)</p>	<p>20%</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the financial statements of a Non Profit business entity.</p> <p>CO2: Show the knowledge on Goodwill and shares valuation.</p> <p>CO3: Examine the financial performance of the Organisation.</p> <p>CO4: Learn to interpret the financial statements</p> <p>CO5: Evaluate the financial statements of the Organisation</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>



Learning Resources	
1.	Reference Books: 1.P.C. Tulsian, “ Financial Accounting”, Tata MC Graw Hill Ltd 2. T.S.Reddy&A.Murthy, “Financial Accounting”, Margham Publications 3. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India 4. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd
2.	Journals, Periodicals, Reference 1. International Journal of Accounting 2. Journal of Accountancy 3. Journal of Accounting Research. 4. International Journal of Managerial and Financial Accounting
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	1	0	0	1	2
CO2	3	2	1	0	0	1	2	2
CO3	3	3	2	1	1	2	1	2
CO4	3	3	2	2	1	1	2	2
CO5	2	2	1	2	2	2	1	2



1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	1	3	1
CO2	0	2	2	2
CO3	2	2	1	2
CO4	1	1	2	3
CO5	2	3	3	1



COURSE CODE BBA206	COURSE NAME Macro Economic	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Macroeconomics is a subject that focuses on the study of the overall performance and behavior of an economy as a whole. It is an essential component of any business or organization, as it provides a framework for understanding how economic conditions impact business operations and decision-making.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1.To understand the functioning of economy at the macro level. 2. To Understand how the economy is regulated through monetary and fiscal policies. 3. To study the important indicators of the economy and their significance. 4. To understand the functioning of economy at the macro level.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Macro Economics Definition, Scope, Importance and Limitations of Macro Economics National Income-Meaning of NI and Circular Flow of NI, Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income, Methods for measurement of NI	20%	9
Unit 2 Monetary policy/Fiscal Policy/Balance of Payments Monetary Policy :Meaning, Objectives and Tools Fiscal Polic: y: Meaning, Objectives and Tools Balance of Payments :Meaning,	20%	9



Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium		
Unit 3: Business Cycle Meaning Phases Features Causes behind these Cycles	15%	8
Unit 4 : : Indian Economy 1. Money, Banking, Inflation and Deflation 2. Nature and functions of money, (M1,M2,M3 AND M4), value of money, Measurement of money supply 3. Central bank-functions, Commercial banksfunctions, credit creation. 4. Inflation and deflation-meaning, causes and control, inflation and unemployment	25%	12
Unit 5: Unemployment Meaning, Types, Causes, Remedies	15%	5

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/

Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the concept of macroeconomics and its implication on economy.</p> <p>CO2: Show an idea regarding Balance of trade and Payment</p> <p>CO3: Examine learning of components of money and credit creation in Banks</p> <p>CO4: Learns to apply valuation techniques in economic market</p> <p>CO5: Evaluate and Integrate the role of fiscal and monetary policies in regulating economy</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>



Learning Resources	
1.	<p>Reference Books:</p> <p>1. Gregory Mankiw. Macroeconomics, Worth Publishers Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill</p> <p>2. Macro Economics by D.M.Mithani (Himalaya Publication)</p> <p>3. Macro Economics by R. Cauvery (S.Chand Publication.)</p> <p>4. Olivier Blanchard, Macroeconomics, Pearson Education, Inc.,</p> <p>5. David Colander, Macroeconomics, McGraw-Hill Education,</p>
2.	<p>Journals, Periodicals, Reference</p> <p>1. Journal of Macroeconomics 2. American Economic Journal : Macro Economics 3. South Asian Journal of Macro economics and Public Finance 4. Journal of Monetary economics</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p>

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	0	2	0	2
CO2	3	2	1	1	0	1	1	2
CO3	2	3	2	1	1	1	2	1
CO4	2	2	1	2	2	2	1	2



CO5	2	1	2	1	1	1	1	2	
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1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None **Mapping of PSOs & COs**

	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	2
CO2	2	2	0	3
CO3	0	2	2	1
CO4	2	3	1	1
CO5	3	1	1	2



COURSE CODE BBA301	COURSE NAME FINANCIAL MANAGEMENT	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	H.S.C. from any stream
Course Category	Core Course
Course focus	Skill Enhancement
Rationale	This course aims to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems. It will also help students in evaluating the financial health of a company, make informed investment decisions, and develop strategies to increase profitability.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To understand theories of value, risk and return, capital investment decisions, and techniques of capital budgeting and investment appraisal To apply future value and present value concepts to single sums, mixed streams, and annuities. To employ time value, risk, and return concepts. To apply valuation techniques to bonds. To implement time value, risk, and return concepts to constant and variable growth models. To apply valuation techniques to stocks. To evaluate the concept of risk, its measurement for single assets and portfolios, various types of risk, the source and use of betas, and the CAPM and SML

Course Content (Theory)	Weightage	Contact hours
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Unit 1: Financial Management: An Overview - Forms of Business Organisation -Financial Decisions in a Firm - Goal of Financial Management - The Fundamental Principle of Finance -Building Blocks of Modern Finance - Risk-Return Tradeoff - Agency Problem-Business Ethics and Social Responsibility - Organisation of the Finance Function -Relationship of Finance to Economics and Accounting - Emerging Role of the Financial Manager in India	20%	8
Unit 2: The Time Value of Money: Rationale –Techniques -Practical applications of Compounding and Present Value Techniques	20%	8
Unit 3: Risk and Return: Risk and return of a Single Asset -Risk and Return of Portfolio – Portfolio Selection - Capital Asset Pricing Model (CAPM)	15%	8
Unit 4: Valuation of Bonds and Stocks: Bond Valuation-Bond Yields-Bond Market – Valuation of Preference Stock Equity Valuation: Dividend Discount ModelThe P/E Ratio Approach - The Relationship between Earnings-Price Ratio -Expected Return, and Growth - Stock Market	25%	13
Unit 5: Capital Budgeting Process - Project Classification - Investment Criteria - Net Present Value - Benefit-Cost Ratio - Internal Rate of Return - Payback Period - Accounting Rate of Return - Investment Appraisal in Practice	20%	8

Instructional Method and Pedagogy: (Max. 100 words)
 Simulations/Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted CO1: Understand theories of value, risk and return, capital investment decisions, and techniques of capital budgeting and investment appraisal CO2: Apply future value and present value concepts to single sums, mixed streams, and annuities. CO3: Employ time value, risk, and return concepts. To apply valuation techniques to bonds. CO4: Implement time value, risk, and return concepts to constant and variable growth models. To apply valuation techniques to stocks.	CO1: Understand CO2: Apply CO3: Employ CO4: Implement CO5: Evaluate



CO5: Evaluate the concept of risk, its measurement for single assets and portfolios, various types of risk, the source and use of betas, and the CAPM and SML

Learning Resources

1.	Textbook : M Y Khan and P K Jain; Financial Management; McGraw Hill
2.	Reference books : 1. Prasanna Chandra; Financial Management; McGraw Hill I.M.Pandey; 2. Financial Management, Vikas Publication; S.Chand Publication
3.	Journals, Periodicals, Reference 1. Journal of Applied Corporate Finance 2. Journal of Money, Credit and Banking 3. The Journal of Computational Finance 4. IMF Economic Review
4.	Other Electronic Resources: https://www.coursera.org/specializations/financial-management https://www.lsbfi.org.uk/blog/news/importance-of-financial-management/117410 https://www.investopedia.com/terms/t/timevalueofmoney.asp https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/risk-andreturn/

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	0	0	1	0	0	0	0	0
CO2	0	0	0	2	0	0	0	0	0



BBA

Course Curriculum

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CO3	0	0	0	2	0	0	0	0	0
CO4	0	0	0	2	0	0	0	0	0
CO5	0	0	0	0	0	0	2	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	1
CO2	1	0	0	1
CO3	0	1	3	1
CO4	1	0	0	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBA302	COURSE NAME PRINCIPLES OF MARKETING	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	H.S.C. from any stream
Course Category	Core Course
Course focus	Skill Enhancement
Rationale	This course will help students in understanding customer needs and preferences, build strong brands, and develop effective marketing strategies aligned with the business objectives. It also provides insights into the external factors that affect marketing activities, allowing students to make data-driven decisions and improve business performance.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To understand the marketing environment and its impact on marketing decisions. To assess the consumer buying behavior process and how it affects marketing strategy. To create a comprehensive marketing strategy by understanding the strategic planning process and competitive strategies. To evaluate the importance of product decisions To analyze contemporary issues in marketing such as marketing of services and how they affect marketing decisions and strategy

Course Content (Theory)	Weightage	Contact hours
Unit 1: Basic concepts: Nature & Scope of Marketing, Concepts - production, product, selling marketing & societal marketing, marketing environment –marketing management and its environment.	20%	8
Unit 2: Consumer buying behaviour: Consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role. Market Segmentation: Meaning, Definition,	20%	8



Different ways to Segmentation, Essential of effective Market Segmentation, Destination between differential Marketing & Concentrated Marketing		
Unit 3: Planning Marketing Strategy Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	15%	8
Unit 4: Product decisions: Product definition, new product development process, and product life cycle, positioning, branding (Definition of Brand and Brand Equity, Selection of Brand Name,), packaging & labeling decisions Pricing decisions: importance, objectives Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented) & strategies Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components	25%	13
Unit 5: Contemporary Issues Marketing of Services -Rural Marketing – Consumerism and Consumer Protection Act, 1986-Retailing	20%	8

Instructional Method and Pedagogy: (Max. 100 words)

Emphasize experiential learning, critical thinking, and practical application of marketing concepts. Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the marketing environment and its impact on marketing decisions.</p> <p>CO2: Assess the consumer buying behavior process and how it affects marketing strategy.</p> <p>CO3: Create a comprehensive marketing strategy by understanding the strategic planning process and competitive strategies.</p> <p>CO4: Evaluate the importance of product decisions</p> <p>CO5: Analyze contemporary issues in marketing such as marketing of services and how they affect marketing decisions and strategy</p>	<p>CO1: Understand</p> <p>CO2: Assess</p> <p>CO3: Create</p> <p>CO4: Evaluate</p> <p>CO5: Analyze</p>



Learning Resources	
1.	Textbook : Marketing Management by Philip Kotler and Kevin Lane Keller, Pearson Education, 15th Edition, 2016
2.	Reference books : 1. Kotler, P., Kartajaya, H., & Setiawan, I. (2016). Marketing 4.0: Moving from Traditional to Digital. John Wiley & Sons. 2. Vaynerchuk, G. (2018). Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too. HarperCollins. 3. Isaacson, W. (2011). Steve Jobs. Simon & Schuster. 4. Rajan, N. N. (2019). Marketing Management. SAGE Publications India.
3.	Journals, Periodicals, Reference 1. The IUP Journal of Marketing Management 2. International Journal of Marketing Management
4.	Other Electronic Resources: https://www.economicdiscussion.net/marketing-management/what-is-marketingmanagement/31788 https://www.professionalacademy.com/blogs-and-advice/marketing-theories---themarketing-mix---from-4-p-s-to-7-p-s https://www.investopedia.com/terms/f/four-ps.asp https://www.ukessays.com/essays/marketing/contemporary-issues-in-marketingmarketing-essay.php https://yourbusiness.azcentral.com/examples-contemporary-issues-marketing-field26524.html

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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BBA

Course Curriculum

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CO1	3	0	0	1	0	1	3	0	0
CO2	0	0	0	2	0	0	0	0	0
CO3	0	3	1	2	0	0	0	0	0
CO4	0	0	0	2	0	1	0	0	0
CO5	0	3	0	0	0	0	2	0	0

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	0	0	1	0	0	2
CO2	0	0	0	0	0	3
CO3	0	0	0	3	0	2
CO4	0	2	0	0	0	2
CO5	0	0	3	0	0	0



COURSE CODE BBA303	COURSE NAME Cost Accounting	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Accounting
Course Category	Core Course
Course focus	Skill Enhancement
Rationale	This course will help students in understanding basic knowledge of Cost Sheets, Labour Cost and Overhead calculation in the Industry.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To recall the different Cost functions in Accounting To evaluate the effectiveness of Costing practices and programs, and recommend improvements based on evidence To analyze Cost data to take various decisions for the ORganisation. To develop innovative cost control mechanism to give solutions to address current and emerging challenges and opportunities. To enable the students to integrate various Cost concepts in order to take correct business decisions

Course Content (Theory)	Weightage	Contact hours
Unit 1: Costing: Concept and Classification Objective and importance of cost and management accounting- Essentials of cost and management accounting-Differentiate between cost accounting and financial accounting and management accounting- Various elements of cost and the way these are classified-Methods of segregating semi-variable costs into fixed and variable cost-Concept of cost reduction and cost control-Methods and techniques of costing	20%	8
Unit 2: Material cost	20%	8



<p>Meaning, need and importance of materials-procedures and documentations involved in procuring, storing and issuing material – various inventory control techniques and determination of various stock levels. Economic order quantity-various methods of inventory accounting-prepare stock ledger/account.</p>		
<p>Unit 3: Labour Cost and Direct Expenses Meaning and importance of employee (labour) cost in an organisation – attendance and payroll procedures- meaning and treatment of idle time and overtime cost – employee (labour) turnover: meaning, reasons, methods of measurement and cost impacts arious methods of remuneration and incentive system in calculation of wages, bonus etc</p>	15%	8
<p>Unit 4: Overheads Absorption costing method Meaning of overheads - Production, Administrative and Selling & Distribution – meaning and methods of allocation, apportionment and absorption of overheads- under-absorption and over-absorption of overheads- Accounting and control of administrative, selling and distribution overheads</p>	25%	13
<p>Unit 5: Activity Based Costing Problem of traditional costing system. Usefulness of Activity Based Costing (ABC)- Cost allocation under ABC- Different level of activities under ABC- Cost Sheet - Classify and ascertain cost on the basis of function-prepare cost sheet/ statement for production of goods and providing services</p>	20%	8

<p>Instructional Method and Pedagogy: (Max. 100 words) Emphasize through Simulations/Lecture/cases/Presentation/ Assignment.</p>

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to: Blooms' Taxonomy word shouldbe highlighted CO1:Recall the different Cost functions in Accounting CO2 : Evaluate the effectiveness of Costing practices and programs, and recommend improvements based on evidence</p>	<p>CO1: Recall CO2: Evaluate</p>



<p>CO3: Analyze Cost data to take various decisions for the ORganisation.</p> <p>CO4: Develop innovative cost control mechanism to give solutions to address current and emerging challenges and opportunities.</p> <p>CO5: Enable the students to integrate various Cost concepts in order to take correct business decisions</p>	<p>CO3: Analyze</p> <p>CO4:Develop</p> <p>CO5: Enable</p>
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Learning Resources	
1.	<p>Textbook :</p> <ul style="list-style-type: none"> M. N. Arora A Textbook on Cost and Management Accounting Vikas Publication. 10 th Edition Charles T. Horngren Cost Accounting- A Managerial Emphasis Pearson – 14th Edition Textbook: Jawahar Lal and Seema Srivastava; <i>Cost Accounting</i>, McGraw Hill Education (India Private Limited)
2.	<p>Reference books :</p> <p>Ravi Kishore Cost Management Accounting Taxman – Latest Edition</p> <p>Hilton & Maher Cost Management : Strategies for Business TMH – Latest Edition</p>
3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. The Management Accountant 2. International Journal of Cost Accountant
4.	<p>Other Electronic Resources:</p> <p>https://www.coursera.org/</p>

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Attendance</td> <td style="padding: 5px; text-align: center;">05 marks</td> </tr> <tr> <td style="padding: 5px;">MCQs</td> <td style="padding: 5px; text-align: center;">10 marks</td> </tr> <tr> <td style="padding: 5px;">Open Book Assignment</td> <td style="padding: 5px; text-align: center;">15 marks</td> </tr> <tr> <td style="padding: 5px;">Article Review</td> <td style="padding: 5px; text-align: center;">10 marks</td> </tr> <tr> <td style="padding: 5px;">Total</td> <td style="padding: 5px; text-align: center;">40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs



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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	0	0	3	0	0	0	0
CO2	0	0	3	0	0	0	0	0
CO3	3	0	0	3	0	0	0	0
CO4	3	0	0	0	0	0	0	3
CO5	0	0	2	3	0	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	1
CO2	1	0	0	1
CO3	0	1	2	1
CO4	1	0	0	1
CO5	3	0	3	1



COURSE CODE BBA304	COURSE NAME HUMAN RESOURCE MANAGEMENT	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	H.S.C. from any stream
Course Category	Core Course
Course focus	Skill Enhancement
Rationale	This course will help students in understanding customer needs and preferences, build strong brands, and develop effective marketing strategies aligned with the business objectives. It also provides insights into the external factors that affect marketing activities, allowing students to make data-driven decisions and improve business performance.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To recall the different functions of HRM To evaluate the effectiveness of HRM practices and programs, and recommend improvements based on evidence To analyze HR data and metrics to identify trends and patterns, and make informed HR decisions To develop innovative HR solutions to address current and emerging HR challenges and opportunities. To enable the students to integrate various HR concepts in order to take correct business decisions

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Human Resource Management: Meaning, Function, Significance & Challenges of HRM, HR Policies Strategic role of HR and its implications.	20%	8
Unit 2: Acquisition of Human Resources: videos HR Planning; Job analysis - job description and job specification; recruitment - sources	20%	8



and process; selection process - tests and interviews; placement and induction		
Unit 3: Maintenance of Human Resources: staff welfare activities, safety, communication Job changes - transfers, promotions/demotions, separations	15%	8
Unit 4: Training and Development: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development - process and techniques; career planning	25%	13
Unit 5: Performance Appraisal Performance appraisal - concept and objectives; traditional and modern methods, limitations of performance appraisal methods. Compensation and Maintenance: Compensation: job evaluation - concept, process and significance; components of employee remuneration - base and supplementary; maintenance: overview of employee welfare, health and safety, social security	20%	8

Instructional Method and Pedagogy: (Max. 100 words)

Emphasize experiential learning, critical thinking, and practical application of HRM concepts through Simulations/Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Recall the different functions of HRM</p> <p>CO2: Evaluate the effectiveness of HRM practices and programs, and recommend improvements</p> <p>CO3: Analyze HRM systems and practices to identify trends and patterns, and make informed HR decisions</p> <p>CO4: Develop innovative HR solutions to address current and emerging HR challenges and opportunities.</p> <p>CO5: Enable to integrate various HR concepts in order to take correct business decisions</p>	<p>CO1: Recall</p> <p>CO2: Evaluate</p> <p>CO3: Analyze</p> <p>CO4: Develop</p> <p>CO5: Enable</p>



Learning Resources	
1.	Textbook : Dessler, G. (2020). Human resource management (16th ed.). Pearson.
2.	Reference books : 1. Aswathappa, K. (2019). Human Resource Management: Text and Cases (7th ed.). Tata McGraw-Hill Education.. 2. Khanka, S. S. (2021). Human Resource Management (Text and Cases) (5th ed.). S. Chand & Company Ltd. 3. Ahuja, S. (2017). Human Resource Management (2nd ed.). Excel Books.
3.	Journals, Periodicals, Reference 1. Human Resource Management Journal 2. International Journal of Human Resource Management 3. Journal of Management 4. Academy of Management Journal 5. Personnel Psychology 6. Journal of Organizational Behavior
4.	Other Electronic Resources: https://www.thebalancecareers.com/what-is-human-resource-management-1918143 https://www.coursera.org/specializations/human-resource-management https://hbr.org/1981/09/managing-human-resources https://www.humanresourcesedu.org/what-is-human-resources/

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	0	0	0	3	0	0	0	1
CO2	0	0	0	3	0	1	0	0	0



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CO3	0	3	0	0	3	0	0	0	0
CO4	3	0	0	0	0	0	0	2	0
CO5	0	0	0	2	3	0	0	0	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	1
CO2	1	0	0	1
CO3	0	1	3	1
CO4	1	0	1	1
CO5	0	0	3	1



COURSE CODE	COURSE NAME	SEMESTER
BBAMM01	Consumer Behaviour	III

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Marketing Elective
Course focus	Employability/ Marketing Skills
Rationale	The subject focuses on understanding consumer behaviour and its impact on marketing decisions. It explores various models, group influences, perception, motivation, attitudes, and consumer rights. This knowledge is essential for effective marketing strategies and meeting consumer needs in a dynamic marketplace.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To understand the nature and relevance of consumer behaviour studies in marketing decisions. (Remembering) 2. To examine the factors influencing consumer behaviour and the consumer buying decision process. (Understanding) 3. To analyse the impact of group influences on consumer behaviour, including reference groups and social class. (Applying) 4. To explore the role of perception, motivation, values, and attitudes in consumer behaviour. (Analysing) 5. To comprehend the concept of consumer rights, consumer protection, and recent trends in consumer rights protection. (Evaluating)

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Consumer Behaviour Consumer Behaviour – Nature & Relevance of Consumer Behaviour studies in marketing decisions. Factors influencing consumer behaviour – Consumer buying decision process with illustration – Buyer roles assumed by consumers – Levels of consumer decision making. models of consumer behaviour- Economic model, learning model, sociological model, Howard Sheth model of buying.	20%	9



<p>Unit 2:Group Influences on Consumer Behaviour</p> <p>Introduction, of groups , advantages and disadvantage of groups, Factors affecting Group Influence ,reference group, types of reference group, social class and consumer behaviour- Introduction social class categorization, social class life style and buying behaviour, social class and market segmentation, social factor.</p>	<p>20%</p>	<p>9</p>
<p>Unit 3: Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, perception of process</p> <p>Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives - personal, social motives, Involvement:-types of involvement, measuring involvement, values, values and attitudes, means and end chain model.</p>	<p>20%</p>	<p>9</p>
<p>Unit 4: Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multiattribute attitude model</p>	<p>20%</p>	<p>9</p>
<p>Unit 5:Consumer Rights & Protection</p> <p>Consumerism: Concept & Evolution – Consumer Rights in India – Consumer Protection – Provisions Recent Trends in Consumer Rights Protection.</p>	<p>20%</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)

Lectures provide the theoretical foundations, covering key concepts and theories. Case studies offer real-world applications, bridging the gap between theory and practice. Presentations enhance communication skills and engagement. Assignments promote critical thinking by applying knowledge to analyze real-life scenarios. Role-playing activities encourage experiential learning and practical insights. Discussions foster collaboration, knowledge sharing, and broadening perspectives. This multifaceted approach equips students with the necessary skills to analyze consumer behavior, make informed marketing decisions, and navigate practical challenges they may encounter in the field.

<p>Course Objectives:</p>	<p>Blooms’ Taxonomy Domain</p>
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<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand models of consumer behavior and their marketing significance. (Understanding)</p> <p>CO2: Apply knowledge of group influences on consumer behavior in real-world scenarios. (Applying)</p> <p>CO3: Analyse perception, motivation, values, and attitudes in shaping consumer behaviour. (Analysing)</p> <p>CO4: Evaluate attitude models to make informed judgments about consumer attitudes. (Evaluating)</p> <p>CO5: Demonstrate knowledge of consumer rights, laws, and emerging trends. (Remembering)</p>	<p>CO1: Understand</p> <p>CO2: Applying</p> <p>CO3: Analysing</p> <p>CO4: Evaluating)</p> <p>CO5: Remembering</p>
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Learning Resources			
1.			
2.	Journals, Periodicals, Reference		
	1.		
3.	Other Electronic Resources:		
Evaluation Scheme		Total Marks	
Theory: Mid semester Marks		20 marks	
Theory: End Semester Marks		40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	0	0	0					

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CO2	0	2	2	0					
CO3	0	2	0	0					
CO4	0	0	3	0					
CO5	0	0	0	2					



COURSE CODE BBAMM01	COURSE NAME Consumer Behaviour	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Marketing Elective
Course focus	Employability/ Marketing Skills
Rationale	The subject focuses on understanding consumer behaviour and its impact on marketing decisions. It explores various models, group influences, perception, motivation, attitudes, and consumer rights. This knowledge is essential for effective marketing strategies and meeting consumer needs in a dynamic marketplace.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To understand the nature and relevance of consumer behaviour studies in marketing decisions. (Remembering) 2. To examine the factors influencing consumer behaviour and the consumer buying decision process. (Understanding) 3. To analyse the impact of group influences on consumer behaviour, including reference groups and social class. (Applying) 4. To explore the role of perception, motivation, values, and attitudes in consumer behaviour. (Analysing) 5. To comprehend the concept of consumer rights, consumer protection, and recent trends in consumer rights protection. (Evaluating)

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Consumer Behaviour Consumer Behaviour – Nature & Relevance of Consumer Behaviour studies in marketing decisions. Factors influencing consumer behaviour – Consumer buying decision process with illustration – Buyer roles assumed by consumers – Levels of consumer decision making. models of consumer behaviour- Economic model, learning model, sociological model, Howard Sheth model of buying.	20%	9



<p>Unit 2:Group Influences on Consumer Behaviour</p> <p>Introduction, of groups , advantages and disadvantage of groups, Factors affecting Group Influence ,reference group, types of reference group, social class and consumer behaviour- Introduction social class categorization, social class life style and buying behaviour, social class and market segmentation, social factor.</p>	<p>20%</p>	<p>9</p>
<p>Unit 3: Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, perception of process</p> <p>Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives - personal, social motives, Involvement:-types of involvement, measuring involvement, values, values and attitudes, means and end chain model.</p>	<p>20%</p>	<p>9</p>
<p>Unit 4: Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multiattribute attitude model</p>	<p>20%</p>	<p>9</p>
<p>Unit 5:Consumer Rights & Protection</p> <p>Consumerism: Concept & Evolution – Consumer Rights in India – Consumer Protection – Provisions Recent Trends in Consumer Rights Protection.</p>	<p>20%</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)

Lectures provide the theoretical foundations, covering key concepts and theories. Case studies offer real-world applications, bridging the gap between theory and practice. Presentations enhance communication skills and engagement. Assignments promote critical thinking by applying knowledge to analyze real-life scenarios. Role-playing activities encourage experiential learning and practical insights. Discussions foster collaboration, knowledge sharing, and broadening perspectives. This multifaceted approach equips students with the necessary skills to analyze consumer behavior, make informed marketing decisions, and navigate practical challenges they may encounter in the field.

<p>Course Objectives:</p>	<p>Blooms’ Taxonomy Domain</p>
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<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand models of consumer behavior and their marketing significance. (Understanding)</p> <p>CO2: Apply knowledge of group influences on consumer behavior in real-world scenarios. (Applying)</p> <p>CO3: Analyse perception, motivation, values, and attitudes in shaping consumer behaviour. (Analysing)</p> <p>CO4: Evaluate attitude models to make informed judgments about consumer attitudes. (Evaluating)</p> <p>CO5: Demonstrate knowledge of consumer rights, laws, and emerging trends. (Remembering)</p>	<p>CO1: Understand</p> <p>CO2: Applying</p> <p>CO3: Analysing</p> <p>CO4: Evaluating)</p> <p>CO5: Remembering</p>
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Learning Resources			
1.			
2.	Journals, Periodicals, Reference		
	1.		
3.	Other Electronic Resources:		
Evaluation Scheme		Total Marks	
Theory: Mid semester Marks		20 marks	
Theory: End Semester Marks		40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	0	0	0					



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CO2	0	2	2	0					
CO3	0	2	0	0					
CO4	0	0	3	0					
CO5	0	0	0	2					

COURSE CODE BBFM01	COURSE NAME Financial System & Markets	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	
Course Category	Accounting & Finance Electives
Course focus	Employability & Skills
Rationale	Banking, Finance and Insurance is a field in which the opportunities of growth are vast and varied. While this field is one of the safest and most stable in terms of employment, it is the most dynamic at the same time. An individual planning to make a career in Banking, Finance or Insurance can look forward to a very lucrative and rewarding career. From managerial and consulting jobs in Government sector and MNCs, to self-employment as Chartered Accountant,



	Company Secretary, Finance Consultant, Entrepreneurship, the Banking, Finance and Insurance sectors have employment opportunities for all.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom’s Taxonomy)	<ol style="list-style-type: none"> To understand the role and function of the financial system in reference to the macro economy. To demonstrate an awareness of the current structure and regulation of the Indian financial services sector. To create awareness about financial markets To understand the role of financial regulators To Evaluate the role of financial market operations.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Financial System <ol style="list-style-type: none"> The Financial System: An Introduction The Financial System and Economy Reforms in the Financial System 	20%	9
Unit 2: Financial Markets <ol style="list-style-type: none"> The Money Market – Instruments, Organized Money Market, Unorganized Money Market The Capital Market- 	20%	9
Unit 3: Issue Management <ol style="list-style-type: none"> The Primary Market – SEBI guidelines, types of issue management Disinvestment of Public Sector Undertakings The Secondary Market - Cash /Equity Markets: The equity segment allows dealing in shares, debentures, warrants, mutual funds, ETFs. Equity Derivatives Market, Debt Market, Corporate Bond Market, Forex Market 	20%	9
Unit 4 : Financial Markets <ol style="list-style-type: none"> The Derivatives Market The Debt Market New Financial Instruments 	20%	9
Unit 5: Financial Regulators <ol style="list-style-type: none"> Securities and Exchange Board of India Reserve Bank of India 	20%	9

Instructional Method and Pedagogy: (Max. 100 words) Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Objectives:	Levels
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After successful completion of the above course, students will be able to:	
<p>CO1: Understand the role and function of the financial system in reference to the macroeconomy.</p> <p>CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</p> <p>CO3: Create awareness about financial markets.</p> <p>CO4: Understand the role of financial regulators.</p> <p>CO5: Evaluate the role of financial market operations.</p>	<p>CO1: Understand</p> <p>CO2: Demonstrate</p> <p>CO3: Create</p> <p>CO4: Understand</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Textbook Indian Financial System: Bharti V. Pathak Pearson</p> <p>Reference books</p> <p>Khan M Y: Indian Financial System, Tata Macgraw Hill, New Delhi 2000</p> <p>Bhole, L M : Financial Institutions and Markets : Structure Growth and Innovations. 2nd edition: New Delhi : Tata McGraw Hill,</p> <p>Srivastava, R M: Financial Institutions in Indian Financial Institutions</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <p>https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp</p> <p>https://www.ibef.org/industry/financial-services-india.aspx</p> <p>https://financialservices.gov.in/</p>
Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks



Theory: End Semester Marks	40 marks		
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	0	0	0	0	0	0	0
CO2	1	3	1	0	0	0	1	2	2
CO3	0	3	1	0	0	0	1	2	2
CO4	1	2	0	0	0	0	0	0	2
CO5	0	2	1	0	0	0	0	1	1

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	0
CO3	2	1	2	3
CO4	1	1	3	1
CO5	1	0	2	1



COURSE CODE BBAFM02	COURSE NAME Financial Institution and Services	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability
Rationale	
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom’s Taxonomy)	<ol style="list-style-type: none"> To develop the perspective of a financial investment as insurance and banking To familiarize students with various insurance operation To develop an understanding of banking operation To understand valuation methods of insurance products and general insurance To evaluate the Insurance Products

Course Content (Theory)	Weightage	Contact hours
Unit 1: Corporate Banking – Term Loans, working capital loans, LC (domestic and foreign) and Bank Guarantee, Equipment financing, Foreign Currency Loans, Retail banking – Retail Assets and Liabilities, NRI Services, Third party Product sale	20%	9
Unit 2: Core Banking Functions - Banks spread management, Interlink Branch banking, Online banking, Telebanking, Information Technology in Banks, Management of NPA, SARFAISI Act, Risk Management Tools.	20%	9
Unit 3: Treasury Management: Treasury management in banks, Regulatory Framework for banks, Regulatory framework for Insurance.	20%	9



Unit 4: Life Insurance: Meaning, Type of Plans, Benefits of Life Insurance, Brief about Public and Private Sector Organizations offering Insurance Products (Practical exposure) Non-Life Insurance: Meaning, Type of Plan, Health Insurance, Micro Insurance: Meaning, Models, and future of Micro Insurance	20%	9
Unit 5: Risk Management in Banking and Insurance: Meaning, Types of Risks, Strategies for Risk Management including Reinsurance, Operational Risk Management Enterprise Risk management, Corporate Governance, Risk Management and Internal Audit	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Outcomes:	Bloom's Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Develop the perspective of a financial investment as insurance and banking.</p> <p>CO2: Familiarize with various insurance operations.</p> <p>CO3: Examine Banking operations.</p> <p>CO4: Learn valuation methods of insurance products and general insurance.</p> <p>CO5: Evaluate the Insurance Products</p>	<p>CO1: Understand</p> <p>CO2: Familiarise</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources

1.	<p>Reference Books:</p> <p><i>Aswathapa K, "Essentials of Business Environment", Himalaya Publishing House</i></p>
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. A.C. Fernando, Business Environment, Pearson Publication 2. Shaikh Salim, Business Environment, Pearson Publication 3. Francis Cherunillam, Business Environment, Himalaya Publishing House. 4. Ian Worthington & Chris Britton, The Business Environment, Pearson Publicatio 5. International journal of Business Environment, Inderscience Publishers



BBA Course Curriculum Academic Year 2022-23

	6. Business Strategy and the Environment, wiley library 7. International Journal of Business environment, SCImago 8.
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2								
CO2	3				3				
CO3	2				2				
CO4	2						2		
CO5	2				2			2	3

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	0
CO3	2	1	2	2
CO4	1	1	3	1
CO5	1	0	2	1



COURSE CODE BBAHRM01	COURSE NAME HR PLANNING & RECRUITMENT	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Knowledge of Human Resource Management
Course Category	Elective Course
Course focus	Skill Enhancement
Rationale	This aims to develop a deeper understanding of the human resource needs of an organization, the importance of effective planning and recruitment, and the strategies necessary to meet those needs. It prepares them for leadership roles in human resource management and contributes to their overall success as business professionals.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To understand the various dimensions of HR planning and recruitment. To develop a HR forecasting plan, including demand and supply forecasting techniques and competency mapping. To recognize how planning decisions help the organization achieve a competitive advantage. To assess the importance of forecasting accuracy and the validity of selection tests in the context of HR. To synthesize strategies for successful manpower planning, including gaining senior management support and meeting the organization's goals and objectives.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Manpower Planning and Recruitment: Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in	20%	8



<p>Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining Senior Management Support, Meeting the Organization's Goals and Objectives</p>		
<p>Unit 2: HR Forecasting: Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting.</p>	20%	8
<p>Unit 3: Developing a HR Forecasting Plan: Introduction, Developing a Manpower Plan, Qualitative Side of Manpower Planning, Behavioral Event Interviewing, Standard Interviews, Competency Mapping (Skill Inventory), Problems in Manpower Planning, Sample Manpower Plan</p>	15%	8
<p>Unit 4: Role of Human Resource in Manpower Planning: Introduction, Inputs provided by HR for manpower planning, Key human resource elements Sourcing & Recruitment: Introduction, Sources of candidates, Recruitment, Outsourcing, Attracting candidates, E-Recruitment, Person specifications.</p>	25%	13
<p>Unit 5: Selection Tests: Introduction, Selection Process, Selection Methods, Psychological tests, Types of tests, Validity of tests, interpreting test results, Psychometric tests, online test, Importance of tests, Interviews, Final stages.</p>	20%	8

Instructional Method and Pedagogy: (Max. 100 words)
Guest lectures and industry visits to provide practical exposure and industry insights. Simulations/Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted CO1: Understand the various dimensions of HR planning and recruitment.</p>	<p>CO1: Understand CO2: Develop</p>



<p>CO2: Develop a HR forecasting plan, including demand and supply forecasting techniques and competency mapping</p> <p>CO3: Recognize how planning decisions help the organization achieve a competitive advantage.</p> <p>CO4: Assess the importance of forecasting accuracy and the validity of selection tests in the context of HR.</p> <p>CO5: Synthesize strategies for successful manpower planning, including gaining senior management support and meeting the organization's goals and objectives</p>	<p>CO3: Recognize</p> <p>CO4: Assess</p> <p>CO5: Synthesize</p>
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Learning Resources	
1.	<p>Textbook :</p> <p>1. Personnel and Human Resource Management: By A.M.Sarma, Himalaya Publishing House.</p> <p>2. Armstrong M.-Strategic Human Resource Management_ A Guide to Action (2006)</p> <p>3. Human Resource and Personnel Management – By Aswathappa. Tata McGraw Hill.</p> <p>4. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003</p>
2.	<p>Reference books :</p> <p>1 Personnel management & HRM: C. S. Venkata, Ratnam, Tata McGraw-Hill.</p> <p>2 Designing and Managing HRM: By Parikh U. and Rao T. V., Wiley.</p> <p>3 Personnel Management: By Monoppa and Sayadain, Tata McGraw-Hill</p>
3.	<p>Journals, Periodicals, Reference</p> <p>1. Human Resource Management Review</p> <p>2. Journal of Applied Psychology</p> <p>3. Journal of Business and Psychology</p> <p>4. Journal of Management</p> <p>5. International Journal of Human Resource Management</p>
4.	<p>Other Electronic Resources:</p> <p>www.shrm.org</p> <p>www.humanresourcetoday.com</p> <p>www.hrdiver.com</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks



Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	1
CO2	1	3	0	0	0	0	0	1
CO3	1	3	1	0	0	0	0	1
CO4	1	3	0	0	0	0	0	1
CO5	0	3	1	0	0	0	3	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	1
CO2	1	0	3	1
CO3	1	1	3	1
CO4	1	0	2	1
CO5	3	0	3	1



COURSE CODE BBAHRM02	COURSE NAME PSYCHOLOGY & HRM	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Knowledge of Human Resource Management
Course Category	Elective Course
Course focus	Skill Enhancement
Rationale	This course aims to give insights into human behavior, which is essential for effective management of employees. It equips students with the knowledge and tools to assess employee intelligence, abilities, aptitude, and achievement, and evaluate their performance.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To develop an understanding about human behavior by studying various concepts of psychology. To understand the basics of social psychology and to understand the individual in the social world. To apply various psychological concepts in different areas of HRM to have a good understanding of human behavior at work To introduce the concepts of psychological distress and abnormality and to understand how to achieve well-being of employee. To evaluate the tools and methods used to measure personality, interests, values, and attitudes.

Course Content (Theory)	Weightage	Contact hours
Unit 1 : Foundations of psychology Psychology: as a science ,perspectives, origin and development of psychology. Cognitive psychology: Definition, History and Branches of Cognitive Psychology. Perceptual Processes, Attention and Consciousness, Problem Solving and Creativity, Deductive Reasoning and Decision Making	20%	8
Unit 2 :Introduction to social psychology Brief history of social psychology (special emphasis on India), Scope of social psychology, levels of social behavior, approaches towards understanding social behavior Individual level processes: Person perception: attribution-theories, biases and errors Attitude: formation, change and resistance to change Interpersonal processes: Interpersonal	20%	8



attraction, prosocial behavior, aggression Group dynamics: Key aspects of groups, cooperation and conflict, group decision making.		
Unit 3: Understanding psychological distress and well being Psychological distress, abnormality and psychological well-being Theoretical perspectives: Biological, familial, cultural, behavioral, cognitive and psycho dynamic. Clinical states: Anxiety disorders- Obsessive compulsive disorder, mood disorders- Unipolar, Bipolar, and schizophrenia: Disorganized, Paranoid and Catatonic. Dealing with psychological distress: Coping strategies, personal growth and well-being	15%	8
Unit 4: Psychological assessment: I Psychological Assessment & Testing: Definition and Purpose of psychological assessment in organizational setting. Advancements in the area of assessment Classification of psychological tests: Behavioral observation, self- report, Standardized/ non- standardized, Objective/ Projective, Dimensions measured. Measurement of Intelligence, Ability, Aptitude and Achievement: Types of Intelligence tests, Distinction between Aptitude and Achievement Tests, Types of Aptitude and Achievement Tests Measurement of Personality: Meaning and Purpose, Tools of Personality Assessment, Measurement of Interests, Values and Attitudes	25%	13
Unit 5: Application of Psychological Assessment: II Intelligence assessment: 1. Raven’s Standard Progressive Matrices- perform 2. Vineland Social Maturity Scale 3. Coloured Progressive Matrices 4. Gessell’s Development scales 5. Bayley’s Developmental scale. Emotional assessment 6. Behavior checklist Neurological assessment 7. Bender Gestalt test Personality assessment 8 MBTI 9 Big Five Dimensions Psycho-social/ health assessment 10. Occupational Stress Inventory	20%	8

Instructional Method and Pedagogy: (Max. 100 words)
Psychometric test/Simulations/Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms’ Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms’ Taxonomy word should be highlighted CO1: Develop an understanding about human behavior by studying various concepts of psychology.	CO1: Develop CO2: Understand



<p>CO2: Understand the basics of social psychology and to understand the individual in the social world.</p> <p>CO3: Apply various psychological concepts in different areas of HRM to have a good understanding of human behavior at work .</p> <p>CO4 : Interpret the concepts of psychological distress and abnormality and to understand how to achieve well-being of employee</p> <p>CO5: Evaluate the tools and methods used to measure personality, interests, values, and attitudes</p>	<p>CO3: Apply CO4: Interpret CO5: Evaluate</p>
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Learning Resources	
1.	<p>Textbook :</p> <p>1.Feldman R.S. (1996). Understanding psychology. IV edition. McGraw Hill. India.</p> <p>2.Morgan, King, Weiss & Schopler. (1989), Introduction to psychology. VII edition, McGraw Hill, India.</p> <p>3.Iyer, S. (2006). Introduction to psychology. Premier publishing company, India.</p>
2.	<p>Reference books :</p> <p>1. Baron, R.A. (1995). Psychology. India: Prentice Hall.</p> <p>2. Hilgard, Atkinson & Atkinson. (1975). Introduction to psychology. Oxford IBH Publishing Co.Pvt.Ltd.</p> <p>3. Weiten, W. (2010). Psychology-themes and variation. IV edition, Brooks/ Cole Publishing Co.</p> <p>4. Carson, R.C., Butcher, J.N., Mineka, S. & Hooley, J.M. (2008). Abnormal Psychology. New Delhi: Pearson.</p> <p>5. Carr, A. (2004). Positive Psychology: The science of happiness and human strength. UK: Routledge.</p> <p>6. Frude, N. (1998). Understanding abnormal psychology. Oxford: Blackwell Publisher</p> <p>7. Aiken, R.L. & Groth- Marnat, G. (2006). Psychological testing and assessment. USA Pearson Education.</p> <p>8. Anastasi, A. & Urbina, S. (1997). Psychological testing. N.D.: Pearson Education.</p> <p>9. Woodworth, R.S. and Scholesberg (1972). Experimental Psychology. Holt, Rinehart & Winston.</p> <p>10. A. Anastasi & Susana Urbina (2004) 7th Edition. Psychological Testing, Pearson Education Inc, New Delhi.</p> <p>11. Kaplan (2004). Psychological Testing: Principles, Applications & Issues. 6th Edition. Wadsworth Publishers.</p>
3.	<p>Journals, Periodicals, Reference</p> <p>1. International Journal of Psychology</p> <p>2. Journal of Applied Psychology</p>
4.	<p>Other Electronic Resources:</p> <p>https://hbr.org/</p> <p>https://www.shrm.org/</p>

Evaluation Scheme	Total Marks
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Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	2	0	0	1
CO2	1	2	0	0	3	0	0	1
CO3	1	3	0	0	2	0	0	1
CO4	1	0	0	0	2	0	0	1
CO5	3	2	0	0	1	0	3	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	1
CO2	0	0	3	1
CO3	1	0	3	1
CO4	0	0	2	1
CO5	1	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None





COURSE CODE BBA401	COURSE NAME Business Research Methods	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	It helps identify research problems and using this information, wise decisions can be made to tackle the issue appropriately. It helps to understand customers better and hence can be useful to communicate better with the customers or stakeholders.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To familiarize participants with the basics of research and the research process. To enable the participants in conducting research work and formulating research synopsis and report To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem To acquire skills of presenting arguments and results of ethical inquires.



Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction: Objective, Types, and Methods & Process. Research Problem, Concept of Research and Its Application in Various Functions of Management, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan	20%	8
Unit 2: Research Designs: Understanding Research Designs: Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation	20%	8
Unit 3: Scaling Techniques: Attitude Measurement and Scaling Techniques Measurement in Research, Types of Measurement Scales, Scaling Techniques - Likert, Thurstone, Semantic Differential scales Sampling Design: Characteristics of a good Sample design, Types of Sample design. Sample size determination, Questionnaire format and Designs	20%	10
Unit 4 : : Test of Hypothesis for one population & two population, Type I and Type II Errors, One Tailed and Two Tailed Test. Statistical Inference: Estimation for Single Populations – Mean & Proportion (Numerical); Hypothesis Testing for Single Populations- Mean & Proportion (Numerical)	20%	11
Unit 5: Report Preparation & Research Ethics Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report Their Significance, Drawing Conclusions, Suggestions and Recommendations. Introduction to ethics and Research Ethics.	20%	8

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ field survey/ Research Problem and Analysis.



Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand research methods and report writing.</p> <p>CO2: Show basic knowledge of qualitative research techniques</p> <p>CO3: Examine adequate knowledge of measurement & scaling techniques as well as the quantitative data analysis</p> <p>CO4: Learns various kinds of research, objectives of doing research, research process, research designs, and sampling</p> <p>CO5: Evaluate data analysis by hypothesis testing procedures.</p>	<p>CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Malhothra Naresh; Marketing Research; PHI</p> <p>Ken Black; Business Statistics for Contemporary Decision Making, Wiley –Student</p> <p>Donald R Cooper and Pamela S Schindler; Business Research Methods, TMG</p> <p>Zikmund Willium; Business Research Methods; Thomson</p>
2.	<p>Journals, Periodicals, Reference</p> <p>International Journal of Research Methodology</p> <p>International Journal of Social Research Methodology</p> <p>Journal of Business Research</p>
3.	<p>Other Electronic Resources: https://research-methodology.net/research-methodology/</p>



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	0	0	1	0	0	0	0	1
CO2	0	0	0	2	0	1	0	0	1
CO3	0	3	0	2	0	0	0	0	0
CO4	1	0	0	2	0	0	0	0	1
CO5	0	2	0	0	0	0	2	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	1	2	1
CO2	1	0	0	1
CO3	0	1	3	2
CO4	1	0	0	1
CO5	3	0	3	2



COURSE CODE BBA402	COURSE NAME Business Ethics	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability
Rationale	Business ethics enhances the law by outlining acceptable behaviors beyond government control. Corporations establish business ethics to promote integrity among their employees and gain trust from key stakeholders, such as investors and consumers.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	To Understand the various types pertaining to business ethics To Examine how ethical practices generate benefits for companies To Learn what is Business Ethics TO Evaluate issues pertaining to business ethics. To Show the global nature of Business Ethics

Course Content (Theory)	Weightage	Contact hours
Unit 1: The Concept Abiding Values is Universal, Intuition vs Reason, Human Values and Economic Prosperity	20%	8
Unit 2: Group Ethics Ethical Attitudes of Indian Managers, Managers Facing Unethical Management	20%	8
Unit 3: Marketing Ethics Discussion: Bluffing in Indian Marketing Practices, Ethical Issues in Advertisements.	20%	10
Unit 4 : : Ethics in Finance Ethics in Tax Planning and Financial Statements. Discussion: Speculation and Insider Trading.	20%	9
Unit 5: Ethics & the Organization The Basis of Ethics, Science & Ethics, Technology & Ethics, Subjective Ethics in an Objective Age, Business Ethics, Managing Ethics, Cooperative Ethics, Indian Ethos for Management. Role and relevance of Gita in management.	20%	10



Instructional Method and Pedagogy: (Max. 100 words)
Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the various types and issues pertaining to business ethics</p> <p>CO2: Show the global nature of Business Ethics</p> <p>CO3: Examine how ethical practices generate benefits for companies</p> <p>CO4: Learns what is Business Ethics</p> <p>CO5: Evaluate issues pertaining to business ethics.</p>	<p>CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Kaur, Tripat; <i>Values & Ethics in Management</i>, Galgotia Publishers</p> <p>Chakraborty, S.K.; <i>Human values for Managers</i></p> <p>Chakraborty, S.K.; <i>Ethics in Management: A Vedantic Perspective</i>, Oxford University Press.</p>
2.	<p>Journals, Periodicals, Reference</p> <ul style="list-style-type: none"> • <u>International Journal of Business Governance and Ethics</u> • <u>Journal of Academic and Business Ethics</u> • <u>Journal of Business Ethics</u>
3.	<p>Other Electronic Resources:</p> <p>http://www.ethicstrainingguide.com/2009/08/importance-of-values-and-ethics-in.html</p>



Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tbody> <tr> <td>Attendance</td> <td>05 marks</td> </tr> <tr> <td>MCQs</td> <td>10 marks</td> </tr> <tr> <td>Open Book Assignment</td> <td>15 marks</td> </tr> <tr> <td>Article Review</td> <td>10 marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </tbody> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	0	0	1	0	0	0	0	1
CO2	0	0	0	0	3	2	2	0	0
CO3	0	0	0	2	0	1	1	0	0
CO4	3	0	0	2	0	2	2	0	1
CO5	0	3	0	0	0	0	1	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO 1	0	1	2	1
CO 2	0	0	0	1
CO 3	2	0	3	1
CO 4	0	0	0	1
CO 5	3	0	3	1



COURSE CODE BBA403	COURSE NAME Business Taxation	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability
Rationale	Acceptance of income taxation as the fairest kind of tax is based on the premise that an individual's income is the best single index of one's ability to contribute to the support of government.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To familiarize participants with basic of research and the research process. 2. To enable the participants in conducting research work and formulating research synopsis and report 3. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem 4. To acquire skills of presenting arguments and results of ethical inquires.



Course Content (Theory)	Weightage	Contact hours
Unit 1: Primary understanding of taxes Direct Tax and Indirect Tax Previous Year, Assessment Year, person -Residential status and Assesses - Total Income and taxable income - Capital receipt, revenue receipt Exemption and deduction - Tax liability, expected incomes and tax calculation Briefing heads of income - Marginal relief/ income -Exempt incomes	20%	8
Unit 2: House Property Basis of charge- Property income - Let out property – Practice Salary - Definition of salary - Basis of charge – Allowances – Perquisites – Permissible deductions - Salary in arrears, advance	20%	8
Unit 3: Business and profession Basis of charge - Business profit -Calculation of depreciation - Deductions and allowances - Special disallowance - Audit - Simple examples of Partnership firm along with assessment of individual Capital gain:	20%	10
Unit 4 : : Meaning of capital gain Meaning of capital asset – Transfer - Cost of acquisition - Cost of improvement - Short term and long-term capital gain calculation	20%	11
Unit 5: Goods and Service Tax (GST) Exempt income - Gift income - Clubbing of income - Setoff and carry forward of losses - 80 C deduction - Rebate and relief - Law relating to maintenance of Books of accounts and voucher. Basic concepts of GST – Direct & Indirect tax – Pre – GST indirect tax structure in India, law regulating GST.	20%	8

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment



Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the provisions and procedure to compute total income under five heads of income i.e. salaries, house property, profits & gains from business & profession, capital gains and other sources.</p> <p>CO2: Show provisions of direct tax with regard to IT Act, 1961 and IT Rules, 1962.</p> <p>CO3: Examine deductions to be made from gross total income U/s 80-C to 80-U in computing total income.</p> <p>CO4: Learns agriculture income, residential status and incidence/charge of tax.</p> <p>CO5: Evaluate provision and procedure for clubbing & aggregation of incomes and set-off & carry forward of losses..</p>	<p>CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate</p>

Learning Resources	
1.	Reference Books: Dr H.C Malhotra & Dr S.P Goyal – Direct Taxes GST Manual: Taxman Publication
2.	Journals, Periodicals, Reference Journal of Taxation International Journal of Accounting and Taxation
3.	Other Electronic Resources:

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Attendance</td> <td style="text-align: center;">05 marks</td> </tr> <tr> <td>MCQs</td> <td style="text-align: center;">10 marks</td> </tr> <tr> <td>Open Book Assignment</td> <td style="text-align: center;">15 marks</td> </tr> <tr> <td>Article Review</td> <td style="text-align: center;">10 marks</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
	Attendance	05 marks									
	MCQs	10 marks									
	Open Book Assignment	15 marks									
	Article Review	10 marks									
	Total	40 Marks									

**Mapping of POs & COs**

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	1	0	0	0	0	1
CO2	0	0	0	2	0	0	0	0	0
CO3	0	3	0	0	0	0	0	0	0
CO4	2	0	0	0	0	0	0	0	1
CO5	0	3	0	0	0	0	2	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	2	0
CO2	0	2	0	0
CO3	0	1	3	1
CO4	1	0	0	1
CO5	3	0	3	1



COURSE CODE BB	COURSE NAME Organisational Behaviour	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	It helps to understand and predict organisational life. It also helps to understand the nature and activities of people in an organisation. It has great need and significance to motivate employees and to maintain interrelations in the organisation.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>To Understand how people behave under different conditions and understand why people behave as they do.</p> <p>To Show the cognizance of the importance of human behaviour.</p> <p>To Examine specific strategic human resources demands for future action.</p> <p>To Learn different conditions of Organisational Behaviour</p> <p>TO Evaluate how to control human behaviour</p>



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: Introduction Meaning and importance of the study of OB Behaviour and its causation. Characteristics and limitations of OB, Challenges and Opportunities of OB, Models of OB Personality: Definition, Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality</p>	20%	8
<p>Unit 2: Perceptions and Attributions Definition, Features, factors affecting perception, Process. Attribution, perceptual and attribution errors, Managerial Implications of Perception. Learning: Definition, Features, Classical and operant conditioning, social learning theory, Behavioral modification. Attitude: Definition, Features, ABC model of Attitude, Managerial Implications of Attitude.</p>	20%	8
<p>Unit 3: Motivation Concept, Definition, Features, Types of Motivation, Process, Managerial Implications of Motivation. Leadership: Concept, Definition, Leadership Styles, Transactional and Transformational Leadership, Leadership development.</p>	20%	10
<p>Unit 4 : : Groups and Teams Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams. Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies, Relationship between Conflict and Performance.</p>	20%	9
<p>Unit 5: Organizational Culture Elements and dimensions of organizational culture, Importance of organizational culture in shaping the behavior of people. Organizational Change: Understanding the issues and managing change, Approaches to organizational change.</p>	20%	10

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment



Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the behavior of people in the organization.</p> <p>CO2: Show the behavior of people in the organization.</p> <p>CO3: Examine how the complexities associated with management of the group behavior in the organization.</p> <p>CO4: Learns how the organizational behavior can integrate</p> <p>CO5: Evaluate the complexities associated with management of the group behavior in the organization.</p>	<p>CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Stephen Robbins & SeemaSanghi; Organisation Behaviour; Pearson Education Margie Parikh, Rajen Gupta; Organisational Behaviour; McGraw Hill Udai Pareek & Sushama Khanna; Understanding Organizational Behaviour; Oxford University Press</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journal of Organizational Behavior Journal of Management Academy of Management Journal Academy of Management Review Research in Organizational Behavior</p>
3.	<p>Other Electronic Resources:</p> <p>https://www.economicdiscussion.net/management/organisational-behaviour/31869 https://www.investopedia.com/terms/o/organizational-behavior.asp</p>



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	1	0	0	0	0	2
CO2	0	0	0	0	0	0	0	0	0
CO3	0	3	0	0	2	0	0	3	0
CO4	2	0	2	0	0	0	2	0	1
CO5	0	3	0	0	2	0	2	3	0

	PROGRAMME OUTCOMES
	By the end of the Programme, the Graduate will be
PO1	Business Environment and Domain Knowledge
PO2	Critical thinking, Business Analysis, Problem Solving, and Innovative Solutions
PO3	Business Communication
PO4	Global Exposure and Cross-Cultural Understanding
PO5	Social Responsiveness and Ethics
PO6	Environmental & Sustainability
PO7	Leadership and Teamwork
PO8	Lifelong learner

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	0	1
CO2	0	0	0	0
CO3	0	2	3	1
CO4	0	0	0	0



CO5	3	2	3	1
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PROGRAMME SPECIFIC OUTCOMES	
POS1	To prepare graduates who will be industrial ready, futuristic approach, encouraging student-centric culture.
POS2	To prepare graduates who will be proficient in business communication and the use of contemporary technologies with academic excellence and pedagogical innovations.
POS3	To prepare graduates with managerial competencies that act as a foundation for their successful professional and personal development.
POS4	To prepare graduates with comprehensive exposure to basic business situations and encourage them to pursue life-long learning to fulfill their goals.

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM03	COURSE NAME Working Capital Management	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability
Rationale	This subject concerned is to maximize the operational efficiency of working capital components like raw material, work in progress, inventory, and cash management. Efficient working capital management helps maintain smooth operations of the business and it can help to improve the company’s earnings with profitability.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	



(As per Bloom's Taxonomy)	<ol style="list-style-type: none"> 1. To underline the need for investing in current assets and elaborate the concept of the operating cycle. 2. To understand how an optimum credit policy can be established. 3. To know the techniques of inventory management 4. To learn techniques of preparing cash budget. 5. To evaluate credit market and credit terms
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Course Content (Theory)	Weightage	Contact hours
Unit 1: Principles of Working Capital Management <ol style="list-style-type: none"> 1. Concepts of working capital 2. Need for working Capital 3. Determinants of working capital 	20%	9
Unit 2: Accounts Receivables Management <ol style="list-style-type: none"> 1. Credit policy: nature and goals 2. Credit policy variables 3. Monitoring Receivables 	20%	9
Unit 3: Inventory Management <ol style="list-style-type: none"> 1. Nature of inventories 2. Need to hold inventories 3. Inventory management techniques 4. Analysis of investment in inventory 5. ABC Analysis 6. Inventory management process 	20%	9
Unit 4 : Cash Management <ol style="list-style-type: none"> 1. Facets of Cash Management 2. Motives for Holding Cash 3. Cash Planning and Investing 4. Cash collection and disbursements 	20%	9
Unit 5: Working Capital finance <ol style="list-style-type: none"> 1. Trade credit 2. Bank Finance 3. Commercial Paper 	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Outcomes:	Blooms' Taxonomy Domain
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After successful completion of the above course, students will be able to:	
<p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the need for investing in current assets and elaborate the concept of the operating cycle.</p> <p>CO2: Aware how an optimum credit policy can be established.</p> <p>CO3: Know the techniques of inventory management.</p> <p>CO4: Learn techniques of preparing cash budget.</p> <p>CO5: Evaluate credit market and credit terms</p>	<p>CO1: Understand</p> <p>CO2: Aware</p> <p>CO3: Know</p> <p>CO4: Learn</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication Prasanna Chandra; Financial Management; McGraw Hill M Y Khan and P K Jain; Financial Management; McGraw Hill Bhole, L M : Financial Institutions and Markets : Structure Growth and Innovations. 2nd edition: New Delhi : Tata McGraw Hill, Srivastava, R M: Financial Institutions in Indian Financial Institutions</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley. The Review of Financial Studies. Journal of Financial Economics. Journal of Accounting and Economics. Journal of Financial and Quantitative Analysis. Journal of Money, Credit and Banking. Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <p>https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp</p> <p>https://www.ibef.org/industry/financial-services-india.aspx</p> <p>https://financialservices.gov.in/</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks



Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2							
CO2	3							
CO3	2	3		1	2			
CO4		2				1		
CO5		2			3			2

	PROGRAMME OUTCOMES
	By the end of the Programme, the Graduate will be
PO1	Business Environment and Domain Knowledge
PO2	Critical thinking, Business Analysis, Problem Solving, and Innovative Solutions
PO3	Business Communication
PO4	Global Exposure and Cross-Cultural Understanding
PO5	Social Responsiveness and Ethics
PO6	Environmental & Sustainability
PO7	Leadership and Teamwork
PO8	Lifelong learner

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	0
CO3	2	1	2	3
CO4	2	1	3	1



CO5	1	0	2	1
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	PROGRAMME SPECIFIC OUTCOMES
POS1	To prepare graduates who will be industrial ready, futuristic approach, encouraging student-centric culture.
POS2	To prepare graduates who will be proficient in business communication and the use of contemporary technologies with academic excellence and pedagogical innovations.
POS3	To prepare graduates with managerial competencies that act as a foundation for their successful professional and personal development.
POS4	To prepare graduates with comprehensive exposure to basic business situations and encourage them to pursue life-long learning to fulfill their goals.

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM04	COURSE NAME Financial Reporting	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability & Skills
Rationale	Financial reporting aims to track, analyze and report your business income. This helps you and any investors make informed decisions about how to manage the business. These reports examine resource usage and cash flow to assess the financial health of the business.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom’s Taxonomy)	1. To acquire the ability to integrate and solve problems in practical scenarios on Indian Accounting Standards for deciding the appropriate accounting treatment and formulating suitable accounting policies.



	<ol style="list-style-type: none"> 2. To gain the prowess to recognize and apply disclosure requirements specified in Indian Accounting Standards while preparing and presenting the financial statements. 3. To develop an understanding of the various forms of reporting (other than financial statements) 4. To learn the mechanism for IFRS 5. To analysis the market movement and comparative analysis
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Course Content (Theory)	Weightage	Contact hours
Unit 1 Framework for Preparation Presentation of Financial Statements in accordance with Indian Accounting Standards (Indian AS). Interface of Financial Policy and strategic management Balancing financial goals vis-à-vis sustainable growth.	20%	9
Unit 2: Analysis of Income Statement Application of Indian Accounting Standards (Indian AS) with reference to General Purpose Financial Statements. Indian, AS on Measurement based on Accounting Policies Indian AS on Income Statement	20%	9
Unit 3: Analysis of Financial Statement Indian AS on First time adoption of Indian Accounting Standards Indian AS on Presentation of Items in the Financial Statements, Indian AS on Assets and Liabilities of the Financial Statements including Industry specific Indian AS, Indian AS on Items impacting the Financial Statements	20%	9
Unit 4: Integrated Financial Reporting – Practical’s Communication of financial reports, Current Trends of Business Integrated Model of information Steps on the road map to integrated reporting	20%	9
Unit : 5 Corporate Social Reporting CSR as value creation CSR as Risk Management CSR as Corporate Philanthropy	20%	9

<p>Instructional Method and Pedagogy: (Max. 100 words)</p> <p>Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.</p>
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Course Outcomes:	Blooms’ Taxonomy Domain
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<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Acquire the ability to integrate and solve problems in practical scenarios on Indian Accounting Standards for deciding the appropriate accounting treatment and formulating suitable accounting policies.</p> <p>CO2: Gain the prowess to recognize and apply disclosure requirements specified in Indian Accounting Standards while preparing and presenting the financial statements.</p> <p>CO3: Develop an understanding of the various forms of reporting (other than financial statements)</p> <p>CO4: Learnt the mechanism for IFRS</p> <p>CO5: Analysis the market movement and comparative analysis</p>		<p>CO1: Acquire</p> <p>CO2: Gain</p> <p>CO3: Develop</p> <p>CO4: Learn</p> <p>CO5: Analysis</p>
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Learning Resources	
1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Bhole, L M : Financial Institutions and Markets : Structure Growth and Innovations. 2nd edition: New Delhi : Tata McGraw Hill, 2. Srivastava, R M: Financial Institutions in Indian Financial Institutions 3. Study Material: ICAI Inter 4. Financial Accounting- Dr. Mahesh Kumar Sarva 5. Financial Accounting- Intermediate ICWAI 6. NISM Research Analytics Module Text Book
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <p>https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp</p> <p>https://www.ibef.org/industry/financial-services-india.aspx</p> <p>https://financialservices.gov.in/</p>



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2							
CO2	3				1			
CO3		2			2			
CO4		3			2		2	
CO5		3			3			3

	PROGRAMME OUTCOMES
	By the end of the Programme, the Graduate will be
PO1	Business Environment and Domain Knowledge
PO2	Critical thinking, Business Analysis, Problem Solving, and Innovative Solutions
PO3	Business Communication
PO4	Global Exposure and Cross-Cultural Understanding
PO5	Social Responsiveness and Ethics
PO6	Environmental & Sustainability
PO7	Leadership and Teamwork
PO8	Lifelong learner



Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	0
CO3	2	1	2	1
CO4	2	2	3	2
CO5	1	0	2	3

PROGRAMME SPECIFIC OUTCOMES	
POS1	To prepare graduates who will be industrial ready, futuristic approach, encouraging student-centric culture.
POS2	To prepare graduates who will be proficient in business communication and the use of contemporary technologies with academic excellence and pedagogical innovations.
POS3	To prepare graduates with managerial competencies that act as a foundation for their successful professional and personal development.
POS4	To prepare graduates with comprehensive exposure to basic business situations and encourage them to pursue life-long learning to fulfill their goals.

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBAHRM03	EMPLOYEE EMPOWERMENT	IV

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Knowledge of Human Resource Management
Course Category	Elective Course
Course focus	Skill Enhancement
Rationale	This course will help students in understanding ways to improve job satisfaction, motivation, and productivity. Empowering employees can lead to better



	organizational performance and increased employee engagement. Students who learn about employee empowerment are better equipped to become effective managers in the future.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To understand the concept of empowerment, and barriers towards empowerment. 2. To acquire the skills required to initiate employee empowerment. 3. To recognize how empowerment decisions help the organization achieve a competitive advantage. 4. To analyze and evaluate the organizations where empowerment has initiated. 5. To design rational and competitive HRM systems in modern organizations.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment Global Scenario	20%	8
Unit 2: Definition: Employee Empowerment, Employee Involvement, Need, Successful implementation empowerment and change in corporate culture.	20%	8
Unit 3: Employee Engagement and Empowerment: Basic Issues and concern: Employee Engagement and Empowerment: Basic Issues and concern- Best Practices Key Improving Performance - Impact on Organizational Performance- Engagement Strategies – Drivers of Employee Engagement - Recent Trends	15%	8
Unit 4: Key elements: Power, Information, Reward Knowledge ,(PIRK) – Process of Employee Empowerment – Benefits of Employee empowerment Levels of Employee Involvement: Enabling, Involving and Encouraging - Principles of Employee Empowerment- Recent Trends in Empowerment	25%	13
Unit 5: Process: Leadership & Change, Team Teamwork, Communication & Interpersonal Relations, Education & Team building	20%	8

Instructional Method and Pedagogy: (Max. 100 words)
 Instructors can facilitate discussions and debates around the concept of employee empowerment, allowing students to share their thoughts and perspectives on the topic. Simulations/Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
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<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the concept of empowerment, and barriers towards empowerment</p> <p>CO2: Acquire the skills required to initiate employee empowerment</p> <p>CO3: Recognize how empowerment decisions help the organization achieve a competitive advantage.</p> <p>CO4: Analyze and evaluate the organizations where empowerment has initiated.</p> <p>CO5: Design rational and competitive HRM systems in modern organizations</p>	<p>CO1: Understand CO2: Acquire CO3: Recognize CO4: Analyze and Evaluate CO5: Design</p>
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Learning Resources	
1.	<p>Textbook :</p> <ol style="list-style-type: none"> William H. Macey, Benjamin Schneide), Karen M. Barbera, Scott A. Young, Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage, Wiley-Blackwell Michael Armstrong – A Handbook of Human Resource Management and Practice London: Kogan Page Ltd. Simon L. Albrecht, Handbook of Employee Engagement: Perspectives, Issues, Research and Practice; Edward. J B Mondros and S M Wilson, Organising for Power and Empowerment, Columbia University Press
2.	<p>Reference books :</p> <ol style="list-style-type: none"> Argyris, C. (1999). On Organisational Learning. Blackwell Publishing. Rice, C., & Marlow, F. (2012). The Engagement Equation: Leadership Strategies for an Inspired Workforce. Wiley. Cotton, J. L. (1995). Employee Involvement: Methods for Improving Performance and Work Attitudes. Sage Publications. Dale, B. G., Besterfield, H. D., Besterfield, G. C., & Besterfield-Michna, M. (2010). Total Quality Management. Pearson Education.
3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> Journal of Management Development Journal of Leadership & Organizational Studies Journal of Applied Psychology Journal of Business Research Human Resource Management Review
4.	<p>Other Electronic Resources:</p> <ol style="list-style-type: none"> http://aise.swlearning.com www.pearsonhighered.com/lepak www.hgsi.com

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	1	0	0	0	0	0	2
CO3	1	3	0	0	0	0	0	1
CO4	1	0	0	0	0	0	0	1
CO5	1	2	0	0	0	0	0	1

	PROGRAMME OUTCOMES
	By the end of the Programme, the Graduate will be
PO1	Business Environment and Domain Knowledge
PO2	Critical thinking, Business Analysis, Problem Solving, and Innovative Solutions
PO3	Business Communication
PO4	Global Exposure and Cross-Cultural Understanding
PO5	Social Responsiveness and Ethics
PO6	Environmental & Sustainability
PO7	Leadership and Teamwork
PO8	Lifelong learner

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	0
CO2	3	0	3	1
CO3	0	0	3	1
CO4	0	0	3	1
CO5	3	0	3	1

	PROGRAMME SPECIFIC OUTCOMES
POS1	To prepare graduates who will be industrial ready, futuristic approach, encouraging student-centric culture.



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POS2	To prepare graduates who will be proficient in business communication and the use of contemporary technologies with academic excellence and pedagogical innovations.
POS3	To prepare graduates with managerial competencies that act as a foundation for their successful professional and personal development.
POS4	To prepare graduates with comprehensive exposure to basic business situations and encourage them to pursue life-long learning to fulfill their goals.

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM04	COURSE NAME Training & Development	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Employability
Rationale	This course will give an understanding of the principles and practices of designing and implementing effective compensation strategies in organizations. It helps students understand how to attract, retain and motivate employees through the use of compensation systems.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To define the scope and benefits of training and development. To articulate organizational factors that influence training and assess training needs. To assess the factors that affect training design To design an effective training programme. To analyze the importance of management development and contemporary issues in training and development.

Course Content (Theory)	Weightage	Contact hours
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<p>Unit1: Training & Development: Scope, objectives, beneficiaries, forces influencing working and learning, snapshot of training practices, problems & future trends in training.</p> <p>Strategic Training: Evolution of training role, strategic training and development process, organizational factors influencing training, training needs in different strategies, models of organising training department, outsourcing training.</p>	<p>20%</p>	<p>9</p>
<p>Unit 2: Training Design: Factors affecting training design, budgeting for training, types of cost involved in training programs, design theory, outcomes of design, identification of alternative methods of instructions, considerations in designing effective training programs, training implementation (Logistical arrangements, physical arrangements, tips for effective implementation)</p>	<p>20%</p>	<p>9</p>
<p>Unit 3: Training Methods & Trainer's Style: types of training, training methods (presentation methods, hands on methods, group building methods), choosing a training method, competence of trainer, trainer's skills, trainer's styles, trainer grid, trainer's roles, do's and don'ts for trainers</p>	<p>20%</p>	<p>9</p>
<p>Unit 4 : Learning: learning theories, learning process, instructional emphasis for learning outcomes, designing effective training programs, feedback, making feedback effective.</p> <p>E-Learning and use of Technology in Training: Technology and multimedia, computer based training developing effective online learning, blended learning, simulations, mobile technology and training methods, Intelligent tutoring systems, technologies for training administration, learning management systems</p>	<p>20%</p>	<p>9</p>
<p>Unit 5: Management Development: Need, importance, Training for executive level management, approaches, development planning process, company strategies for providing development,</p> <p>Contemporary Issues Training and Development: Training issues resulting from external environment & internal need of the company, dual career paths, career plateau, coping with career breaks, balancing work and life, increased use of new technology for training</p>	<p>20%</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)

Encouraging students to apply the concepts learned in real-world scenarios through projects and internships

Lecture/cases/Presentation/ Assignment/ role playing.



Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Define the scope and benefits of training and development.</p> <p>CO2: Articulate organizational factors that influence training and training needs</p> <p>CO3: Assess the factors that affect training design</p> <p>CO4: Design effective training programme</p> <p>CO5: Analyze the importance of management development and contemporary issues in training and development.</p>	<p>CO1: Define</p> <p>CO2: Articulate</p> <p>CO3: Assess</p> <p>CO4: Design</p> <p>CO5: Analyze</p>

Learning Resources	
1.	<p>Textbook :</p> <ol style="list-style-type: none"> Management Training and Development by B.L. Gupta, Vrinda Publications. Effective Training: Systems, Strategies, and Practices (7th ed.). Pearson by Blanchard, P. N., Thacker, J. W., & Bock, G. W
2.	<p>Reference books :</p> <ol style="list-style-type: none"> Human Resource Management by K. Ashwa Thapa, Publisher: Himalaya Publishing House Human Resource Management by V. S. P Rao, Publisher: Excel Publishing House Human Resource management by L. M Prasad, Publisher: Sultan Chand Publishing House. Training, Needs, Analysis, and Evaluation by Frances and Roland Bee, Publisher: IPD London Art of Training and Development in Management by Leslie Rae, Publisher: Crest Publicatin.
3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> Journal of European Industrial Training Human Resource Development Quarterly Journal of Workplace Learning Training and Management Development Methods Advances in Developing Human Resources Journal of Training and Development Harvard Business Review
4.	<p>Other Electronic Resources:</p> <p>https://trainingindustry.com/</p>



https://www.td.org/ https://www.trainingzone.co.uk/
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Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	2	0	0	0	0	0	1
CO3	1	3	0	0	0	0	0	1
CO4	1	3	0	0	0	0	0	1
CO5	1	3	0	0	0	0	1	1

PROGRAMME OUTCOMES	
	By the end of the Programme, the Graduate will be
PO1	Business Environment and Domain Knowledge
PO2	Critical thinking, Business Analysis, Problem Solving, and Innovative Solutions
PO3	Business Communication
PO4	Global Exposure and Cross-Cultural Understanding
PO5	Social Responsiveness and Ethics
PO6	Environmental & Sustainability
PO7	Leadership and Teamwork
PO8	Lifelong learner

Mapping of PSOs & COs



	PSO1	PSO2	PSO3	PSO4
CO 1	0	0	2	0
CO 2	0	0	3	1
CO 3	1	0	3	1
CO 4	3	0	3	1
CO 5	2	0	3	1

PROGRAMME SPECIFIC OUTCOMES	
POS1	To prepare graduates who will be industrial ready, futuristic approach, encouraging student-centric culture.
POS2	To prepare graduates who will be proficient in business communication and the use of contemporary technologies with academic excellence and pedagogical innovations.
POS3	To prepare graduates with managerial competencies that act as a foundation for their successful professional and personal development.
POS4	To prepare graduates with comprehensive exposure to basic business situations and encourage them to pursue life-long learning to fulfill their goals.

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM03	COURSE NAME Rural Marketing	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Knowledge of marketing
Course Category	Elective
Course focus	Employability/ Skills



Rationale	The subject of rural marketing is designed to provide students with a comprehensive understanding of the unique challenges and opportunities associated with marketing products and services in rural areas. The syllabus focuses on various aspects of rural marketing, equipping students with the knowledge and skills necessary to navigate the rural consumer landscape and develop effective marketing strategies
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To provide an overview of rural marketing and understand the nature and scope of rural markets. (Remembering) 2. To identify the characteristics of rural consumers and analyse their buying decision process. (Understanding) 3. To understand the potential and size of rural markets and the challenges faced in the rural marketing mix. (Understanding) 4. To explore competitive product strategies and branding techniques for rural markets. (Analysing) 5. To analyse pricing policies and innovative pricing methods for rural markets and design appropriate promotion mix. (Analysing)

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to rural marketing and Consumer Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process – Rural Marketing Information System - Potential and size of the Rural Markets, Rural Marketing Mix Challenges.	20%	9
Unit 2: Product Strategy Product concept and classification of rural products, Product line and product mix Decisions - Competitive product strategies for rural markets, Product Branding, Packaging, and labelling in rural market,	20%	9
Unit 3: Pricing strategy Pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.	20%	9
Unit 4: Distribution and Promotion strategy Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications, Challenges in rural communication, Rural promotion mix	20%	9
Unit 5: Rural Services: Information and Communication Technology (ITC). Financial Services: ☑ Banking ☑ Microfinance and credit services ☑ Insurance Healthcare services. Corporate initiatives in rural markets.	20%	9



Instructional Method and Pedagogy: (Max. 100 words)

The instruction methods used in the subject of rural marketing include a variety of engaging and interactive techniques. Lectures provide theoretical knowledge and conceptual understanding of rural marketing concepts. Real-life case studies allow students to analyze practical scenarios and apply their learning. Presentations give students an opportunity to present their ideas and research findings. Assignments encourage critical thinking and application of concepts to real-world situations. Role-playing activities enable students to simulate rural marketing scenarios and develop practical skills. Quizzes assess students' understanding and retention of the subject matter. Mini research projects foster independent thinking and research skills, encouraging students to explore specific topics in-depth. These instruction methods ensure a comprehensive learning experience in rural marketing.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Students will be able to define the concept of rural marketing and explain the scope of rural markets. (Remembering).</p> <p>CO2: Students will be able to differentiate between rural and urban marketing and identify the characteristics of rural consumers. (Understanding)</p> <p>CO3: Students will be able to analyze the potential and size of rural markets and identify the challenges faced in the rural marketing mix. (Analysing)</p> <p>CO4: Students will be able to develop competitive product strategies and branding techniques for rural markets. (Evaluating)</p> <p>CO5: Students will be able to design pricing policies and innovative pricing methods for rural markets and develop appropriate promotion mix. (Creating)</p>	<p>CO1: Remembering</p> <p>CO2: Understanding</p> <p>CO3: Analysing</p> <p>CO4: Evaluating</p> <p>CO5: Creating</p>

Learning Resources	
1.	<p>Text Book</p> <p>The Rural Marketing by Pradeep Kashyap</p>
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing" Text and Cases, Pearson education. 2. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, "Cases in rural marketing an integrated approach". Pearson education 3. Robert Chambers, "Rural Development: Putting the last first", Pearson education. 4. Understanding Rural Buyer Behaviour, Jham, IIM – B Management Review Vol. 15, No. 3 2003 <p>List of Journals</p> <ol style="list-style-type: none"> 1. Prabhandan: Indian Journal of Management 2. Indian Journal of Marketing 3. Rural Marketing – Magazine



	4. Journal of Rural Studies		
3.	Other Electronic Resources:		
Evaluation Scheme		Total Marks	
Theory: Mid semester Marks	20 marks		
Theory: End Semester Marks	40 marks		
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	0	0	0					
CO2	0	3	0	0					
CO3	0	0	3	0					
CO4	0	0	0	3					
CO5	0	0	0	3					

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM04	COURSE NAME Retail Marketing	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit



45	0	0	45	3	0	0	3
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Course Pre-requisites	Basic Knowledge of marketing
Course Category	Marketing Elective
Course focus	Employability/ Skills
Rationale	The subject of retailing plays a crucial role in today's dynamic business environment. It focuses on the study of various aspects related to retail operations, including retail formats, merchandising, marketing strategies, and store management. With the rapid growth of the retail sector, understanding the nuances of retailing has become essential for aspiring professionals. This subject provides students with insights into the challenges and trends in the retail industry, equipping them with the knowledge and skills required to thrive in this competitive field. By studying retailing, students gain a comprehensive understanding of the retail landscape and develop the competencies necessary for successful careers in retail management and related areas.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. Understand the concept of retailing and its significance in the business landscape. (Remembering) 2. Identify and explain different retail formats and types, including the growing importance of online retailing. (Understanding) 3. Analyse the challenges faced by the retail sector and recognize the changing trends in retailing. (Analysing) 4. Develop knowledge and skills in retail store location selection, considering factors and steps involved in choosing the right location. (Applying) 5. Gain insights into merchandise management, including the factors influencing it and the functions of a merchandising manager. (Understanding)

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Retailing: Retailing: Meaning, Retail formats and types, Growing importance of online retailing, Changing trends in retailing, challenges faced by the retail sector	20%	9
Unit 2: Retail store location and layout) Retail store location Importance of Retail locations, Types of retail locations, Country/Region analysis, Measurement of success of location, Factors determining the location decision, Steps involved in choosing a retail location. b)Store layout and Design: Comprehensive store planning - Exterior design and layout - Interior store design and layout -	20%	9



Interior design elements. Visual Merchandising		
<p>Unit 3: Merchandise Management</p> <p>Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise buying, Analysing Merchandise performance</p>	20%	9
<p>Unit 4 Retail Marketing Mix</p> <p>Retail Pricing, Factors influencing retail prices, pricing strategies. Communicating with the retail customer - Retail promotion mix Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.</p>	20%	9
<p>Unit 5: Retail Store Management:</p> <p>Responsibilities of Store Manager:</p> <p>HRM in Retail: recruiting and selecting store employees, socializing and training, motivation and evaluating employees, gaining competitive advantage, compensation and reward system, controlling cost by building employee commitment Retail and Logistics, Store Security, Parking Space Problem at Retail Centres.</p>	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

The instruction methods employed in this subject include lectures, cases, presentations, assignments, and role-playing activities. Lectures serve as a fundamental source of theoretical knowledge and concept understanding. Cases are utilized to apply theoretical concepts to real-world scenarios, enhancing problem-solving and analytical skills. Presentations allow students to communicate their ideas effectively and develop their presentation skills. Assignments provide opportunities for independent research and critical thinking.

Course Outcome:	Blooms' Taxonomy Domain
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<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Define retailing and describe various retail formats and types. (Remembering)</p> <p>CO2: Explain the challenges encountered by the retail sector and identify the evolving trends in retailing. (Understanding)</p> <p>CO3: Evaluate different factors influencing retail store location decisions and apply the steps involved in selecting an appropriate retail location. (Applying)</p> <p>CO4: Analyse merchandise performance and demonstrate an understanding of the functions performed by a merchandising manager. (Analysing)</p> <p>CO5: Develop an understanding of the retail marketing mix, including pricing strategies and effective communication with retail customers through promotion mix and in-store customer service. (Understanding)</p>	<p>CO1: Remembering</p> <p>CO2: Understanding</p> <p>CO3: Applying</p> <p>CO4: Analysing</p> <p>CO5: Understanding</p>
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Learning Resources	
1.	<p>Textbook:</p> <p>1.Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.2010</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Reference books:</p> <ol style="list-style-type: none"> 1. Fernie, PRINCIPLES OF RETAILING, Elsevier Publishing, 2010 2. Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.2009 3. Ron Hasty and James Reardon, RETAIL MANAGEMENT. McGrawHill Publication,International Edition. 4. Swapna Pradhan, RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-HillPublishing Co, New Delhi, 2008 5. Michael levy and Barton. A Weitz, Retail Management, Irwin Mcgraw hill,International edition, U.S,1798. 6. Judith W.Kincaid, Customer Relationship Management: Getting it right, PearsonEducation, New Delhi, 2003. 7. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach Emerging Trends in Retail Management: N Panchanatham & R Gnanguru <p>Journal</p> <ol style="list-style-type: none"> 1. International Journal of Retail Management and Research (IJRMR) 2. Journal of marketing (Sage Journal) 3. Journal of Business and Retail Management Research 4. Journal of Retailing
3.	<p>Other Electronic Resources:</p>
Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks



Theory: End Semester Marks	40 marks		
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	0	0	0					
CO2	2	2	0	0					
CO3	0	2	0	0					
CO4									
CO5	0	2	0	0					

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA501	COURSE NAME Production & Operations Management	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability
Rationale	Operations management is important in a business organisation because it helps effectively manage, control and supervise goods, services and people. It cuts across the sector and industry.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	To Understand the decisions and tradeoffs managers must make as they direct the operations of a firm. To Examine tradeoffs managers must make To Learn a sound understanding of the important Production and Operation Management TO Evaluate service firms also have operations.



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: <u>Evolution of Operations Management:</u> Difference between products and services-Nature & scope of POM-Production as a system-Recent trends in Operations management-Building Operations strategy on competitive priorities-Types of production process-Factors affecting facility location</p>	<p>20%</p>	<p>8</p>
<p>Unit 2: Forecasting, Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP),</p>	<p>20%</p>	<p>8</p>
<p>Unit 3: Capacity and Aggregate Planning_ Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP</p>	<p>20%</p>	<p>10</p>
<p>Unit 4 : : Design of Product, Service and Work Systems Product Design –Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Service Operations – Types, Strategies, Scheduling (Multiple resources and cyclical scheduling). Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.</p>	<p>20%</p>	<p>9</p>
<p>Unit 5: _Materials Management Materials Management – Objectives, Planning, Budgeting and Control. Overview of Materials Management Information Systems (MMIS). Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT.</p>	<p>20%</p>	<p>10</p>

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment



Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the decisions and tradeoffs managers must make as they direct the operations of a firm.</p> <p>CO2: Show the importance of Production and Operation Management.</p> <p>CO3: Examine tradeoffs managers must make</p> <p>CO4: Learns a sound understanding of the important Production and Operation Management</p> <p>CO5: Evaluate service firms also have operations</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Stephen Robbins & SeemaSanghi; Organisation Behaviour; Pearson Education</p> <p>Margie Parikh, Rajen Gupta; Organisational Behaviour; McGraw Hill</p> <p>Udai Pareek & Sushama Khanna; Understanding Organizational Behaviour; Oxford University Press</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journal of Organizational Behavior</p> <p>Journal of Management</p> <p>Academy of Management Journal</p> <p>Academy of Management Review</p> <p>Research in Organizational Behavior</p>
3.	<p>Other Electronic Resources:</p> <p>https://www.economicdiscussion.net/management/organisational-behaviour/31869</p> <p>https://www.investopedia.com/terms/o/organizational-behavior.asp</p>



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3								
CO2		2							
CO3	2								
CO4	2								
CO5				1					

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBA502	E-Commerce for Business	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	How business works and in what environment, how e-business differs from traditional business, what are the internal and external processes – students will learn about these things. There are a lot of hidden things in building a business in the online space that you won't learn from a friend or websites.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	To Understand importance of infrastructure development To Show functioning of public system through E commerce. To Examine functioning of public system To Learn the understanding of B2B and B2C. TO Evaluate an application based management.



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: Introduction to E-Business: Overview of E-Business; Information Services; Interpersonal Communication; Shopping Services; Virtual Enterprises <i>E-Commerce:</i> Origin and Need of E-Commerce; Factors affecting E-Commerce; Business dimension and technological</p>	20%	8
<p>Unit 2: Dimension of E-Commerce; E-Commerce frame work; Internet as an E-Commerce enabler handling business transactions <i>Handling payments:</i> Electronic Fund Transfer system, Digital Token and notational based electronic payment system, smart card, credit card and emerging financial instruments</p>	20%	8
<p>Unit 3: B2B E-commerce: B2B E-commerce models: supply oriented, buyer oriented, intermediary oriented; Just-in-time for B2B commerce Mobile Commerce: Introduction to mobile commerce; Frame required for mobile computing; challenges emerging in mobile commerce security considerations</p>	20%	10
<p>Unit 4 E-Commerce and Banking: changing dynamics in banking industry; Home banking and its implementation; Management issues in on-line banking E-Commerce and retailing: Online retail industry dynamics; Online mercantile models from customer perspective; Management challenges in online retailing</p>	20%	9
<p>Unit 5: E-Commerce and online publishing: Online publishing approach from customer prospective; Supply chain management fundamentals; Intranets and Supply Chain Management; Managing retail supply chains, Supply chain Application Software EDI: EDI application in business development; EDI technology; EDI as a reengineering Tool; Financial EDI</p>	20%	10

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ Projects



Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand importance of infrastructure development.</p> <p>CO2: Show functioning of public system through E commerce</p> <p>CO3: Examine functioning of public system</p> <p>CO4: Learns the understanding of B2B and B2C.</p> <p>CO5: Evaluate an application based managemen.</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Kenneth C. Laudon & Carol G. Traver, E-Commerce: Business, Technology, Society, Pearson Education</p> <p>C.S.V. Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House</p> <p>P.T. Joseph, S.J, E-Commerce: An Indian Perspective, PHI Learning Private Limited</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journal of E-commerce & Research</p> <p>International Journal of Electronic Commerce</p>
3.	<p>Other Electronic Resources:</p> <ol style="list-style-type: none"> 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1								
CO2							1		
CO3							1		
CO4	1								
CO5		3							

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBA503	International Business	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability
Rationale	International Business is important in a business organisation because it helps effectively manage, control and supervise goods, services and people at International Level. It cuts across the sector and industry.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>To Understand the concepts in international business with respect to foreign trade/international business</p> <p>To Apply the current business phenomenon in terms of economic, social and legal aspects</p> <p>To Examine the principle of international business and strategies adopted by firms to expand globally</p> <p>To Learns concept in international business concepts with functioning of global trade.</p> <p>To Evaluate the global business environment in terms of economic, social and legal aspects</p>



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: Overview of International Business Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization</p>	20%	8
<p>Unit 2: Globalization Technology and its impact Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non-Tariff Barriers</p>	20%	8
<p>Unit 3: Strategy in international business Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions</p>	20%	10
<p>Unit 4 : : Socio cultural Environment Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.</p>	20%	9
<p>Unit 5: <i>Global Human Resource Management</i>- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.</p>	20%	10

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment



Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand the concepts in international business with respect to foreign trade/international business</p> <p>CO2: Apply the current business phenomenon in terms of economic, social and legal aspects</p> <p>CO3: Examine the principle of international business and strategies adopted by firms to expand globally</p> <p>CO4: Learns concept in international business concepts with functioning of global trade.</p> <p>CO5: Evaluate the global business environment in terms of economic, social and legal aspects</p>	<p>CO1: Understand</p> <p>CO2: Apply</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Textbook: International Business: Text and Cases, Sanjay Misra, P.K.Yadav International Business: Punam Agarwal, Jatinder Kaur International Business: P.C.Jain</p>
2.	<p>Journals, Periodicals, Reference</p> <ul style="list-style-type: none"> • <u>Journal of International Business Studies</u> • <u>Journal of International Economics</u> • <u>Journal of International Management</u> • <u>Management International Review</u>
3.	<p>Other Electronic Resources:</p> <p>https://www.internationalrelationsedu.org/what-is-international-business/ https://efinancemanagement.com/international-financial-management/international-business</p>



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1								3
CO2						2			3
CO3				3					3
CO4							2		3
CO5									3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM05	COURSE NAME Fundamentals of Derivatives	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Skills
Rationale	The primary role of derivative contracts is the transfer of risk without the need to trade the underlying to who is willing to accept. This allows for more effective risk management within companies and the broader economy. In addition, the derivatives market plays a role in information discovery and market efficiency. However, despite the benefits, there are criticisms that derivatives are misused and add to market volatility.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom's Taxonomy)	<ol style="list-style-type: none"> 1. To equip students with the ability to apply stock market basics to the Indian Derivative market 2. To know the financial derivatives are discussed in terms of their valuation, analysis, and application for hedging, speculation, and arbitrage 3. Students are apprised of the recent innovations in derivatives in India 4. To have learned the mechanics, valuation, and trading strategies of the derivative market 5. To Apply option strategies

Course Content (Theory)	Weightage	Contact hours
Unit 1 Introduction to Cash & Derivative Market- An Overview Basic Market Concepts & Mechanics of the Cash Market, Various Indexes of the world & their computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s	20%	9
Unit 2: Market Structure Future Market, Growth of Derivative Markets in India-History & Background, ETM & OTC Markets, Types of Traders- Hedger, Arbitrageur & Speculation, Standardization of Derivative Contracts & other basic concepts Risk Management Lessons from the Global Financial Crisis for Derivative Exchanges”, IIMA Working Paper No. 2009-02-06, February 2009. By Varma IIMA http://www.iimahd.ernet.in/~jrvarma/download.php	15%	9



<p>Unit 3: Forward & Future Markets Introduction, Mechanics of Forward & Future Market, Stock Futures & Stock Index Futures in India, Pricing of Forward & Future Markets-how to read quotes, Margins, Open interest positions. Cost of Carry Models & Basis-Cash Price v/s Future price.</p>	<p>15%</p>	<p>7</p>
<p>Unit 4: Trading Strategies Trading Strategies-Index Arbitrage, hedging using futures, options, and a combination of both, Speculation, spreads, etc & other advanced trading strategies. “Value at Risk Models in the Indian Stock Market”, IIMA Working Paper, 99-07-05, July 1999. http://www.iimahd.ernet.in/~jrvarma/download.php Case: Development of Financial Derivatives Market in India- A Case Study Ashutosh Vashishat http://www.eurojournals.com/irjfe_37_02.pdf</p>	<p>30%</p>	<p>13</p>
<p>Unit: 5 Practical from Model I and Model II Students assign projects for commodity and follow Cash – Carry Model and Find variations between Spot prices v/s Excise prices</p>	<p>20%</p>	<p>7</p>

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

<p>Course Outcomes:</p>	<p>Bloom’s Taxonomy Domain</p>
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Aware of the commodities market and international market.</p> <p>CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</p> <p>CO3: Recognize margin risk on commodities.</p> <p>CO4: learned the mechanics, valuation, and trading strategies of the derivative market.</p> <p>CO5: Analysis of market movement on seasonal variation</p>	<p>CO1: Aware</p> <p>CO2: Demonstrate</p> <p>CO3: Recognize</p> <p>CO4: Learn</p> <p>CO5: Analysis</p>

Learning Resources



1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Rajiv Srivastava “Derivatives & Risk Management” Oxford University Latest Edition 2. Vohra & Bagri “Futures and Options” Tata McGraw hill Latest Edition 3. John C. Hull “Futures and Options Markets” Pearson Education Latest Edition
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <ul style="list-style-type: none"> • www.mcxindia.com • www.capitalmarketline.com • www.bseindia.com • www.nseindia.com • www.goldprice.org

Evaluation Scheme	Total Marks	
Theory: Mid-semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2				2			



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CO2		2						
CO3		3			2			
CO4		3			3			2
CO5		2			3			2

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	0
CO3	2	2	2	3
CO4	2	1	3	1
CO5	1	2	1	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM06	COURSE NAME Managerial Accounting	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Skills
Rationale	Managerial accounting, also called management accounting, is a method of accounting that creates statements, reports, and documents that help management in making better decisions related to their business performance. Managerial accounting is primarily used for internal purposes.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	1. To Apply the financial tools in the evaluation of the various targets achievable in future



	<ol style="list-style-type: none"> 2. To make the students employable as Finance Managers in the field of Accounting and Finance 3. To learn about various methods of costing 4. To decision techniques of marginal costing 5. To prepare a fixed and flexible budget.
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Course Content (Theory)	Weightage	Contact hours
Unit 1 Concept and measurement of Cost of Capital: Importance and concept - Measurement of Specific Costs - Computation of Overall Cost of Capital	20%	9
Unit 2: Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Modigliani-Miller Approach Designing Capital Structure	20%	9
Unit 3: Leverage- Operating Leverage - Financial Leverage - Combined Leverage	20%	9
Unit 4: Capital Budgeting: Non-Discounted methods -Payback Period-Accounting Rate of Return	20%	9
Unit 5 Capital Budgeting: Discounted methods Net Present Value method - Internal Rate of Return - Profitability index	20%	9

<p>Instructional Method and Pedagogy: (Max. 100 words)</p> <p>Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.</p>
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Course Objectives:	Bloom’s Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Apply the financial tools in the evaluation of the various targets achievable in the future.</p> <p>CO2: The course will make the students employable as Finance Managers in the field of Accounting and Finance.</p> <p>CO3: To learn about various methods of costing.</p> <p>CO4: To decision techniques of marginal costing</p> <p>CO5: To prepare a fixed and flexible budget.</p>	<p>CO1: Apply</p> <p>CO2: Employable</p> <p>CO3: Learn</p> <p>CO4: Decisions</p> <p>CO5: Prepare</p>



Learning Resources	
1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Jawahar Lal and Seema Srivastava; <i>Cost Accounting</i>, McGraw Hill Education (India Private Limited) 2. M. N. Arora A Textbook on Cost and Management Accounting Vikas Publication. 10 th Edition 3. Charles T. Horngren Cost Accounting- A Managerial Emphasis Pearson – 14th Edition 4. Ravi Kishore Cost Management Accounting Taxman – Latest Edition 5. Hilton & Maher Cost Management : Strategies for Business TMH – Latest Edition 6. Dr. S N Maheshwari, CA Sharad K. Maheshwari, <i>Principles of Management Accounting</i>, Sultan Chand & Sons. 7. Paresh Shah, <i>Management Accounting</i>, Oxford University Press
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Journal of Accounting Research 2. Contemporary Accounting Research 3. Accounting, Organisations and Society
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <ul style="list-style-type: none"> • https://accountinginfocus.com/managerial-accounting-2/introduction-managerial-accounting-2/what-is-managerial-accounting/ • https://www.coursera.org/lecture/accounting-for-managers/learning-objectives-and-what-is-managerial-accounting-CIrg0 • https://www.edx.org/course/management-accounting • https://courses.lumenlearning.com/wm-accountingformanagers/chapter/key-components-of-managerial-accounting/

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td>Attendance</td> <td>05 marks</td> </tr> <tr> <td>MCQs</td> <td>10 marks</td> </tr> <tr> <td>Open Book Assignment</td> <td>15 marks</td> </tr> <tr> <td>Article Review</td> <td>10 marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
	Attendance	05 marks									
	MCQs	10 marks									
	Open Book Assignment	15 marks									
	Article Review	10 marks									
Total	40 Marks										



Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	3						
CO2	1	2				1		
CO3		3			3			
CO4		2			2			2
CO5		3			2			2

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	0
CO3	2	3	2	2
CO4	2	1	3	1
CO5	1	0	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBFM07	Security Analysis and Portfolio Management	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability & Skills
Rationale	It helps investors in taking proper investment decisions based on their income, ability to take risks, etc. since investors get detailed information about various security, so they can make a portfolio that reduces risk and maximizes profit.



Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom's Taxonomy)	<ol style="list-style-type: none"> 1. To help the students in taking investment decisions and in the future if they pursue higher studies in this field, they can become Financial Advisors as well. 2. To be aware of stock market movement. 3. To understand finance instruments and their operation, trading mechanism 4. To apply the above model to analyze risk and return trade-off. 5. To understand how to diversify the portfolio and selection of scrips.

Course Content (Theory)	Weightage	Contact hours
Unit 1 Investment Environment Nature and Scope of Investment Decisions - Stock Markets / Stock Exchanges in India – New Issue Management - Stock Market Regulation –Intermediaries -Market Indices – SEBI Role and Guideline	20%	9
Unit 2: Risk and Return, Security Analysis: Risk-Return - Trade-off Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis ,	20%	9
Unit 3: Valuation of Bonds and Shares Avenues of Investment -Bond and Preference Share Valuation and Analysis - Equity Shares Valuation and Analysis - CAPM model	20%	9
Unit 4: Portfolio Analysis and Management: Portfolio Process, Portfolio Analysis: Risk and return of Portfolio with two securities,	20%	9
Unit 5 Portfolio Analysis and Management: Portfolio Selection - Capital Market Theory - Portfolio revision - Performance Evaluation of Portfolio - Jenson, Sharpe, and Treynor Measures.	20%	9

Instructional Method and Pedagogy: (Max. 100 words) Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Objectives:	Bloom's Taxonomy Domain
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<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Help the students in taking investment decisions and in the future, if they pursue higher studies in this field, they can become Financial Advisors as well.</p> <p>CO2: Aware of stock market movement.</p> <p>CO3: Understand finance instruments and their operation, trading mechanism</p> <p>CO4: Apply the above model to analyze risk and return trade-offs.</p> <p>CO5: Evaluate how to diversify the portfolio and selection of scrips</p>	<p>CO1: Decisions</p> <p>CO2: Aware</p> <p>CO3: Understand</p> <p>CO4: Apply</p> <p>CO5: Evaluate</p>
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Learning Resources	
1.	<p>Reference Books:</p> <p>Fisher and Jordan: Security Analysis and Portfolio Management</p> <ol style="list-style-type: none"> 1. Reilly/ Rrown, Investments-Analysis and Portfolio Management Cengage Learning Latest Edition 2. M. Rangnatham and R. Madhumathi, Investment Analysis and Portfolio Management Pearson Latest Edition 3. Ranganatham and Madhumathi, Investment Analysis and Portfolio Management Pearson Latest Edition 4. Sudhindra Bhatt, Security analysis and Portfolio Management Excel Latest Edition 5. V.K,Bhalla Investment Management
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <ol style="list-style-type: none"> 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu 3. www.bseindia.com 4. www.nseindia.com 5. www.sebi.org.in 6. www.moneycontrol.com

Evaluation Scheme	Total Marks
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Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3							
CO2	2				1		1	
CO3		3			2			
CO4		3			2			1
CO5		3			2			3

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	2	1
CO3	2	2	3	3
CO4	2	2	3	2
CO5	1	1	3	1

1. Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM05	COURSE NAME TALENT MANAGEMENT	SEMESTER V
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BBA Course Curriculum Academic Year 2022-23

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Knowledge of Human Resource Management
Course Category	Elective Course
Course focus	Skill & Employability
Rationale	This course focuses on developing an understanding of the talent management process, including recruitment, retention, training, and development of employees. It also explores different strategies and techniques to identify and manage talented employees and align their skills with the organization's goals and objectives.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To understand the key concepts and objectives of talent management. 2. To identify strategic trends in talent acquisition processes 3. To design effective talent management strategies and programs. 4. To develop strategic compensation plans to ensure a comprehensive approach to employee retention. 5. To evaluate contemporary talent management challenges and issues, and propose effective solutions and strategies

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Talent Management Introduction, Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Human Resource Planning, Recruitment, Selection, performance monitoring, Retention, Talent vs. knowledge people, Source of Talent, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent.	20%	9
Unit 2: Talent Acquisition: Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process (using MSEXcel and quantitative tools Recruitment Process, Strategic Trends in Talent Acquisition	20%	9
Unit 3: Elements of Talent Management	20%	9



<p>The element of Talent Management-The resourcing strategy-Attraction and retention policies and programs – Talent Audit – Role Development - Talent relationship management – Performance management – Total reward - Learning and development - Career management Talent Management Strategy Building the talent pipeline; Employee engagement; Employee engagement strategies; Talent management to drive culture of excellence, Leadership development</p>		
<p>Unit 4: Employee Retention: Comprehensive approach to Retaining employees, Managing Voluntary Turnover, dealing with Job Withdrawal, Strategic Compensation plan for Talent Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model Contemporary Talent Management Issues and challenges</p>	20%	9
<p>Unit 5: Practical Application with reference to strategic Perspective Functional Skills Measurement 1. Laying foundation of critical thinking Cases+ Exercise Skills 2. Developing students to strategically Exercise+ Case formulate talent management tools. 3. Developing analysis of multiple Case/Workshop perspectives of Talent Management</p>	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
Simulations/Lecture/cases/Presentation/ Assignment/Projects

Course Objectives:	Blooms’ Taxonomy Domain
<p>After successful completion of the above course, students will be able to: Blooms’ Taxonomy word should be highlighted CO1: Understand the key concepts and objectives of talent management. CO2: Identify strategic trends in talent acquisitions. CO3: Design effective talent management strategies and programs. CO4: Develop strategic compensation plans to ensure a comprehensive approach to employee retention.</p>	<p>CO1: Understand CO2: Identify CO3: Design CO4: Develop CO5: Evaluate</p>



CO5: **Evaluate** contemporary talent management challenges and issues, and propose effective solutions and strategies.

Learning Resources

1.	<p>Textbook :</p> <ol style="list-style-type: none"> Talent Management Hand Book, Lance A Berger, Dorothy R Berger Talent management in India: Challenges and opportunities, Hasan, M., Singh, A. K., Dhamija
2.	<p>Reference books :</p> <ol style="list-style-type: none"> Talent Management Handbook: Creating a Sustainable Competitive Advantage by Lance A. Berger and Dorothy Berger Talent Management: Cases and Commentary by David G. Collings, Kamel Mellahi, and Wayne F. Cascio The Talent Management Handbook: Creating a Dynamic and Sustainable Organisation by David Clutterbuck and Elaine Heslop
3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> Journal of Talent Management Harvard Business Review Talent Management Institute Society for Human Resource Management Human Resource Executive Online
4.	<p>Other Electronic Resources:</p> <p>https://www.talentmanagementinstitute.com/ https://talentculture.com/ https://www.talentmanagementalliance.com/</p>

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks



Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3	0	0	0	0	2	1
CO3	1	3	0	0	0	0	2	1
CO4	1	3	0	0	0	0	1	1
CO5	1	3	0	0	0	0	1	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	0
CO2	3	0	3	1
CO3	3	0	3	1
CO4	3	0	3	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM06	COURSE NAME ORGANIZATION CHANGE & DEVELOPMENT	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Skill
Rationale	This course will equip students with the knowledge and skills to manage and navigate organizational change in a dynamic business environment. This course will help students understand the various approaches, models, and interventions used in organization change



	and development, and enable them to become effective change agents who can lead organizations to success
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To define the social science techniques and change interventions used to improve organizational effectiveness. To understand attitude towards change. To design approaches and strategies for managing organizational change. To evaluate the effectiveness of OD interventions. To analyze organizational diagnosis and OD interventions design.

Course Content (Theory)	Weightage	Contact hours
UNIT 1:NATURE OF CHANGE - Necessity for Change; creating readiness for Organizational Change, A readiness Model, Interpersonal & Social Dynamics, Change Agent attributes.	20%	9
UNIT2: PLANNING FOR CHANGE -Managing Strategic Change; Transformational Change& its characteristics; Continuous Learning & change, Cultural & climatic factors affected by change; Global perspectives related to change. Change Process - Change Cycle; change process; leadership patterns & Transformational strategies;	20%	9
Unit 3: ATTITUDE TOWARDS CHANGE:CHANGE IMPLEMENTATION Theory of psychological reactance, Overcoming resistance to change, Commitment to change –Creating readiness for organizational change.Strategies to face the resistance to change;Leader as a change agent in organizations.	20%	9
Unit 4: HUMAN RESOURCES MANAGEMENT AND STRATEGIC INTERVENTIONS Developing and assisting members – career planning and development interventions, resources planning and strategy, workforce diversity interventions, and employee wellness interventions Integrated strategic change, trans organizational development and mergers and acquisitions Organizational transformation – characteristics of transformational change, culture change, self-designing organization organizational learning and knowledge management	20%	9
Unit5: TECHNO STRUCTURAL INTERVENTIONS Restructuring organizations – structural design, group’s process structure, downsizing, and reengineering Employee involvement Employee involvement practices, parallel structures, high – involvement organizations, and TQM Work design – the	20%	9



<p>engineering approach, the motivational approach, the socio technical approach and designing work for technical and personal needs</p> <p>EVALUATION AND FUTURE OF OD INTERVENTION Global issues in OD, OD in International business, and future of OD</p>		
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Instructional Method and Pedagogy: (Max. 100 words)

Encouraging students to understand practical skills through real-world examples of successful participative management in different industries. Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Define the social science techniques and change interventions used to improve organizational effectiveness.</p> <p>CO2: Understand attitude towards change</p> <p>CO3: Design approaches and strategies for managing organizational change.</p> <p>CO4: Evaluate the effectiveness of OD interventions.</p> <p>CO5: Analyze organizational diagnosis and OD interventions design</p>	<p>CO1: Define</p> <p>CO2: Understand</p> <p>CO3: Design</p> <p>CO4: Evaluate</p> <p>CO5: Analyze</p>

Learning Resources

1.	Textbook:Cummings, T G and Worley C G(2013). Organization Development and Change, South-Western College Publishing.
2.	Reference books: 1. French, W L and Bell C H (2007). Organization Development: Behavioural science interventions for organizational improvement, Pearson Education. 2. French W L., Bell, C H and Vohra, V, (2009). Organization Development: Behavioural science interventions for organizational improvement. Dorling Kindersley (India) Pvt. Ltd. 3. Harvey D and Brown D R (2004). An Experiential approach to Organization Development. 7/e, Pearson Education. 4. Kotter, J P (1996). Leading Change. Boston: Harvard Business School Press. ISBN # 0-87584- 747-1.



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	<p>5. Nilakant, V and Ramnarayan S (2006). Change Management: Altering mindsets in a global context. Response Books.</p> <p>6. Singh, K (2006). Organization Change and Development. Excel Books</p> <p>7. Ramanarayn, S. and Rao T V (2011). Organization Development: Accelerating Learning and Transformation. SAGE Publications.</p> <p>8. Sharma, R.(2013).Organizational Change and Transformation. Tata McGraw Hill</p> <p>9. Wendell L. French, Cecil H. Bell, Jr., Robert A. Zawacki; (2012);<i>Organization Development & Transformation – Managing Effective Change</i>;4th Edition; Tata McGraw –Hill Publishing Company Ltd, New Delhi.</p> <p>10. Cummings & Worley: (2011); <i>Organization Development & Change</i>; 7th Edition; Thomson; South Western Publication</p>
3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> International Journal of Human Resource Management Journal of Business and Psychology Academy of Management Journal Group & Organization Management Journal of Organizational Behavior Journal of Applied Psychology
4.	<p>Other Electronic Resources:</p> <p>https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/participativemanagement.aspx</p> <p>https://www.cleverism.com/lexicon/participative-management/</p>

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td>Attendance</td> <td>05 marks</td> </tr> <tr> <td>MCQs</td> <td>10 marks</td> </tr> <tr> <td>Open Book Assignment</td> <td>15 marks</td> </tr> <tr> <td>Article Review</td> <td>10 marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
	Attendance	05 marks									
	MCQs	10 marks									
	Open Book Assignment	15 marks									
	Article Review	10 marks									
Total	40 Marks										



Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	1	0	0	0	0	0	1
CO3	1	3	0	0	0	0	0	1
CO4	1	3	0	0	0	0	1	1
CO5	1	3	0	0	0	0	1	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1
CO2	0	1	2	1
CO3	3	0	3	1
CO4	2	0	3	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM07	COURSE NAME PARTICIPATIVE MANAGEMENT	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Skill
Rationale	Through this course, students can learn how to involve employees in decision-making processes, create a more democratic workplace, and ultimately improve organizational performance. They can develop a strong understanding of its concepts and techniques to be successful managers in the future
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To analyze the concept and evolution of participative management. To evaluate the different forms and levels of participative management. To apply the concept of degree of participative management and quality of work life measures to real-world situations.



	<p>4. To understand the process involved in determining a bargaining unit at the cognitive level.</p> <p>5. To synthesize the public policy and the recent national and global trends in collective bargaining.</p>
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Course Content (Theory)	Weightage	Contact hours
Unit 1 : Participative Management (PM): Concept, Objectives; Evolution; Industrial Democracy; Workers Control; Co-partnership and Participative Management; Approaches to Maslow, McGreger, Chris Argyris, Likert on Participative Management	20%	8
Unit 2: Forms of Participative Management: Forms and Levels of Participation; Barriers of Participation; Participative Management in India, Yugoslavia, U.K and West Germany, Training and Education for Participation.	20%	8
Unit 3: Degree of Participative Management: Informative, Consultative, Associative, Administrative and Decisive; Quality of Work Life, Measures in QWL in Factors in QWL	15%	8
Unit 4: Collective Bargaining (CB): Concept, Growth of CB; Theories of Collective Bargaining; Determination of Bargaining Unit; Recognition of Bargaining Agent; CB Process; Pre-requisites for Effective C.B	25%	13
Unit 5: Collective Agreement Types and Contents of Collective Agreement; Administration of Collective Agreement; Public Policy on Collective Bargaining; Recent Trends In Collective Bargaining in India; Collective Bargaining in U.K and U.S.A.	20%	8

<p>Instructional Method and Pedagogy: (Max. 100 words) Encouraging students to apply the concepts learned in real-world scenarios through projects and internships Lecture/cases/Presentation/ Assignment/ role playing.</p>

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO:1 Analyze the concept and evolution of participative management.</p> <p>CO:2 Evaluate the different forms and levels of participative management</p> <p>CO3: Apply the concept of degree of participative management and quality of work life measures to real-world situations</p> <p>CO4: Understand the process involved in determining a bargaining unit at the cognitive level.</p> <p>CO5: Synthesize the public policy and the recent national and global trends in collective bargaining</p>	<p>CO1: Analyze CO2: Evaluate CO3: Apply CO4: Understand CO5: Synthesize</p>

Learning Resources



BBA Course Curriculum Academic Year 2022-23

1.	Textbooks: Alexander, K.C : Participative Management : The Indian Experience, SCIR, New Delhi
2.	Reference Books: 1. Narasimha Rao, GBVL and Ramesh, K, : Participative Management, Ajantha Publications (India) Ltd, New Delhi 2. Varma, R.K : Workers Participation in Management, Oxford IBH Pub. Co., New Delhi . 3. Virmani, B.R, : Workers Participation in Management, Macmillan Pub Hyderabad . 4. Mehatras, V.G : Labour Participation in Management, Manaktalas, Mumbai.
3.	Journals & Periodicals: 1 Implementing Participative Management 2.Participative Management in Modern Organisations 3.Participative Management and Employee perspective 4. HR Review
4.	Other Electronic Resources: www.researchgate.net

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Attendance</td> <td style="text-align: center;">05 marks</td> </tr> <tr> <td style="text-align: center;">MCQs</td> <td style="text-align: center;">10 marks</td> </tr> <tr> <td style="text-align: center;">Open Book Assignment</td> <td style="text-align: center;">15 marks</td> </tr> <tr> <td style="text-align: center;">Article Review</td> <td style="text-align: center;">10 marks</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	0	0	0	0	0	0
CO2	0	3	0	0	0	0	0	1
CO3	0	3	0	0	0	0	1	1
CO4	1	2	0	0	0	0	0	1
CO5	1	3	0	3	0	0	1	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	0
CO2	1	0	3	1
CO3	2	1	3	1



CO4	1	0	3	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM05	COURSE NAME BRAND MANAGEMENT	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/ Brand and marketing Skills/ Entrepreneurship
Rationale	This subject on Brand Management provides students with a comprehensive understanding of the significance of branding in contemporary business environments. It covers topics such as brand equity, brand identity, brand extension, and brand repositioning, equipping students with essential knowledge and skills to manage and enhance brands effectively. The subject aims to develop students' ability to analyze, strategize, and make informed decisions in the context of branding
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>1. Define and explain the importance of branding and brand management, and the impact of brands on markets, society, and businesses. (Understanding)</p> <p>2. Describe the concept of brand equity and its components, including perceived quality, brand associations, brand awareness, and brand loyalty. (Remembering)</p> <p>3. Analyze and apply Aaker's Brand Identity Model, including the inner and outer core of brand identity, brand identity perspectives, and the brand identity prism. (Analyzing)</p> <p>4. Explore brand extension strategies, brand portfolio management, and the pros and cons of brand extension. (Applying)</p>



	5.Examine the significance of brand personality, brand repositioning, and brand reinforcement, including the role of brand image, positioning, and revitalization. (Evaluating)
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Course Content (Theory)	Weightage	Contact hours
<p>Unit 1:INTRODUCTION TO BRANDING AND BRAND VALUE</p> <p>Importance of brands □ Concepts on Branding and Brand Management □ Brand Element Choice Criteria □ Marketing Advantages of Strong Brands □ Financial Brand Value □ Impact of brands in markets, society and business</p>	20%	9
<p>Unit 2:BRAND EQUITY</p> <p>Describes the brand equity model (D.Aaker) □ Perceived Quality □ Brand Associations □ Brand Awareness □ Brand Loyalty</p>	20%	9
<p>Unit 3: BRAND IDENTITY</p> <p>A) Aaker’s Brand Identity Model B) Brand Identity, i.Concept , ii. Inner and Outer core of Brand Identity iii.Brand Identity Perspectives , iv.Brand Identity Prism (to be explained with illustration) 1.Physique , 2.Relationship , 3.Reflections , 4.Personality 5.Culture , 6.Self Image,</p> <p>A strategic process for Building Integrated brands, Brand Vision, Brand Objectives Choosing brand Elements, Designing & Implementing Branding Strategies,Leveraging Secondary brand knowledge</p>	20%	9
<p>Unit 4: BRAND EXTENSION & BRAND PORTFOLIO STRATEGY</p> <p>Types of brand extension, Need for brand extension Pros & Cons of brand extension</p> <p>Category of related extensions & unrelated extensions ,Brand portfolio strategy</p>	20%	9
<p>Unit 5:BRAND PERSONALITY &BRAND REPOSITIONING</p> <p>Importance of Brand Personality Emotion centered definitions Brand image Brand Image and country of origin, celebrity, user status,</p> <p>Positioning and re positioning and Relaunching Brand Reinforcement and Brand Revitalization Flanker brands Relevance to consumers Search for a viable position Making the brand serious, contemporary Brand as a differentiator</p>	20%	9



Instructional Method and Pedagogy: (Max. 100 words)

Instructional methods include lectures, case studies, group discussions, presentations, quizzes, and projects to foster active learning and practical application of concepts.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand and appreciate the importance of branding and its impact on businesses and society. (Understanding)</p> <p>CO2: Recall and explain the components of brand equity and their relevance in brand management. (Remembering)</p> <p>CO3: Analyze and evaluate brand identity using Aaker's model and apply it to real-world scenarios. (Analyzing)</p> <p>CO4: Apply brand extension strategies and brand portfolio management concepts to make informed decisions. (Applying)</p> <p>CO5: Evaluate and propose effective brand repositioning and reinforcement strategies based on an understanding of brand personality and image. (Evaluating)</p>	<p>CO1: Understand</p> <p>CO2: Remembering</p> <p>CO3: Analyzing</p> <p>CO4: Applying</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Textbook: 1. Kevin Lane Keller, 'Strategic Brand Management' 2nd Ed; Pearson Education</p> <p>2. YLR Moorthi, Brand Management, Vikas publishing.</p> <p>3. Product Policy and Brand Management-Text and Cases - By: Chitale and Gupta-PHI</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Reference books:</p> <p>1. Jean-Noel Kapferer, 'Strategic Brand Management'; Kogan Page</p> <p>2. David A. Aaker, Building Strong Brands : Simon & Schuster</p> <p>3. Richard, E., Percy, L. (2007). Strategic Brand Management. Oxford University press</p> <p>4. Kapferer, J. N. (2009). The New Strategic Brand management. New Delhi - Kogan page.</p> <p>5. Compendium of Brand Management, S. A. Chunawalla, Himalaya Publishing House.</p> <p>6. The New Strategic Brand Management - Creating And Sustaining Brand Equity Long Term</p>



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	<p>7. Marketing Management, 13th Edition: A South Asian Perspective, Abraham Koshy and Mithileshwar Jha, Philip Kotler and Kevin Keller.</p> <p>8. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.</p> <p>9. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.</p>
3.	Other Electronic Resources:

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	3	0	3
CO2	0	2	3	0	0
CO3	0	0	0	0	0
CO4	0	0	3	0	0
CO5	0	0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBAMM06	COURSE NAME Digital Marketing	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Marketing Elective
Course focus	Employability/ Digital marketing Skills/ Entrepreneurship
Rationale	Digital marketing is essential for businesses to effectively reach their target audience, build brand awareness, and drive customer engagement and business growth in the digital era.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>1.Understand the evolution of digital marketing from traditional to modern era and the role of the internet in shaping digital marketing practices. (Understanding)</p> <p>2.Identify and analyze current trends in digital marketing and the emergence of digital marketing as an effective tool for businesses. (Analyzing)</p> <p>3.Develop a comprehensive digital marketing plan, including budgeting and the integration of various digital marketing channels. (Creating)</p> <p>4.Explore the role of social media platforms in digital marketing, including influencer marketing strategies and the development of social media marketing plans. (Analyzing, Creating)</p> <p>5.Gain practical skills in website development, blogging, email marketing, YouTube marketing, and other digital marketing techniques. (Applying)</p>

Course Content (Theory)	Weightage	Contact hours
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<p>Unit 1: Digital Marketing Foundation. Evolution of Digital Marketing from traditional to modern era, Role of internet,current trends, Emergence of digital marketing as a tool, Digital marketing plan, Digital marketing budgeting. Digital marketing Mix</p>	<p>20 %</p>	<p>9</p>
<p>Unit 2: Social Media Marketing- Role of Influencer Marketing, tools & Plan Introduction to social media platforms,penetration & Characteristics. Facebook Marketing : Business through Facebook marketing, Facebook Marketing tools,Visual Identity of FB page. Linkedin Marketing: Introduction and Importance of Linkedin Marketing,Lead generation through Linedin,Analytics and Targeting. Twitter Marketing: Introduction to Twitter Marketing, How twitter Marketing is different than other forms of digital marketing.Twitter Advertising Campaigns. Instagram and Snapchat: Digital Marketing Strategies through Instagram and Snapchat. Mobile Marketing: Mobile Advertising ,Forms of Mobile Marketing, Mobile Campaign Development.Mobile Advertising Analytics.</p>	<p>20 %</p>	<p>9</p>
<p>Unit 3: Introduction to Website development, blogging ,E mail Marketing and You tube marketing Web site designing:wordpress Affiliate Marketing" ,Blogging E mail Marketing: ,Video content development: Video making and Edit, You tube Marketing.Info graphics</p>	<p>20 %</p>	<p>9</p>
<p>Unit 4: Introduction to SEO,SEM ,Web Analytics Introduction and need for SEO ,How to use internet and search engines ,search engine and its working pattern,On page and off page optimization, Introduction to SEM WEB Analytic Google Analytics & Google Adwords , data collection for web analytics. Paid Aids strategies.</p>	<p>20 %</p>	<p>9</p>
<p>Unit 5: Application A group of four students (Maximum) has to word on creating an advertising campaign through any form of digital marketing viz, Mobile Marketing, Twitter Marketing,Facebook Marketing,Linkdin Marketing,Instagram or Snapchat Marketing.or Website development. The student/s should work on creating campaign,running the campaign,presenting the results of the campaign in terms of Lead generation and /or Sales and /or Web analytics,</p>	<p>20 %</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)

The course will utilize a variety of instructional methods to facilitate student learning and engagement. These methods may include lectures to provide theoretical knowledge, case studies to analyze real-world scenarios, hands-on exercises and projects to develop practical skills, group



discussions and presentations to encourage active participation and enhance communication abilities, quizzes and assessments to measure understanding and knowledge retention, and the use of digital tools and platforms relevant to digital marketing. Students will have opportunities to work on individual and group projects, including creating and running advertising campaigns, analyzing campaign results, and presenting findings. The combination of these methods will foster a student-centered learning environment and promote the application of digital marketing concepts and strategies.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Explain the evolution of digital marketing and its significance in the modern business landscape. (Understanding)</p> <p>CO2: Analyze current trends in digital marketing and evaluate their impact on businesses. (Analyzing)</p> <p>CO3: Develop a comprehensive digital marketing plan, including budgeting and the integration of various digital marketing channels. (Creating)</p> <p>CO4: Apply social media marketing strategies, including influencer marketing, on platforms such as Facebook, LinkedIn, Twitter, Instagram, and Snapchat. (Applying)</p> <p>CO5: Demonstrate practical skills in website development, blogging, email marketing, YouTube marketing, and other digital marketing technique</p>	<p>CO1: Understand</p> <p>CO2: Analyzing</p> <p>CO3: Creating</p> <p>CO4: Applying</p> <p>CO5: Applying</p>

Learning Resources	
1.	Textbook: Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2.	<p>Journals, Periodicals, Reference</p> <p>The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education</p> <p>Journal & Periodicals</p> <p>Journal of Digital & Social Media Marketing</p> <p>Journal of Marketing Education</p> <p>International Journal of Online Marketing</p>
3.	<p>Other Electronic Resources:</p> <p>https://neilpatel.com/what-is-digital-marketing/</p>



https://www.smartinsights.com/digital-marketing-strategy/digital-strategy-development/10-reasons-for-digital-marketing-strategy/ https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/ https://www.disruptiveadvertising.com/marketing/digital-marketing/

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	2	0	0	0
CO2	0	0	3	0	0
CO3	0	0	0	3	0
CO4	0	0	2	0	0
CO5	0	0	3	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM07	COURSE NAME Sales and Distribution Management	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit



45	0	0	45	3	0	0	3
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Course Pre-requisites	Basic knowledge of Business
Course Category	Marketing Elective
Course focus	Employability/ Marketing Skills/ Entrepreneurship
Rationale	Sales management plays a crucial role in driving revenue and business growth. Understanding sales management principles, techniques, and strategies is essential for businesses to effectively manage their sales teams, optimize sales processes, and achieve sales targets. This subject provides students with the knowledge and skills necessary to excel in sales management roles and contribute to the success of organizations.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. Understand the concepts, objectives, and strategies of sales management. (Understanding) 2. Apply effective sales presentation techniques and stay updated with emerging trends in sales management. (Applying) 3. Comprehend the scope and significance of personal selling, and apply the AIDAS principles and personal selling process in practice. (Applying) 4. Learn the recruitment, selection, and training processes for sales personnel. (Remembering) 5. Explore the scope, techniques, and types of sales promotion, both consumer-oriented and trade-oriented. (Analyzing)

Course Content (Theory)	Weightage	Contact hours
Unit 1 : Sales Management: Defining Sales Management , Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executives, Qualities and Skills of Sales Executives, Sales Presentation Techniques, Emerging Trends in Sales Management	20%	9
Unit 2 : Personal Selling: Defining Personal Selling, Scope and Significance, Aims and Objectives of Personal Selling, AIDAS Principles, Personal Selling Process, Customer Delight	20%	9
Unit 3: Recruitment, Selection and Training: Recruitment Process of Sales personnel, Selection Process , Training Methods	20%	9
Unit 4: Sales Promotion: Scope and Role of Sales Promotion, Growth of Sales Promotion, Techniques in Sales Promotion, Consumer Oriented Sales Promotion,, Trade Oriented Sales Promotion	20%	9
Unit 5: Management of Sales Territories and Quotas: Defining Sales Territory, Designing Sales Territory, Steps involved, Methods used, Guidelines for designing territories, Types of territory designs, Reasons for Establishing Sales Territory, Sales Quota : Types of Sales Quota, Breaking Down Sales Quota, How to Set Sales Quota, Reasons for Fixing Sales Quota, Administering Quota System	20%	9



Instructional Method and Pedagogy: (Max. 100 words)

The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects. Lectures will provide theoretical knowledge and concepts, while case studies and group discussions will allow students to apply these concepts to real-world scenarios. Role plays and presentations will enhance practical skills, and quizzes will assess understanding. Finally, projects will provide opportunities for students to analyze and solve sales management challenges and demonstrate their learning outcomes.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Explain the key concepts, objectives, and strategies of sales management. (Understanding)</p> <p>CO2: Apply effective sales presentation techniques and adapt to emerging trends in sales management. (Applying)</p> <p>CO3: Demonstrate the application of AIDAS principles and personal selling process to achieve customer delight. (Applying)</p> <p>CO4: Recall and describe the recruitment, selection, and training processes for sales personnel. (Remembering)</p> <p>CO5: Analyse and evaluate the scope, techniques, and types of sales promotion, considering both consumer-oriented and trade-oriented approaches. (Analysing)</p>	<p>CO1: Understanding</p> <p>CO2: Applying</p> <p>CO3: Applying</p> <p>CO4: Remembering</p> <p>CO5: Analysing</p>

Learning Resources	
1.	Textbooks: Kazmi & Batra , ADVERTISING & SALES PROMOTION, <i>Excel Books</i> ,
2.	Journals, Periodicals, Reference 1. Richard Cundiff, Sales and Distribution Management, Pearson Publication 2. C.L. Tyagi, Sales Management, Google Books 3. Schwartz Mathew, Fundamentals of Sales Management, Harper Collins publication Journals & Periodicals: 1. Journal of Advertising Research 2. Journal of Business Research 3. Journal of Product and Brand Management 4. Magazine sales Promotion
3.	Other Electronic Resources:
Evaluation Scheme	Total Marks



Theory: Mid semester Marks	20 marks		
Theory: End Semester Marks	40 marks		
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	0	0	0
CO2	0	2	0	0	0
CO3	0	0	3	0	0
CO4	0	0	0	0	0
CO5	0	0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAITM05	COURSE NAME Network Technology and Operating System	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about the network technology Terminology
Course Category	Information Technology Management Electives
Course focus	Employability & Skills
Rationale	Operating systems, such as Windows, that are designed for single users to control one computer, network operating systems



	(NOS) coordinate the activities of multiple computers across a network. The network operating system acts as a director to keep the network running smoothly.					
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)					
Course Objectives (As per Bloom's Taxonomy)	<table border="1"> <tr> <td>1. Demonstrate a working knowledge of Ethernet networks. Describe the functions of routers, switches and hubs in a network.</td> </tr> <tr> <td>2. Install and configure a network operating system on a server to provide file and print-sharing services.</td> </tr> <tr> <td>3. Configure computers to provide peer-to-peer connectivity for shared resources</td> </tr> <tr> <td>4. Create users and provide them with functional a network environment including file and print services.</td> </tr> <tr> <td>5. Demonstrate a working knowledge of web server configuration and management.</td> </tr> </table>	1. Demonstrate a working knowledge of Ethernet networks. Describe the functions of routers, switches and hubs in a network.	2. Install and configure a network operating system on a server to provide file and print-sharing services.	3. Configure computers to provide peer-to-peer connectivity for shared resources	4. Create users and provide them with functional a network environment including file and print services.	5. Demonstrate a working knowledge of web server configuration and management.
1. Demonstrate a working knowledge of Ethernet networks. Describe the functions of routers, switches and hubs in a network.						
2. Install and configure a network operating system on a server to provide file and print-sharing services.						
3. Configure computers to provide peer-to-peer connectivity for shared resources						
4. Create users and provide them with functional a network environment including file and print services.						
5. Demonstrate a working knowledge of web server configuration and management.						

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Network Operating System Theory: RedHat Linux Installing RedHat Linux Preparing for Installation Hardware Hardware Compatibility Lists 1.3.3 Server Design Dual-booting Issues	20%	9
Unit 2: RedHat Linux Basics, Shell Theory: Working with Desktop, Starting X Windows and KDE ,About GNOME, Using Terminal, Different Types of Shells, BASH (Bourne-again Shell) ,C Shell (csh) ,Korn Shell (ksh) ,TCSH ,Common Shell Commands.	20%	9
Unit 3: File System Hierarchy and Configuring Desktop Theory: File Systems, Types of File Systems, File Systems and Operating Systems, File Concept, Access Methods, Sequential Access ,Direct Access, Other Access Method, Directory Structure ,File System Structure	20%	9
Unit 4: Connecting to Internet and Domain name system Theory: Network Configuration Tool Connecting to LAN,Network Configuration Tool Connecting to LAN	20%	9



Domain Name System (DNS) ,Configuring DNS Server ,DNS Server ,Dynamic DNS ,Other DNS Server Files ,DNS Tools, Testing, and Troubleshooting ,A Simple DNS Server ,DNS Server Functions		
<p>Unit 5: Server Role: Linux as Web Server, FTP Server</p> <p>Theory: Web Server ,Apache Web Server , Starting Apache , Configuring your Server for Apache ,Setting up First Web Page</p> <p>Meaning, FTP (File Transfer Protocol), Start FTP Server, Testing FTP Server, Using FTP, Using FTP Clients to Test Anonymous Read Access</p>	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Outcomes:	Bloom’s Taxonomy Domain
CO1: Describe the functions of each layer in the OSI and TCP/IP model.	CO1: Describe
CO2: Explain the functions of the Application layer and Presentation layer.	CO2: Explain
CO3: Describe the important computer system resources and the role of operating systems in their management policies and algorithms.	CO3: Describe
CO4: Categorize memory organization and explain the function of each element of a memory hierarchy.	CO4: Memory
CO5: Students will learn about Linux operating system as well as the basic concept of Networks.	CO5: Learn

Learning Resources	
1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Brian Ward, How Linux Works, No Starch Press. 2. Computer Networking: A Top-Down Approach
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Ellen Siever, Aaron Weber, Stephen Figgins, Robert Love and Arnold Robbins, Linux in a Nutshell, O’Reilly Media. 2. Network Warrior, Gary A. Donahue. 3. Introduction to Operating Systems and Networks



3.	Other Electronic Resources: www.onlinelibrary.wiley.com
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Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3							
CO2		3						
CO3		3			2			3
CO4		3			2		2	
CO5		2					1	2

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	1	0
CO2	1	1	0	2
CO3	2	2	2	3
CO4	2	2	3	2
CO5	3	3	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBAITM06	COURSE NAME Mobile Application	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about the network technology Terminology
Course Category	Information Technology Management Electives
Course focus	Employability & Skills
Rationale	Mobile apps are designed to provide users with services that are similar to those that can be accessed on desktop computers. Apps are also designed to take advantage of their specialized capabilities and developed with consideration for the constraints and demands of the device.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom’s Taxonomy)	<ol style="list-style-type: none"> To learn about different mobile phones and smartphones. To understand the working of mobile applications To Create user applications using Android Operating System. To learn about android Operating Systems. To Demonstrate a working knowledge of Mobile applications

Course Content (Theory)	Weightage	Contact hours
Unit 1 Android Operating Systems: Concepts Theory: 1.1 Mobile technology, Open Handset Alliance 1.3 Use Android for mobile app development 1.4 Android Marketplaces 1.5 Android Development Environment setup 1.6 Android development Framework - Android-SDK, Eclipse Emulators / Android AVD. 1.7 Creating & setting up custom Android emulator 1.8 Android Project Framework and its applications	20%	9
Unit 2: Android Architecture and Survey of prominent mobile platforms – smartphones, camera/camcorder devices, Tablet devices, automotive. Theory: 2.1 Linux Kernel 2.2 Libraries 2.3 Android Runtime 2.4 Application Framework 2.5 Applications 2.6 Android Startup and Zygote	20%	9



2.7 Android Debug bridge 2.8 Android Permission model 2.9 Android Manifest File		
Unit 3: Android Activities and UI Design Theory: 3.1 Android application components Intent, Activity, Activity Lifecycle, Broadcast receivers, Services and Manifest 3.2 Create Application and new Activities 3.3 Expressions and Flow control, Android Manifest 3.4 Simple UI -Layouts and Layout properties 3.5 XML Introduction to GUI objects viz.	20%	9
Unit 4: Toast, Menu, Dialog, List and Adapters Theory 4.1 Menu: Custom Vs. System Menus 4.3 Creating and Using Handset menu Button (Hardware) 4.4 Android Themes, Dialog, create an Alter Dialog 4.5 Toast in Android, List & Adapters 4.6 Android Manifest.xml File	20%	9
Unit 5: Windows Mobile (HTC), Android (Google, Motorola) platforms. And Working with Database Theory: 6.1 SQLite: Open Helper and create database 6.2 Open and close a database	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
 Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Outcomes:	Bloom's Taxonomy Domain
CO1: Understand the concept of open-source mobile Development. CO2: Describe Android architecture framework. CO3: Design Android UI Layout CO4: Develop event-driven programs. CO5: Develop applications using menus and dialog boxes.	CO1: Understand CO2: Describe CO3: Design CO4: Develop CO5: Develop

Learning Resources	
1.	Reference Books: 1. Professional Android 2 Application Development, Reto Meier Wiley India Pvt Ltd 2. Beginning Android ,Mark L Murphy Wiley India Pvt Ltd 3. Professional Android ,Sayed Y Hashimi and Satya Komatineni Wiley India Pvt Ltd



2.	Journals, Periodicals, Reference 1. Android Studio Development Essentials by Neil Smyth 2. The Definitive Guide to SQL Lite by Michael Owens
3.	Other Electronic Resources: www.onlinelibrary.wiley.com <ul style="list-style-type: none"> • Developing Android Apps- Udacity https://www.udacity.com/course/ud853 Build your first App • http://developer.android.com/training/basics/firstapp/index.html • Android App Development Tutorial http://www.codelearn.org/androidtutorial

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3							
CO2		3						
CO3		1		2	2			3
CO4		2			2		2	
CO5		2		1			1	2

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	1	0
CO2	1	1	0	2
CO3	2	2	2	3



BBA Course Curriculum Academic Year 2022-23

CO4	2	2	3	2
CO5	3	3	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAITM07	COURSE NAME Cyber Security	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Cyber Security					
Course Category	Information Technology Management Electives					
Course focus	Employability & Skills					
Rationale	Cybersecurity includes Artificial Intelligence (AI) and Machine Learning (ML), Behavioural Biometrics, Zero Trust Architecture, Blockchain, Quantum Computing, Cloud Security, and IoT Security.					
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)					
Course Objectives (As per Bloom's Taxonomy)	<table border="1"> <tr> <td>1. To make the student aware of the fundamentals of cybersecurity</td> </tr> <tr> <td>2. To brief students regarding security threats and vulnerabilities</td> </tr> <tr> <td>3. To provide knowledge about network security</td> </tr> <tr> <td>4. To elaborate on system and network security</td> </tr> <tr> <td>5. To aware students regarding block-chain technology</td> </tr> </table>	1. To make the student aware of the fundamentals of cybersecurity	2. To brief students regarding security threats and vulnerabilities	3. To provide knowledge about network security	4. To elaborate on system and network security	5. To aware students regarding block-chain technology
1. To make the student aware of the fundamentals of cybersecurity						
2. To brief students regarding security threats and vulnerabilities						
3. To provide knowledge about network security						
4. To elaborate on system and network security						
5. To aware students regarding block-chain technology						

Course Content (Theory)	Weightage	Contact hours
Unit 1: Cyber Security Foundation The Security Environment: Threats, vulnerabilities, and consequences, Advanced persistent threats, The state of security today, Why security matters to DoD (Department of Defence), Principles of Cyber security:	20%	9



<p>Enterprise Roles and Structures: Information security roles and positions, Alternative enterprise structures and interfaces, Strategy and Strategic Planning: Strategy, Strategic planning and security strategy, The information security lifecycle, Architecting the enterprise, Security Plans and Policies: Levels of planning, Planning misalignment, The System Security Plan (SSP), Policy development and implementation.</p>		
<p>Unit 2: Security Threats And Vulnerabilities Overview of security threats, Hacking techniques, Password Cracking, Insecure network connections, Malicious code, Programming bugs, Cybercrime and Cyber Terrorism, Information Welfare and surveillance, Cryptography: Introduction to cryptography, Symmetric key cryptography, Asymmetric Key cryptography, Message authentication and Hash Functions, Digital Signature, Public Key Infrastructure, Application of cryptography.</p>	<p>20%</p>	<p>9</p>
<p>Unit 3: Network Security Access Control and Intrusion Detection: Overview of Identification and Authorization, I & A Techniques, Overview of IDS, Intrusion Detection Systems and Intrusion Prevention Systems. Server Management and Firewalls: User Management, DNS Routing and Load Balancing, Overview of Firewalls, Types of Firewalls, DMZ and firewall features. Security for VPN and Next Generation Networks: VPN Security, Fax Security, Link Encryption Devices.</p>	<p>20%</p>	<p>9</p>
<p>Unit 4: System And Application Security System Security: Desktop Security, email security: PGP and SMIME, Web Security: web authentication, SSL and SET, OS Security: OS Security Vulnerabilities, updates and patches, OS integrity checks, Anti-virus software, Trusted OS, Introduction to Cyber Physical System</p>	<p>20%</p>	<p>9</p>
<p>Unit 5: Blockchain, Bitcoin & Cryptocurrency Blockchain- Public Ledgers, Blockchain as Public Ledgers -Bitcoin, Blockchain 2.0, Smart Contracts, Block in a Blockchain, Transactions- Distributed Consensus, The Chain and the Longest Chain - Cryptocurrency to Blockchain 2.0 -A basic crypto currency, Creation of coins, Payments and double spending, FORTH – the precursor for Bitcoin scripting, Bitcoin Scripts , Bitcoin P2P Network, Transaction in Bitcoin Network, Block Mining, Block propagation and block relay, Consensus introduction, Distributed consensus in open environments-Consensus in a Bitcoin network</p>	<p>20%</p>	<p>9</p>

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.



Course Outcomes:	Bloom's Taxonomy Domain
<ol style="list-style-type: none"> 1. Conduct a cyber security risk assessment. 2. Measure the performance and troubleshoot cyber security systems. 3. Implement cyber security solutions. 4. Effectively communicate in a professional setting to address information security issues. 5. Aware students regarding block-chain technology 	CO1: Conduct CO2: Measure CO3: Implement CO4: Effective CO5: Aware

Learning Resources	
1.	Reference Books: <ol style="list-style-type: none"> 1. Cybersecurity - Attack and Defence Strategies: Infrastructure security with Red Team and Blue Team tactics by Yuri Diogenes, ErdalOzkaya. 2. Cyber Law Law Of Information Technology And Internet (LexixNexis) Anirudh Rastogi 3. Understanding Laws–Cyber Laws And Cyber Crimes(LexixNexis) 4. Cyber Crime Manual by Bibhas Chatterjee, Lawman Publication
2.	Journals, Periodicals, Reference <ol style="list-style-type: none"> 1. AtulKahate, Cryptography and Network Security, McGraw Hill 2. Kaufman, c., Perlman, R., and Speciner, M., Network Security, Private Communication in a public world, 2nd ed., Prentice Hall PTR., 2002
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3							
CO2		3						
CO3		1		2	2			3
CO4		2			2		2	
CO5		2		1			1	2

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	1	0
CO2	1	1	0	2
CO3	2	2	2	3
CO4	2	2	3	2
CO5	3	3	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA601	COURSE NAME Supply Chain Management	SEMESTER VI
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BBA Course Curriculum Academic Year 2022-23

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	Supply chain management is regional, national and global – it is everywhere. Without it, the wheels of industry and the economy would grind to a halt. Many aspects of our day-to-day lives depend on the ability to manage supply chains successfully within a global economy.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>To Understand supply chain and its models</p> <p>To Show the challenges of supply chain cost of products</p> <p>To Examine international supply chain management.</p> <p>To Learn international supply chain management.</p> <p>TO Evaluate different challenges of supply chain</p>



Course Content (Theory)	Weightage	Contact hours
Unit 1: <u>Development of SCM</u> Concepts and Definitions – key decision areas – Strategic Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.	20%	8
Unit 2: <u>Sourcing strategy</u>: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.	20%	8
Unit 3: <u>Strategic Sourcing</u> – Source evaluation – collaborative perspective – Buyer-Supplier Relationship – Partner Selection – develop of Partnership – importance of inventory – imbalances – uncertainties – inventory costs – inventory turnover ratio Inventory Strategy:	20%	10
Unit 4 : : <u>Demand forecasting</u> – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.	20%	9
Unit 5: <u>Inventory Strategy</u>: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.	20%	10

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ Projects



Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand supply chain and its models</p> <p>CO2: Show the challenges of supply chain cost of products</p> <p>CO3: Examine different paths of international supply chain management</p> <p>CO4: Learns international supply chain management</p> <p>CO5: Evaluate different challenges of supply chain</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <ul style="list-style-type: none"> ● David J. Bloomberg, Stephen LeMay&Joe B. Hanna; <i>Logistics</i>; Prentice-Hall of India ● Donald J. Bowersox & David J. Closs; <i>Logistical Management</i>, Tata McGraw Hill ● Satish C. Ailawadi& Rakesh Singh; <i>Logistics Management</i>, Prentice-Hall of India ● Donald Waters; <i>Logistics</i>; Palgrave Macmillan, New York ● KrishnaveniMuthiah; <i>Logistics Management & World Sea borne Trade</i>; Himalaya Publishing House
2.	<p>Journals, Periodicals, Reference</p> <p>Journal of Supply Chain Management</p>
3.	<p>Other Electronic Resources:</p> <ol style="list-style-type: none"> 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2								
CO2							1		
CO3			3						
CO4			3						
CO5		3							

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBA602	Strategic Management	VI

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	It helps you ensure you're up to date on the latest business growth strategies as well as on the newest tools for strategic planning models
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	To Understand challenges of starting new ventures To Show Operations and Management in business To Examine internalize the process of setting up a business. To Learn Business Models and Planning for Business TO Evaluate various strategies



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: Definition, nature, scope, and importance of strategy and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.</p>	20%	8
<p>Unit 2: Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).</p>	20%	8
<p>Unit 3: Internal Appraisal – The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non-financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).</p>	20%	10
<p>Unit 4 : : Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions., Corporate Restructuring. Business level strategies—Porter’s framework of competitive strategies; Conditions, risks and benefits of cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence..</p>	20%	9
<p>Unit 5: <i>strategic Analysis and choice</i>—Corporate level analysis (BCG, GE Nine-cell, Hofer’s product market evolution and Shell Directional policy Matrix). Industry level analysis; Porters’ five forces model. Qualitative factors in strategic choice. Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans. Strategic control and operational Control. Organisational systems and Techniques of strategic evaluation.</p>	20%	10



Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ Projects

Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand strategies at different levels and to study different strategies at Corporate & Business Level</p> <p>CO2: Show an integrated view of the functional areas and to acquaint them with the strategic management process.</p> <p>CO3: Examine the challenges involved in managing a change and strategic control system to monitor the strategy implementation process</p> <p>CO4: Learns the concept of strategic management and familiarize the students with aspect related with analysis of the firm's external environment, the resources and thus carrying out SWOT analysis for strategy formulation.</p> <p>CO5: Evaluate an opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>



Learning Resources	
1.	Reference Books: Glueck, W.F. & Jauch, L.R.; Business Policy & Strategic Management. Azhar Kazmi (2009) 3rd Edition; “Strategic Management and Business Policy”; Tata McGraw- Hill. Cherunilam, Francis (2010); Business Policy and Strategic Management (Text and Cases); Himalaya Publishing House Pvt. Ltd
2.	Journals, Periodicals, Reference Journal of Public Policy and Management Journal of Strategic Management
3.	Other Electronic Resources: 1. http://www.nptel.ac.in

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3								
CO2		2							
CO3		3							
CO4	2			1		1			
CO5		3							

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBA603	COURSE NAME Import Export Management	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	Exports and imports are important because together they make up a country's balance of trade, which can impact an economy's overall health. In a healthy economy, both imports and exports see continual growth. This usually represents a sustainable and strong economy.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>To Understand how to export strategically as an entrepreneur.</p> <p>To Show the various documents for processing export and import orders.</p> <p>To Examine the EXIM policy framework.</p> <p>To Learn a critical perspective to examine the EXIM policy.</p> <p>TO Evaluate legal implications in the area of exports and imports.</p>



Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: <u>Regulatory Framework Governing Exports and Imports:</u> Laws governing India’s export-import (general provisions) Foreign trade (Development and Regulation) Act, 1992 Foreign trade (Development and Regulation) Amendment Bill, 2010. DGFT, The Customs Act, GST Act</p>	20%	8
<p>Unit 2: <u>Overview of Foreign Trade Policy (2015-2020)</u> Legal basis and duration of FTP, Handbook of Procedures E-IEC, General Provisions, EDI, Bonded Warehouses Free exports, Objective of MEIS & SEIS, Towns of Export Excellence</p>	20%	8
<p>Unit 3: <u>INCO Terms Methods of Payment:</u> Open account, consignment, D/A, D/P Letter of Credit (L/C)</p>	20%	10
<p>Unit 4 : <u>International Trade Documents:</u> Aligned Documentation System (ADS), Performa Invoice Commercial Invoice, Packing List, Shipping Bill, Certificate of Origin, Consular Invoice, Certificate of Origin vs. Consular Invoice, Commercial Invoice vs. Consular Invoice Mate’s Receipt, Bill of Lading, Mate’s Receipt vs. Bill of Lading, Guaranteed Remittance (GR) Form, Bill of Exchange, Airway Bill, Import Documents</p>	20%	9
<p>Unit 5: <u>Export Procedure:</u> Registration Procedure, Pre-shipment Procedure, Shipment Procedure, Post-shipment Procedure (Realization of Export Proceeds), Excise Clearance for Exportable Goods / GST provisions</p>	20%	10

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ Projects



Course Outcomes:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Understand how to export strategically as an entrepreneur.</p> <p>CO2: Show the various documents for processing export and import orders.</p> <p>CO3: Examine the EXIM policy framework.</p> <p>CO4: Learns a critical perspective to examine the EXIM policy</p> <p>CO5: Evaluate legal implications in the area of exports and imports.</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>Mahajan M. I., Export Policy, Procedures and Documentation Snow white Publications</p> <p>Paul Justin and Rajiv Aserkar, Export Import Management, Oxford Press</p> <p>D C Kapoor, Export Management, Vikas Publication</p> <p>Parul Gupta, Export Import Management, McGraw Hill Publication House</p>
2.	<p>Journals, Periodicals, Reference</p> <p>International Journal of Export Marketing</p>
3.	<p>Other Electronic Resources:</p> <p>1. http://www.nptel.ac.in</p> <p>2. http://www.ocw.mit.edu</p>



Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1									
CO2									
CO3									
CO4									
CO5									

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM08	COURSE NAME Strategic Financial Management	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability & Skills



Rationale	This subject concerned is to maximize the operational efficiency of financial decisions components dividend, cost of capital, and capital budgeting. Financial management helps maintain smooth operations of the business and it can help to improve the company's earnings with profitability.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom's Taxonomy)	<ol style="list-style-type: none"> 1. To estimate cash flows from a project and can evaluate various risks involved in investment decision-making. 2. Learners can also apply the concept of Financial Management to contemporary financial events. 3. To understand finance management applications in large-scale business 4. Able to create a link among cost of capital, capital structure and leverage. 5. To analyze various capital budgeting methods and their decision-making.

Course Content (Theory)	Weightage	Contact hours
Unit 1 Concept and measurement of Cost of Capital: Importance and concept - Measurement of Specific Costs - Computation of Overall Cost of Capital	20%	9
Unit 2: Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Modigliani-Miller Approach Designing Capital Structure	20%	9
Unit 3: Leverage- Operating Leverage - Financial Leverage - Combined Leverage	20%	9
Unit 4: Capital Budgeting: Non Discounted methods -Payback Period-Accounting Rate of Return	20%	9
Unit 5 Capital Budgeting: Discounted methods Net Present Value method - Internal Rate of Return - Profitability index	20%	9

<p>Instructional Method and Pedagogy: (Max. 100 words)</p> <p>Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.</p>
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Course Objectives:	Bloom's Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <ol style="list-style-type: none"> 1. Estimate cash flows from a project and can evaluate various risks involved in investment decision-making. 2. Learners can also apply the concept of Financial Management to contemporary financial events. 3. Understand finance management applications in large-scale business. 4. Able to create a link between the cost of capital, capital structure and leverage. 5. analyze various capital budgeting methods and their decision-making. 	<p>CO1: Estimate CO2: Apply CO3: Understand CO4: Create CO5: Analyse</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication Prasanna Chandra; Financial Management; McGraw Hill M Y Khan and P K Jain; Financial Management; McGraw Hill</p>
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Journal of Applied Corporate Finance 2. Journal of Finance 3. The Journal of Business Finance and Accounting 4. Journal of Financial and Quantitative Analysis. 5. Journal of Money, Credit and Banking. 6. Journal of International Money and Finance.
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <p>https://efinancemanagement.com https://www.coursera.org/specializations/financial-management https://www.lsbfi.org.uk/blog/news/importance-of-financial-management/117410 https://www.investopedia.com</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1		2						
CO2	2							
CO3	3				1			
CO4					3			2
CO5					3			3

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	0
CO2	0	1	0	2
CO3	2	2	2	2
CO4	2	2	3	3
CO5	1	1	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM09	COURSE NAME Financial Planning	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability & skills & Entrepreneurship
Rationale	Personal Financial Planning (PFP) is the continuous and integrative process of managing financial affairs (assets, liabilities, revenues and expenses) in a personal situation, developing strategies and taking actions to achieve life goals.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom's Taxonomy)	<ol style="list-style-type: none"> 1. To know ethical decision-making processes in all aspects of the financial planning profession. 2. To apply recognized financial planning principles and industry standards to the systematic analysis of financial position and requirements. 3. To prepare accurate and relevant financial plans manually and electronically. 4. To Integrate economic and personal information necessary for effective financial planning decisions. 5. To identify and apply written and verbal client-focused communication styles and strategies.

Course Content (Theory)	Weightage	Contact hours
Unit – I Personal Financial Planning – meaning, objectives, process The concept of Time Value of Money and its application in financial planning	20%	9
Unit – II Personal Tax planning – basics of tax assessment for an individual, deductions and reliefs available to an individual, avenues for tax savings for an individual	20%	9
Unit – III Life Insurance – tools for financial planning, different schemes and their implications, benefits and limitations The Housing Decision – factors to be considered, modes of finance, benefits and limitations, procedural and legal aspects	20%	9
Unit – IV Other Investment avenues such as stocks, bonds, mutual funds, real estate, etc., and financial planning Various financial institutions and modes of personal financing	20%	9
Unit – V Retirement Need Analysis Techniques Development of retirement plan, Various retirement schemes such as Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plans and Post- retirement counselling	20%	9



Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Know ethical decision-making processes in all aspects of the financial planning profession.</p> <p>CO2: Apply recognized financial planning principles and industry standards to the systematic analysis of financial position and requirements.</p> <p>CO3: Prepare accurate and relevant financial plans manually and electronically.</p> <p>CO4: Integrate economic and personal information necessary for effective financial planning decisions.</p> <p>CO5: Identify and apply written and verbal client-focused communication styles and strategies.</p>	<p>CO1: Know</p> <p>CO2: Apply</p> <p>CO3: Prepare</p> <p>CO4: Integrate</p> <p>CO5: Identify</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>1. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH</p> <p>2. Personal Finance Principles Every Investor Should Know by Manish Chauhan, Network 18</p> <p>3. Simplified Financial Management by Vinay Bhagwat, The Times Group</p>
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p>



https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp https://www.ibef.org/industry/financial-services-india.aspx https://financialservices.gov.in/

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3							
CO2		3			2			
CO3		3			2			
CO4		3			2		2	
CO5							1	2

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	1	1
CO2	1	1	0	1
CO3	2	2	2	2
CO4	2	1	3	3
CO5	1	2	2	1



1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBFM10	COURSE NAME Risk Management	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Accounting & Finance Electives
Course focus	Employability & Skills
Rationale	The key purpose of derivatives is the management and especially the mitigation of risk. When a derivatives contract is entered, one party to the deal typically wants to free itself of a specific risk, linked to its commercial activities such as currency or interest rate risk over a given time.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom’s Taxonomy)	<ol style="list-style-type: none"> 1. To equip students with the ability to apply stock market basics. 2. To know the options contract discussed in terms of their valuation, analysis, and application for hedging, specialization, and arbitrage. 3. To apprise the recent innovations in financial derivatives 4. To learn the mechanics, valuation, and trading strategies of the derivatives market. 5. To evaluate option sensitivities

Course Content (Theory)	Weightage	Contact hours
<u>Unit 1 Introduction Option Markets</u> Types of option markets, ITM, ATM & OTM, Intrinsic Value & Time Value, Factors affecting option pricing, European & American, Arbitrage restriction on option prices, Put-call parity relationship, Put call ratio	20%	9



<p>Risk Management Lessons from the Global Financial Crisis for Derivative Exchanges”, IIMA Working Paper No. 2009-02-06, February 2009. By Varma IIMA http://www.iimahd.ernet.in/~jrvarma/download.php</p>		
<p><u>Unit 2: Option Models</u> Open Interest in relation to the price and volume, liquidating options, Option Trading Strategies- Arbitrage, hedging & Speculation, Option Pricing Models-Black schools & Binomial Model, Option Calculator Risks in Derivatives Markets By Ludger Hentschel Clifford W. Smith http://fic.wharton.upenn.edu/fic/papers/96/9624.pdf “Value at Risk Models in the Indian Stock Market”, IIMA Working Paper, 99-07-05, July 1999. http://www.iimahd.ernet.in/~jrvarma/download.php</p>	20%	9
<p><u>Unit 3: Option Sensitivities</u> VAR & Greek Letters. Delta, Theta, Gamma, Rho, Vega Put and Call with sensitivities</p>	20%	9
<p><u>Unit 4: Currency Derivatives</u> Currency Futures- Arbitrage, hedging & Speculation Introduction to Interest rate Derivatives in India, Bond Futures, T-bill market in India, Exchange traded interest rate future, yield curve, term structure of interest rates, etc., Currency & Interest rate Swaps Case Study: Large Losses in Derivatives Markets By Anatoli Kuprianov</p>	20%	9
<p><u>Unit : 5 Practical from Model I and Model II</u> Student assign project each of one commodity and follow Cash – Carry Model and Find variation between Spot prices v/s Excise prices</p>	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Outcomes:	Bloom’s Taxonomy Domain
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<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Aware commodities market and international market for European & American Options</p> <p>CO2: Recognize margin risk in the commodities market.</p> <p>CO3: Analysis of market movement on seasonal variation</p> <p>CO4: Learn the mechanics, valuation, and trading strategies of the derivatives market.</p> <p>CO5: Evaluate option sensitivities.</p>	<p>CO1: Aware</p> <p>CO2: Recognize</p> <p>CO3: Analysis</p> <p>CO4: Learn</p> <p>CO5: Evaluate</p>
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Learning Resources	
1.	<p>Reference Books:</p> <ol style="list-style-type: none"> Rajiv Srivastava “Derivatives & Risk Management” Oxford University Latest Edition Vohra & Bagri “Futures and Options” Tata McGraw hill Latest Edition John C. Hull “Futures and Options Markets” Pearson Education Latest Edition
2.	<p>Journals, Periodicals, Reference</p> <p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
3.	<p>Other Electronic Resources: www.onlinelibrary.wiley.com</p> <p>https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp</p> <p>https://www.ibef.org/industry/financial-services-india.aspx</p> <p>https://financialservices.gov.in/</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3							
CO2		3						
CO3		3			2			
CO4		3			2		2	
CO5		2					1	

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	1	0
CO2	1	1	0	2
CO3	2	2	2	3
CO4	2	2	3	2
CO5	3	3	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM08	COURSE NAME PERFORMANCE MANAGEMENT	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3



Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Employability
Rationale	Through the course, students will learn how to design and implement effective performance management systems, develop performance metrics and standards, conduct performance appraisals, and align employee performance with organizational goals.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To acquire comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organisations. 2. To understand the process of performance planning, monitoring and review. 3. To analyze the issues related to performance management. 4. To evaluate the ethical issues concerning to performance management. 5. To apply the various tools available for measuring performance in assessing organizational performance.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Performance Management: Definition of Performance Evaluation, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. What a Performance Management System Should Do? Importance of Performance Management, Linkage of Performance Management to Other HR Processes Aims of Performance Management, Purpose of Performance Management, Employee Engagement and Performance Management, Principles of Performance Management, Overview of Performance Management as a System	20%	9
Unit 2: Performance Management Analysis & Application Reward System: Types of Rewards, Designing Reward System, Total Reward Strategies, Characteristics of an Effective Performance Reward Plan. Performance Analysis, Performance Review Discussion, Using Performance Management Systems Data for HR Decisions and Performance Improvements, Performance Management Skills, Performance Management Systems and Appraisal Practices.	20%	9
Unit 3: Performance Management Techniques Competency Mapping as a Performance Management Tool, Balanced Scorecard and its Applications, Mentoring System, 360 Feedback,	20%	9



Assessment Centres, Performance Management Practices Of Different Companies. Different techniques of performance measures, Performance Appraisal: Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organisations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department.		
Unit 4: Issues in Performance Management Team Performance, Performance of Learning Organisations and Virtual Teams: Team Performance Management, Performance Management and Learning Organisations, Performance Management and Virtual Teams	20%	9
Unit 5: Ethics in Performance Appraisal: Ethics – An Overview, Ethics in Organisations, Ethics in Performance Management, Realities of Ethics in Performance Management, Ensuring Ethics in Performance Management Performance Consulting Concept, The Need for Performance Consulting, Role of the Performance Consulting, Designing and Using Performance Relationship Maps, Contracting for Performance Consulting Services, Operationalizing Performance Management.	20%	9

Instructional Method and Pedagogy: (Max. 100 words) Practical examples and case studies to illustrate the trends in performance management in corporate world Lecture/cases/Presentation/ Assignment/ role playing.
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Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted CO1: Acquire comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organisations. CO2: Understand the process of performance planning, monitoring and review CO3: Analyze the issues related to performance management CO4: Evaluate the ethical issues concerning to performance management CO5: Apply the various tools available for measuring performance in assessing organizational performance	CO1: Acquire CO2: Understand CO3: Analyze CO4: Evaluate CO5: Apply



Learning Resources	
1.	<p>Textbook:</p> <p>1. Rao, T.V. (2017). Performance Management: Toward Organizational Excellence. New Delhi: Sage Publishers.</p>
2.	<p>Reference books:</p> <p>1. Rao, T.V. (2005). Performance Management and Appraisal Systems. New Delhi: Sage Publishers.</p> <p>2. Chadha, P. (2008). Performance Management. New Delhi: Macmillan India Ltd.</p> <p>3. Michael, A. (2006). A Handbook of Human Resources Management Practice, London: KoganPage.</p> <p>4. Suri, G.K. (2008). Performance Measurement and Management. New Delhi: Excel Publications.</p> <p>5. Robert, L. C. (2011). Performance Management Concepts Skills and Exercises, New York: M.E.Sharpe Publications.</p> <p>6. Rao, N.S., (2017). Compensation System and Performance Management. New Delhi:Himalaya Publishing House</p>
3.	<p>Journals, Periodicals</p> <p>1. Academy of Management Journal</p> <p>2. Journal of Organizational Behavior</p> <p>3. Journal of Business and Psychology</p> <p>4. Performance Improvement Quarterly</p> <p>5. Journal of Vocational Behavior</p> <p>6. Journal of Performance Management</p>
4.	<p>Other Electronic Resources:</p> <p>https://www.emerald.com/insight/publication/issn/1740-4722</p> <p>https://performanceforum.org/</p> <p>https://www.thebalancecareers.com/performance-management-4161661</p> <p>https://hbr.org/</p>

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	0	0	0	0	0	1
CO2	3	0	0	0	0	0	0	0
CO3	1	3	0	0	0	0	0	1
CO4	0	3	0	0	3	0	0	1
CO5	0	3	0	0	0	0	0	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	0	3	0
CO2	0	0	2	1
CO3	3	0	3	1
CO4	3	0	3	1
CO5	3	2	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM09	COURSE NAME INDUSTRIAL RELATION & LABOUR LAWS	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit



45	0	0	45	3	0	0	3
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Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Employability
Rationale	This course will provide students a comprehensive understanding of the legal framework governing employment relations, as well as the practical skills needed to manage workplace conflicts and negotiations effectively. This knowledge is essential for any business graduate who intends to work in a managerial or supervisory role, particularly in industries with unionized workforce.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To analyze the nature, scope and evolution of industrial relations, in India. 2. To evaluate the role of the government in industrial relations, including state intervention. 3. To critically examine the concept of workers' participation, including its purpose, types, and government policies. 4. To apply the provisions of labour laws to real-world scenarios, including understanding their scope and extent, definitions, and procedures. 5. To synthesize information from various acts related to labor welfare to realize their overall impact on labor welfare in India.

Course Content (Theory)	Weightage	Contact hours
Unit 1: INDUSTRIAL RELATIONS IN A COMPARATIVE FRAME WORK Meaning, scope and nature of Industrial Relations; Evolution of IR in India; Objectives of IR; Trade Unions in India, ILO in IR, Key Issues and critical challenges	20%	9
Unit 2: THE ROLE OF GOVERNMENT IN INDUSTRIAL RELATIONS The means of state intervention, role of state in industrial relations at the state level, industrial conflict, reference of disputes to boards,	20%	9



<p>Courts or tribunals, voluntary reference of disputes to arbitration, strengthening conciliation, promoting alternative dispute resolution mechanisms.</p>		
<p>Unit 3: WORKERS PARTICIPATION</p> <p>Meaning of participation, Purpose of workers participation, Types and degree of participation, Government policy and participation, Structure of participative management, Nature and benefits of participative management, Quality circles, Composition of quality circles, Functioning of quality circles, Cases relating to quality circles with Indian Case studies.</p>	20%	9
<p>Unit 4: THE INDUSTRIAL DISPUTES ACT, 1947</p> <p>Scope and Extent of the act, Definitions [Industry, Industrial dispute, Individual and collective dispute, Average Pay, Employer, Lay – off, Lock Out, Retrenchment, Strike, Unfair Labor Practices, Wage and Workmen], Procedure for settlement of industrial dispute, Prohibition of strikes and lockouts, Notice of change in conditions of service, Voluntary reference of disputes to arbitration, Award Settlement</p>	20%	9
<p>Unit 5: FACTORIES ACT, 1948</p> <p>Definitions, Welfare Measures under the act, Safety Measures under the act, Working hours for adults, Employment of [Young persons, Women], Annual leave with wages, Penalties and Procedures.</p> <p>General overview on</p> <ol style="list-style-type: none"> 1. Payment of Wages Act, 1936 2. The Minimum Wages Act, 1948 3. Contract Labour (Regulation and Abolition Act), 1986 4. Child Labour Prohibition and Regulation Act, 1986 	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on the importance of legal compliance and ethical considerations in industrial relations practices. Practical examples and case studies to illustrate the impact of labor laws on workers and employers.

Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms' Taxonomy Domain
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After successful completion of the above course, students will be able to:	
Blooms' Taxonomy word should be highlighted	
CO1: Analyze the nature and scope of industrial relations in India	CO1: Analyze
CO2: Evaluate the role of the government in industrial relations,	CO2: Evaluate
CO3: Demonstrate a comprehensive understanding of workers' participation	CO3: Demonstrate
CO4: Apply the provisions of labor laws to real-world situations.	CO4: Apply
CO5: Synthesize information from various acts related to labor welfare	CO5: Synthesize

Learning Resources	
1.	<p>Textbook:</p> <ol style="list-style-type: none"> 1. Kapoor N.D. (2012). Elements of industrial law (11th ed.). New Delhi: Sultan Chand & Sons 2. Venkataratnam C.S. (2011), Industrial relations (1sted.). New Delhi: Oxford University Press. 3. Labour Laws for Managers By: B.D. Singh 2nd edition Excel Books
2.	<p>Reference books:</p> <ol style="list-style-type: none"> 1.Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalaya Publications, 15 Ed.) 2.Singh B.D; Industrial Relations, Second Edition, Excel Publishers. 3.Sinha; Industrial Relations, Trade Unions and Labour Legislation (Pearson Education, 1 st Ed.) 4.Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.) 5.Venkata Ratnam – Industrial Relations (Oxford, 2006, 2ndEd.) 6.Indian Law Institute, Labour Law and Labour Relations-Cases and Material, Bombay,Tripathi, 7.S.N. Mishra, Labour and Industrial Laws, Allied Publications, New Delhi, 8.Debi S. Saini, Redressal of Labour Grievances, Claims and Disputes, Oxford University Press 9.SarmaA.M. (2013), Industrial Relations, (10th ed.), Mumbai: Himalaya Publishing House. 10.Monappa Arun, Nambudiri Ranjeet and Selvaraj Patturaja (2013), Industrial relations and Labor sLaws (3nd ed.). New Delhi: Tata Mac Graw Hill Publishing Company Limited. 11. PattnayakBiswajeet (2006), Human Resource Management, (3rd ed.), New Delhi: Prentice Hall of India Pvt Ltd 12. Punekar S.D., Deodhar S.B., Sankaran Saraswathi (2011), Labour Welfare, Trade Unionism and Industrial Relations, ((14th rf.), Mumai: Himalaya Publishing House 13. Legal Aspects of Business, Text, Jurisprudence, and Cases, By: Daniel Albuquerque, Oxford University Press, New Delhi.



3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Industrial Relations Journal 2. Journal of Labor Research 3. Journal of Industrial Relations 4. Work, Employment and Society 5. Employee Responsibilities and Rights Journal 6. Comparative Labor Law and Policy Journal 7. Labor Studies Journal
4.	<p>Other Electronic Resources:</p> <p>www.onlinelibrary.wiley.com https://labour.gov.in/ https://indianlabourlaw.blogspot.com/ https://labourlawreporter.com/ https://www.ilo.org/global/lang--en/index.htm</p>

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1" style="width: 100%;"> <tr> <td>Attendance</td> <td style="text-align: center;">05 marks</td> </tr> <tr> <td>MCQs</td> <td style="text-align: center;">10 marks</td> </tr> <tr> <td>Open Book Assignment</td> <td style="text-align: center;">15 marks</td> </tr> <tr> <td>Article Review</td> <td style="text-align: center;">10 marks</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
	Attendance	05 marks									
	MCQs	10 marks									
	Open Book Assignment	15 marks									
	Article Review	10 marks									
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	0	0	0	0	0	0
CO2	0	3	0	0	1	0	0	2
CO3	1	3	0	0	1	0	0	1



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CO4	1	3	0	0	0	0	0	1
CO5	1	3	0	0	0	0	0	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	0
CO2	1	0	3	0
CO3	0	0	3	1
CO4	3	0	3	1
CO5	1	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHRM10	COURSE NAME COMPENSATION MANAGEMENT	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Employability
Rationale	This course will give an understanding of the principles and practices of designing and implementing effective compensation strategies in organizations. It helps students understand how to attract, retain and motivate employees through the use of compensation systems.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1. To recognize the importance and relevance of compensation management in today's dynamic business environment, using theories of wages and compensation philosophies.



	<ol style="list-style-type: none"> 2. To analyze the different types of compensation systems and approaches and assess their impact on employee motivation and retention. 3. To apply the techniques and criteria for wage determination and wage fixation machinery to real-world scenarios. 4. To synthesize information from various compensation and labor laws to design and implement effective compensation packages for organizations. 5. To evaluate the role of regulatory bodies in ensuring fair and equitable compensation practices.
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Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Wages - Wage concepts, Theories of Wages, Importance, Wage Policy, Criteria for Wage Fixation, Techniques of Wage Determination, Wage Fixation Machinery, Wage Differentials, and Challenges of Remuneration	20%	9
Unit 2: Compensation - Definition - Compensation Responsibilities – Compensation System Design Issues – Compensation Philosophies – Compensation Approaches Compensation Classification - Types - Incentives - Fringe Benefits - Strategic Compensation Planning – Determining Compensation – The wage Mix – Development of Base Pay Systems – The Wage Curve – Pay Grades – Salary Matrix – Compensation as a Retention Strategy	20%	9
Unit 3: WAGE AND SALARY ADMINISTRATION Theories of wages - wage structure - wage fixation - wage payment - salary administration. Difference between salary and wages - Basis for compensation fixation- Components of wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes- Effects of various labor laws on wages	20%	9
Unit 4: EMPLOYEE BENEFITS Profit sharing, payment of bonus, Types and significance of incentives, fringe benefits, Retirement plans, productivity and wages; understanding tools in designing, improving and implementing compensation packages.	20%	9
Unit 5: REGULATORY BODIES FOR COMPENSATION MANAGEMENT Wage Boards - Pay Commissions	20%	9



Instructional Method and Pedagogy: (Max. 100 words)

Discussion on the importance of legal compliance and ethical considerations in industrial relations practices. Practical examples and case studies to illustrate the impact of labor laws on workers and employers.

Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Recognize the importance of compensation management in modern business environments</p> <p>CO2: Analyze various compensation systems and approaches</p> <p>CO3: Apply techniques and criteria for wage determination and wage fixation machinery to real-world scenarios</p> <p>CO4: Synthesize information from multiple compensation laws to design effective compensation packages.</p> <p>CO5: Evaluate the role of regulatory bodies in ensuring fair and equitable compensation practices.</p>	<p>CO1: Recognize</p> <p>CO2: Analyze</p> <p>CO3: Apply</p> <p>CO4: Synthesize</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Textbook:</p> <p>1.Milkovich& Newman (2010), <i>Compensation</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 8th Edition</p> <p>2.Henderson, (2012) <i>Compensation Management in a Knowledge Based World</i>, Pearson Education, New Delhi, 9th Edition.</p> <p>3. Aswathappa K. (2005) <i>Human Resource and Personnel Management</i>,4th Ed,Tata Mc Graw Hill Publishing Co. Ltd</p>
2.	<p>Reference books:</p> <p>1. Dewakar Goel, <i>PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT</i>, PHI Learning, New Delhi.</p> <p>2. Richard.I. Henderson, <i>COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD</i>, Prentice Hall India, New Delhi.</p> <p>3. Richard Thrope & Gill Homen, <i>STRATEGIC REWARD SYSTEMS</i>, Prentice Hall India, New Delhi.</p> <p>4. Michael Armstrong & Helen Murlis, <i>HAND BOOK OF REWARD MANAGEMENT</i>,Crust Publishing House.</p> <p>5. <i>Compensation & Reward Management</i>, BD Singh, Excel Books</p>



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	<p>6. Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Pearson Education</p> <p>7. Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education</p> <p>8. Compensation Management, Er Soni Shyam Singh, Excel Books.</p>
3.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Compensation & Benefits Review 2. Journal of Compensation and Benefits 3. International Journal of Human Resource Management 4. Employee Relations 5. Workforce Management 6. Human Resource Management Journal 7. Harvard Business Review
4.	<p>Other Electronic Resources:</p> <p>https://www.compensationforce.com/</p> <p>https://www.compensationcafe.com/</p> <p>https://www.salary.com/</p> <p>https://www.bls.gov/</p>

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td align="center">Attendance</td> <td align="center">05 marks</td> </tr> <tr> <td align="center">MCQs</td> <td align="center">10 marks</td> </tr> <tr> <td align="center">Open Book Assignment</td> <td align="center">15 marks</td> </tr> <tr> <td align="center">Article Review</td> <td align="center">10 marks</td> </tr> <tr> <td align="center">Total</td> <td align="center">40 Marks</td> </tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
	Attendance	05 marks									
	MCQs	10 marks									
	Open Book Assignment	15 marks									
	Article Review	10 marks									
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	1	0	0	0	0	0	0
CO2	1	3	0	0	0	0	0	0
CO3	1	3	0	0	0	0	0	1
CO4	1	3	0	0	0	0	0	1
CO5	1	2	0	0	0	0	0	0



Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	0
CO2	1	0	3	0
CO3	2	1	3	1
CO4	2	0	3	1
CO5	1	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBAMM09	Consumer Relationship Management	VI

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Marketing Elective
Course focus	Employability/ Marketing Skills/ Entrepreneurship
Rationale	The subject of Customer Relationship Management (CRM) is essential in today's highly competitive business environment. It equips students with the knowledge and skills to build and manage strong customer relationships, improving customer satisfaction and loyalty. This course covers emerging concepts, strategies, and technological tools for effective CRM implementation. Students will gain insights into CRM's relevance in various industries, ethical considerations, evaluation methods, and future trends. Instructional methods include lectures, case studies, group discussions, and hands-on exercises to enhance understanding and application of CRM principles and practices.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>1. Define and explain the concept, need, and importance of Customer Relationship Management (CRM). (Remembering)</p> <p>2. Apply the conceptual framework of CRM, including the Value Pyramid, Customer Interaction Cycle, and Customer Profiling, to understand and manage customer relationships. (Applying)</p>



	<p>3. Evaluate the goals of a CRM strategy, identify obstacles to successful implementation, and propose CRM solutions using a people, process, and technology perspective. (Evaluating)</p> <p>4. Explore CRM as a business strategy, including issues, strategies, and the role of Customer Knowledge Management in achieving effective CRM. (Analyzing)</p> <p>5. Examine technological tools for CRM implementation, such as data mining, e-CRM solutions, and IT organizational structures, and develop a step-by-step process for CRM implementation. (Analyzing)</p>
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Course Content (Theory)	Weightage	Contact hours
Unit:1 Emerging Concepts in Customer Relationship Management CRM Definition, Need and Importance : Conceptual Framework of Customer Relationship Management ; The Value Pyramid , Customer Interaction Cycle , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology	20%	9
Unit :2 CRM as a Business Strategy CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Measuring Customer life time value-. Customer life cycle Management	20%	9
Unit 3:Technological Tools for CRM and Implementation :Data Mining for CRM - Some Relevant Issues ; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process	20%	9
Unit 4:CRM in Services :Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM	20%	9
Unit 5:Privacy, Ethics ,Evaluation and Future of CRM In the CRM Evaluation module, several categories of measurement of CRM effectiveness including CRM’s impact on company efficiency, effectiveness, and employee behavior. Consumer privacy and ethical compliance.	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:

Blooms’ Taxonomy Domain



<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Define and describe the concept, need, and importance of Customer Relationship Management (CRM) (Remembering)</p> <p>CO2: Apply the Value Pyramid, Customer Interaction Cycle, and Customer Profiling to analyze and improve customer relationships (Applying)</p> <p>CO3: Evaluate CRM goals, identify obstacles, and propose solutions for effective CRM implementation (Evaluating)</p> <p>CO4: Analyze CRM as a business strategy, including issues, strategies, and the role of Customer Knowledge Management (Analyzing)</p> <p>CO5: Examine technological tools for CRM implementation, design an IT organizational structure, and develop a step-by-step process for CRM implementation (Analyzing)</p>	<p>CO1: Remembering</p> <p>CO2: Applying</p> <p>CO3: Evaluating</p> <p>CO4: Analyzing</p> <p>CO5: Analyzing</p>
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Learning Resources		
1.	Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008	
2.	Journals, Periodicals, Reference 1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education 2. H. Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House 3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012	
3.	Other Electronic Resources:	
Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs



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	PSO1	PSO2	PSO3	PSO4	PSO4
CO1	2	0	0	0	0
CO2	0	2	0	0	0
CO3	0	0	0	0	0
CO4	0	0	0	0	0
CO5	0	0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
BBAMM10	Advertising and Promotion	VI

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/ Skills/ Entrepreneurship
Rationale	Advertising plays a crucial role in marketing communication, and understanding its principles and strategies is essential for effective brand promotion and reaching target audiences
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> Understand the fundamental concepts, history, roles, and functions of advertising. Explore integrated marketing communication (IMC) and its significance in promotional activities. Develop skills in advertising design, including message strategies, appeals, and executional frameworks. Gain proficiency in copywriting for different advertising mediums and platforms. Learn media planning strategies and evaluate their effectiveness in reaching target audiences.

Course Content (Theory)	Weightage	Contact hours
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BBA Course Curriculum Academic Year 2022-23

<p>Unit 1 : Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Integrated Marketing Communication: Integrated Marketing Communication, Role of IMC, Promotional Mix: Tools for IMC, The IMC Planning Process,</p>		
<p>Unit 2 : Advertising Design: Appeals, Message Strategies & Executional Framework: Advertising Design, Types of Advertising Appeals, Structure of an Advertisement, Creating an Advertising, Advertising Effectiveness</p>		
<p>Unit 3: Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content</p>		
<p>Unit 4: Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness</p>		
<p>Unit 5: Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising</p> <p>Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising</p>		

Instructional Method and Pedagogy: (Max. 100 words)

The instructional methods for this course will include a combination of lectures, case studies, group discussions, hands-on projects, and presentations. Students will be exposed to real-world examples of advertising campaigns and analyze their effectiveness. Guest lectures by industry professionals will provide insights into the practical aspects of advertising. Group projects and presentations will enhance collaboration and communication skills.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Explain the key concepts and historical development of advertising. (Understanding)</p> <p>CO2: Apply integrated marketing communication principles and tools in developing effective promotional strategies. (Applying)</p> <p>CO3: Create compelling advertising designs using appropriate appeals, message strategies, and executional frameworks. (Creating)</p> <p>CO4: Write persuasive and engaging copy for various advertising mediums, including print, radio, TV, and the web. (Applying)</p> <p>CO5: Analyze and develop media plans, considering market analysis, objectives, and evaluation of effectiveness. (Analyzing)</p>	<p>CO1: Understand</p> <p>CO2: Applying</p> <p>CO3: Creating</p> <p>CO4: Applying</p> <p>CO5: Analyzing</p>



Learning Resources		
1.	Textbooks: Kazmi & Batra , ADVERTISING & SALES PROMOTION, <i>Excel Books</i> ,	
2.	Journals, Periodicals, Reference Aaker, Batra & Myers , ADVERTISING MANAGEMENT; <i>Prentice Hall, India.</i> 3. Kruti Shah & Alan D'souza , ADVERTISING & PROMOTION, <i>Tata McGraw-Hill New delhi, 2009</i> 4. Kelley & Jugenheimer , ADVERTISING MEDIA PLANNING A BRAND 1 Journal of Advertising Research 2. Journal of Business Research 3. Journal of Product and Brand Management 4. Magazine sales Promotion	
3.	Other Electronic Resources: www.onlinelibrary.wiley.com	
Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	0	0	0
CO2	2	1	0	0	0
CO3	2	1	0	0	0
CO4	2	1	0	0	0
CO5	2	1	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
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BBAITM8	Introduction to Cloud Computing	VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Computer Knowledge
Course Category	Elective
Course focus	Skill Enhancement
Rationale	This course will provide students with the necessary knowledge and skills to organize resources, create a project timeline, set goals, delegate responsibilities, and monitor progress. This knowledge is essential for analytic professionals who work within organizations.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To help students recall and understand the basics of cloud computing and its architecture. To facilitate students in analyzing the applications and benefits of cloud computing for business. To provide a brief overview of cloud computing technology and its components. To guide students in applying the knowledge to comprehend the process of accessing the cloud and its associated considerations. To encourage students to evaluate and compare data management techniques in the context of cloud computing.

Course Content (Theory)	Weightage	Contact hours
Unit – 1 Introduction Objectives, From collaborative to the Cloud – A short history Client – Server Computing, Peer-to-Peer Computing, Distributed Computing, Collaborative Computing, Cloud Computing, Functioning of Cloud Computing, Cloud Architecture, Cloud Storage, Cloud Services, Industrial Applications.	20%	9
Unit – 2 Business Values Introduction- Service Modeling, Infrastructure Services, Platform Services, Software Services - Software as service modes- Massively scaled software as a service- Scale of Economy, Management and Administration. Feeling Sensational about Organization, Making Strategy Decisions- Governance Issues- Monitoring Business Processes- IT Cost Management,	20%	9
Unit-3 Cloud Computing Technology Clients – Mobile – Thin – Thick, Security - Data Linkage - Offloading Work - Logging - Forensics - Development – Auditing, Network- Basic Public Internet- The Accelerated Internet- Optimised Internet Overlay- Site-to-Site VPN- Cloud Providers- Cloud Consumers - Pipe Size- Redundancy, Services- Identity- Integration- Mapping- Payments- Search.	20%	9
Unit-4 Accessing the Cloud Platforms- Web Application Framework- Web Hosting Services- Proprietary Methods, Web Applications- API's in Cloud Computing, Browsers for Cloud Computing- Internet Explorer- Mozilla Firefox- Safari- Chrome	20%	9



<p>Unit-5 Data Management Data Security- Data Location- Data Control- Securing data for transport, Scalability and Cloud Services- Large Scale Data Processing- Databases and Data Stores- Data Archival.</p>	<p>20%</p>	<p>9</p>
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<p>Instructional Method and Pedagogy: (Max. 100 words) Computer based learning, Chalk – Talk, Presentation.</p>
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Course Objectives:	Blooms’ Taxonomy Domain
<p>After successful completion of the above course, students will be able to: Blooms’ Taxonomy word should be highlighted CO1: Understand the basics of cloud computing and its architecture. CO2: Analyze the applications and benefits of cloud computing for business. CO3: Understand cloud computing technology and its components. CO4: Apply the knowledge to comprehend the process of accessing the cloud and its associated considerations. CO5: Evaluate data management techniques in the context of cloud computing.</p>	<p>CO1: Understand CO2: Analyze CO3: Understand CO4: Apply CO5: Evaluate</p>

Learning Resources	
1.	<p>Textbooks: 1. Cloud Computing: Business Trends and Technologies, by Igor Faynberg (Author), Hui-Lan Lu (Author), Dor Skuler (Author), Wiley 2. A Quick Start Guide to Cloud Computing: Moving Your Business into the Cloud (New Tools for Business), by Dr Mark I Williams (Author), Kogan</p>
2.	<p>Reference Books: 1. Management Strategies for the Cloud Revolution: How Cloud Computing Is Transforming Business and Why You Can’t Afford to Be Left Behind (BUSINESS BOOKS) 2. Cloud Computing Bible. Barrie Sosinsky. John Wiley & Sons. ISBN-13: 978-0470903568. 3. Amazon Web Services For Dummies. Bernard Golden. For Dummies. ISBN-13: 978-1118571835.</p>
3.	<p>Journals, Periodicals, Reference 1. Journal of Cloud Computing 2. IEEE Transactions on Cloud Computing 3. International Journal of Cloud Computing 4. Cloud Computing: Principles and Paradigms (Book) 5. Journal of Cloud Computing: Advances, Systems and Applications</p>
4.	<p>Other Electronic Resources: 1. Microsoft Azure - https://azure.microsoft.com/ 2. Amazon Web Services (AWS) - https://aws.amazon.com/ 3. Google Cloud - https://cloud.google.com/</p>



4. IBM Cloud - https://www.ibm.com/cloud
5. Cloud Computing News - https://www.cloudcomputing-news.net/

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	0	0	0	0	0	0
CO2	1	3	0	0	0	0	0	0
CO3	3	1	0	0	0	0	0	0
CO4	2	3	0	0	0	0	0	0
CO5	1	3	0	0	0	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	3	2	0
CO2	2	3	0	0
CO3	0	3	1	0
CO4	0	3	1	0
CO5	2	3	1	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAITM9	COURSE NAME AI ML for Business	SEMESTER VI
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Teaching Scheme (Hours)	Teaching Credit
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BBA Course Curriculum Academic Year 2022-23

Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Computer Knowledge
Course Category	Elective
Course focus	Skill Enhancement
Rationale	This course will provide students with the necessary knowledge and skills to organize resources, create a project timeline, set goals, delegate responsibilities, and monitor progress. This knowledge is essential for analytic professionals who work within organizations.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To recall the basic concepts and terminology related to AI & ML. To explain the mathematical foundations and principles utilized in AI & ML. To apply the knowledge of AI & ML to understand the architecture and components of AI/ML systems. To analyze different data manipulation techniques used in AI/ML applications. To develop AI/ML solutions by integrating knowledge and skills acquired throughout the course.

Course Content (Theory)	Weightage	Contact hours
Unit – 1 Introduction Understand how probabilistic reasoning is applied to machine learning -Understand key terms and components involved in machine learning approaches, such as: algorithm, model, training, feature, test set, training set, and ground truth dataset -Develop ideas for machine learning and AI use cases for a business -Create before/after storyboards and use them to evaluate the feasibility and impact of an ML/AI use case	20%	9
Unit – 2 Math behind AI/ML -Differentiate between how the five “V’s” of data (velocity, volume, variety, veracity, value) affect a ML model -Understand how information about the five “V’s” of data impacts the potential and feasibility of an ML/AI use case -Distinguish between classification, regression, optimization, and simulation in ML/AI applications -Understand the basics of predictive modeling and the differences between classification and regression -Understand the basics of optimization and the relationship between optimization and simulation -Become familiar with key terms and concepts of deep learning, and how it can be applied to predictive modeling -Learn how reinforcement learning models can be applied to the most complex optimization scenarios	20%	9
Unit–3 Architecture -Understand the importance of machine learning system architectures and their various components -Distinguish between the applications of various machine learning capabilities, including classifiers, regressors, optimizers, simulators, policy learners, and segmenters -Differentiate between the capabilities of natural language processing, voice/speech processing, and computer vision -Build machine learning system architectures for a digital channel chatbot, negotiation engine, and visual classifier.	20%	9
Unit–4 Working with Data -Learn the importance and potential costs of labeling data for supervised learning - Understand AI infrastructure requirements, and how to overcome common hurdles	20%	9



In implementing it -Evaluate data readiness for implementation of particular ML/ AI capabilities in a business context, and use this to assess feasibility of use cases		
Unit–5 Model Evaluation -Define reasonable machine learning model accuracy and how it can change over time -Understand why accuracy is only one measure of machine learning model performance and when, how, and why other metrics are commonly used -Learn how to to avoid underfitting and overfitting when developing an ML model -Apply ethical considerations and frameworks to make machine learning model design decisions that are ethically sound .	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
 Computer based learning, Chalk – Talk, Presentation.

Course Objectives:	Blooms’ Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms’ Taxonomy word should be highlighted CO1: Recall the basic concepts and terminology related to AI & ML. CO2: Explain the mathematical foundations and principles utilized in AI & ML. CO3: Apply the knowledge of AI & ML to understand the architecture and components of AI/ML systems. CO4: Analyze different data manipulation techniques used in AI/ML applications. CO5: Develop AI/ML solutions by integrating knowledge and skills acquired throughout the course.	CO1: Recall CO2: Explain CO3: Apply CO4: Analyze CO5: Develop

Learning Resources	
1.	Textbook : 1. Artificial Intelligence and Machine Learning For Business: How modern companies approach AI and ML in their business and how AI and ML are changing their business strategy, scott Chesterton, Success & Power Management Ltd 2. Artificial Intelligence for Business Leaders: ARTIFICIAL INTELLIGENCE and MACHINE LEARNING BOOK FOR MANAGERS, LEADERS ZERO CODING WITH SIMPLE Explanation ... Intelligence for managers and leaders 3. Enterprise Artificial Intelligence and Machine Learning for Managers: A practical guide to AI and ML for business and government
2.	Reference books : 1. Kevin Night and Elaine Rich, Nair B., “Artificial Intelligence (SIE)”, Mc-Graw Hill- 2008. 2. Dan W. Patterson, “Introduction to AI and ES”, Pearson Education, 2007. Peter Jackson, “Introduction to Expert Systems”, 3rd Edition, Pearson Education, 2007. 3. Stuart Russel and Peter Norvig “AI – A Modern Approach”, 2nd Edition, Pearson Education 2007. 4. Deepak Khemani “Artificial Intelligence”, Tata Mc Graw Hill Education 2013..



3.	Journals, Periodicals, Reference 1. Journal of Machine Learning Research 2. Machine Learning 3. IEEE Transactions on Pattern Analysis and Machine Intelligence 4. ACM Transactions on Intelligent Systems and Technology
4.	Other Electronic Resources: http://nptel.ac.in

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	2	0	0	0
CO2	3	0	0	0	0	0	0	0
CO3	3	3	0	0	0	0	0	0
CO4	1	3	0	0	0	0	0	1
CO5	1	3	0	0	1	0	3	1

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	3	2	0
CO2	0	3	0	0
CO3	1	3	0	0
CO4	0	3	1	0
CO5	2	3	2	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAITM10	COURSE NAME Data Science & Power BI	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Computer Knowledge
Course Category	Elective
Course focus	Skill Enhancement
Rationale	This course will provide students with the necessary knowledge and skills to organize resources, create a project timeline, set goals, delegate responsibilities, and monitor progress. This knowledge is essential for analytic professionals who work within organizations.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To gain knowledge of Power BI and its capabilities. To understand report creation and filter application in Power BI. To learn visualization basics for effective data presentation. To explore various chart and map options in Power BI. To apply data management techniques using Power BI

Course Content (Theory)	Weightage	Contact hours
Unit – 1 Introduction Introduction To Power BI – Need, Importance Power BI – Advantages And Scalable Options History – Power View, Power Query, Power Pivot Power BI Data Source Library And DW Files Cloud Collaboration And Usage Scope Business Analyst Tools, MS Cloud Tools Power BI Installation And Cloud Account Power BI Cloud And Power BI Service Power BI Architecture And Data Access OnPremise Data Access And Microsoft On Drive Power BI Desktop – Installation, Usage Sample Reports And Visualization Controls Power BI Cloud Account Configuration Understanding Desktop & Mobile Editions Report Rendering Options And End User Access	20%	9
Unit – 2 Reports & Auto filters Report Design With Legacy & .DAT Files, Report Design With Database Tables Understanding Power BI Report Designer, Report Canvas, Report Pages: Creation, Renames Report Visuals, Fields And UI Options Experimenting Visual Interactions, Advantages Reports With Multiple Pages And Advantages Pages With Multiple Visualizations. Data Access PUBLISH Options And Report Verification In Cloud "GET DATA" Options And Report Fields, Filters Report View Options: Full, Fit Page, Width Scale Report Design Using Databases & Queries Query Settings And Data Preloads Navigation Options And Report Refresh Stacked Bar Chart, Stacked Column Chart Clustered Bar Chart, Clustered Column Chart Adding Report Titles. Report Format Options Focus Mode, Explore And Export Settings	20%	9
Unit–3 Visualization Power BI Design: Canvas, Visualizations And Fields Import Data Options With Power BI Model, Advantages Direct Query Options And Real-Time (LIVE) Data Access Data Fields And Filters With Visualizations Visualization Filters, Page Filters, Report Filters Conditional Filters And Clearing. Testing Sets Creating Customised Tables With Power BI Editor General Properties, Sizing, Dimensions, And Positions Alternate Text And Tiles. Header (Column, Row) Properties Grid Properties (Vertical, Horizontal) And Styles Table Styles & Alternate Row Colors – Static, Dynamic Sparse, Flashy Rows, Condensed Table Reports. Focus Mode Totals Computations, Background. Borders	20%	9



<p>Properties Column Headers, Column Formatting, Value Properties Conditional Formatting Options – Color Scale Page Level Filters And Report Level Filters Visual-Level Filters And Format Options Report Fields, Formats And Analytics Page-Level Filters And Column Formatting, Filters Background Properties, Borders And Lock Aspect</p>		
<p>Unit–4 Advance Visualization tools</p> <p>CHART Report Types And Properties STacked Bar Chart, Stacked Column Chart Clustered Bar Chart, Clustered Column Chart 100% Stacked Bar Chart, 100% Stacked Column Chart Line Charts, Area Charts, Stacked Area Charts Line and Stacked Row Charts Line And Stacked Column Charts Waterfall Chart, Scatter Chart, Pie Chart Field Properties: Axis, Legend, Value, Tooltip Field Properties: Color Saturation, Filters Types</p> <p>Formats: Legend, Axis, Data Labels, Plot Area Data Labels: Visibility, Color And Display Units Data Labels: Precision, Position, Text Options Analytics: Constant Line, Position, Labels Working With Waterfall Charts And Default Values</p> <p>Modifying Legends And Visual Filters – Options Map Reports: Working With Map Reports Hierarchies: Grouping Multiple Report Fields Hierarchy Levels And Usages In Visualizations Preordered Attribute Collection – Advantages Using Field Hierarchies With Chart Reports</p> <p>Advanced Query Mode @ Connection Settings – Options Direct Import And In-Memory Loads, Advantages</p>	20%	9
<p>Unit–5 Data Management with hierarchies & drilldown</p> <p>Hierarchies And Drilldown Options Hierarchy Levels And Drill Modes – Usage Drill-Thru Options With Tree Map And Pie Chart Higher Levels And Next Level Navigation Options Aggregates With Bottom/Up Navigations. Rules Multi Field Aggregations And Hierarchies In Power BI DRILLDOWN, SHOWNEXTLEVEL, EXPANDTONEXTLEVEL, SEE DATA And SEE RECORDS Options. Differences Toggle Options With Tabular Data. Filters Drilldown Buttons And Mouse Hover Options @ Visuals Dependant Aggregations, Independant Aggregations Automated Records Selection With Tabular Data Report Parameters : Creation And Data Type Available Values And Default Values. Member Values Parameters For Column Data And Table / Query Filters Parameters Creation – Query Mode, UI Option Linking Parameters To Query Columns – Options Edit Query Options And Parameter Manage Entries Connection Parameters And Dynamic Data Sources Synonyms – Creation And Usage Options</p>	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
 Computer based learning, Chalk – Talk, Presentation.

Course Objectives:	Blooms’ Taxonomy Domain
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<p>After successful completion of the above course, students will be able to:</p> <p>Blooms' Taxonomy word should be highlighted</p> <p>CO1: Gain knowledge of Power BI and its capabilities.</p> <p>CO2: Understand report creation and filter application in Power BI.</p> <p>CO3: Learn visualization basics for effective data presentation.</p> <p>CO4: Explore various chart and map options in Power BI.</p> <p>CO5: Apply data management techniques based on using Power BI.</p>	<p>CO1: Gain</p> <p>CO2: Understand</p> <p>CO3: Learn</p> <p>CO4: Explore</p> <p>CO5: Apply</p>
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Learning Resources	
1.	<p>Textbook :</p> <p>1. Microsoft Power BI Dashboards Step by Step, First Edition, By pearson</p> <p>2. Analyzing Data with Microsoft Power BI and Power Pivot for Excel. by Ferrari Alberto , Russo Marco, PHI LEARNING PVT. LTD. MICROSOFT PRESS</p>
2.	<p>Reference books :</p> <p>1. Mastering Microsoft Power BI: Expert techniques for effective data analytics and business intelligence, brett powell , Packt Publishing</p> <p>2. Microsoft Power BI Complete Reference: Bring your data to life with the powerful features of Microsoft Power BI, by Devin Knight , Brian Knight , Mitchell Pearson , Manuel Quintana , Brett Powell , Packt Publishing Limited.</p>
3.	<p>Journals, Periodicals, Reference</p> <p>1. Journal of Business Intelligence Research</p> <p>2. International Journal of Data Warehousing and Mining</p> <p>3. Journal of Data and Information Quality</p> <p>4. Information Systems Research</p> <p>5. Journal of Management Information Systems</p>
4.	<p>Other Electronic Resources:</p> <p>https://docs.microsoft.com/en-us/power-bi/</p>

Evaluation Scheme	Total Marks										
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Mapping of POs & COs



BBA Course Curriculum Academic Year 2022-23

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BBA

Course Curriculum

Academic Year 2022-23



