

BBA EVEN SEMESTER

*(TEACHING SCHEMS + CREDIT DISTRIBUTION
& PROPOSED SYLLABUS)*

AY (2024-25)

GSFC UNIVERSITY, VADODARA
Teaching and Examination Scheme
School of Management Studies & Liberal Arts

Academic Session: Even 2024-25

Program: BBA General

Semester: II

| Sr. N. | Course Code | Course Name | Course Type | Teaching Scheme (Hours/Week) | | | Total Credit | | Theory | | | Practical | | Total Marks |
|--------------|-------------|--|-------------|------------------------------|----|----|--------------|-----------|--------|-----|-----|-----------|-------------|-------------|
| | | | | L | T | P | T | P | MSE | CEC | ESE | LW | LE/ VIVA | |
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 |
| 1 | BBA2001 | Human Behaviour and Organization | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 2 | BBA2002 | Marketing Management | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 3 | BBA2003 | Business Economics | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 4 | BBA2004 | Emerging Technologies and Applications | VACC | 2 | 0 | 0 | 2 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 5 | AECC201 | Communication Skills in English | AECC | 2 | 0 | 0 | 2 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 6 | VACC201 | Tinkering & Mentoring | VACC | 0 | 0 | 2 | 1 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 7 | BBA2005 | Internship | SEC | 0 | 0 | 2 | 0 | 2 | 00 | 00 | 00 | 50 | 50 | 100 |
| Total | | | | | | | 17 | 02 | | | | | | 700 |

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

Program Coordinator

HoD

Dean

GSFC UNIVERSITY, VADODARA
Teaching and Examination Scheme
School of Management Studies & Liberal Arts

Academic Session: Even 2024-25

Program: BBA General

Semester: IV

| Sr. N. | Course Code | Course Name | Course Type | Teaching Scheme (Hours/Week) | | | Total Credit | | Theory | | | Practical | | Total Marks |
|--------------|-------------|-------------------------------|-------------|------------------------------|----|----|--------------|-----------|--------|-----|-----|-----------|-------------|-------------|
| | | | | L | T | P | T | P | MSE | CEC | ESE | LW | LE/ VIVA | |
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 |
| 1 | 21BBA401 | Business Research methodology | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 2 | 21BBA402 | Business Ethics | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 3 | 21BBA404 | Organisational Behavior | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 4 | 21BBA405 | Operations Management | Core | 3 | 1 | 0 | 4 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 5 | 21BBA406 | Public Health and management | VACC | 2 | 0 | 0 | 2 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 6 | AECC401 | Environmental Studies | AECC | 2 | 0 | 0 | 2 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 7 | 21BBAMM04 | Retail Marketing | Elective | 3 | 0 | 0 | 3 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| | 21BBAHR03 | Employees Empowerment | Elective | 3 | 0 | 0 | 3 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| | 21BBAFM04 | Financial Reporting | Elective | 3 | 0 | 0 | 3 | 0 | 20 | 40 | 40 | 0 | 0 | 100 |
| 8 | BBAI4 | Internship | SEC | 0 | 0 | 4 | 0 | 2 | - | - | - | 50 | 50 | 100 |
| Total | | | | | | | 23 | 02 | | | | | | 800 |

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

Program Coordinator

HoD

Dean

GSFC UNIVERSITY, VADODARA
Teaching and Examination Scheme
School of Management Studies & Liberal Arts

Academic Session: Even 2024-25

Program: BBA General

Semester: VI

| S. N. | Course Code | Course Name | Course Type | Teaching Scheme (Hours/Week) | | | Total Credit | Examination Scheme | | | | | Total Marks |
|--------------|-------------|--------------------------------------|-------------|------------------------------|---|---|--------------|--------------------|-----|-----|-----------|---------|-------------|
| | | | | L | T | P | | Theory | | | Practical | | |
| | | | | | | | | MSE | CEC | ESE | LW | LE/VIVA | |
| 1 | 22BBA601 | Strategic Management | Core | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 2 | 22BBA602 | Import Export Management | Core | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 3 | 22BBA603 | Supply Chain Management | Core | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 4 | 22BBAMM08 | International Marketing | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 5 | 22BBAMM09 | Consumer Relationship Management | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 6 | 22BBAMM10 | Advertising and Promotion | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| | 22BBAFM08 | Strategic Financial Management | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 4 | 22BBAFM09 | Financial Planning | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 5 | 22BBAFM10 | Risk Management | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 4 | 22BBAHR08 | Performance Management | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 5 | 22BBAHR10 | Compensation Management | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 6 | 22BBAHR09 | Industrial Relations and Labour Laws | Elective | 3 | 0 | 0 | 3 | 20 | 40 | 40 | 0 | 0 | 100 |
| 7 | 22BBA604 | Project Work | SEC | 0 | 0 | 3 | 3 | -- | -- | -- | 50 | 50 | 100 |
| 8 | AECC601 | Disaster Risk Management | AECC | 2 | 0 | 0 | 2 | 20 | 40 | 40 | 0 | 0 | 100 |
| Total | | | | | | | 23 | | | | | | 800 |

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exa

Program Coordinator

HoD

Dean

Credit Structure - BBA General (Even Semester) - 2025

| Semester | Core Course | AECC | Multi-Disciplinary | VAC | SEC | Discipline Specific Elective | Total |
|--------------|-------------|-----------|--------------------|-----------|-----------|------------------------------|-----------|
| I | | | | | | | |
| II | 12 | 02 | | 03 | 02 | | 19 |
| III | | | | | | | |
| IV | 16 | 02 | | 02 | 02 | 03 | 25 |
| V | | | | | | | |
| VI | 09 | 02 | | | 03 | 09 | 23 |
| Total | 37 | 06 | | 05 | 07 | 12 | 67 |

SEMESTER II

| | | |
|------------------------------------|---|------------------------|
| COURSE CODE BBA2001 | COURSE NAME Human Behaviour and Organization | SEMESTER II |
|------------------------------------|---|------------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 0 | 1 | 4 |

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| Course Prerequisites | Students are expected to have a basic understanding of management principles and human behavior. Familiarity with foundational concepts in psychology, sociology, and business management will be beneficial. Critical thinking, communication skills, and a willingness to participate in discussions and group activities are essential for engaging with the course material effectively. |
| Course Category | Compulsory |
| Course focus | This course focuses on understanding and analyzing human behavior in organizational settings. It explores key topics such as motivation, leadership, team dynamics, communication, and organizational culture. The course emphasizes practical applications of OB theories, equipping students with skills to manage interpersonal relationships, enhance team performance, and foster a positive work environment. Real-world case studies, role-plays, and interactive activities will provide hands-on experience to bridge theory and practice. |
| Rationale | <ol style="list-style-type: none"> 1. To develop a basic understanding of the concept of human behavior and organization. 2. To highlight the importance of OB in modern organizations. 3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization. 4. To critically evaluate leadership styles and strategies. |
| Course Revision/ Approval Date: | |

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| Course Objectives (As per Blooms' Taxonomy) | <p>CO1: Remembering fundamental theories and concepts of individual and group behavior in organizational settings.</p> <p>CO2: Understanding of key OB concepts such as motivation, leadership, team dynamics, and organizational culture.</p> <p>CO3: Applying OB theories to real-world scenarios, addressing workplace challenges such as conflict resolution, team building, and effective communication.</p> <p>CO4: Analyzing workplace behaviors and dynamics to identify underlying causes and recommend actionable strategies for improvement.</p> <p>CO5: Evaluating organizational practices and behaviors, assessing their impact on employee performance and organizational effectiveness.</p> <p>CO6: Creating innovative solutions and strategies to foster a positive organizational culture and enhance team performance based on OB principles.</p> |
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| Course Content | Weightage | Contact hours |
|--|-----------|---------------|
| <p>Unit 1 Introduction to Human Behavior and Organization</p> <p>Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models</p> | 25 | 15 |
| <p>Unit 2 Individual Behavior</p> <p>Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y,</p> | 25 | 15 |

| | | |
|---|-----------|-----------|
| Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory | | |
| Unit 3 Group & Team Behaviour Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams. | 25 | 15 |
| Unit 4 Leadership & Power Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power. Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management. | 25 | 15 |

| Learning Resources | |
|---------------------------|--|
| 1. | Textbook: 1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi. 2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi. 3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi. 4. Rao, VS P-Organization Behavior –Himalaya Publishing House. 5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition. |
| 2. | Reference Books: |
| 3. | Journals & Periodicals: |

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| 4. | Other Electronic Resources: |
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| Evaluation Scheme | Total Marks: 100 | |
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation 40 marks | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
| | Course Outcomes | <ol style="list-style-type: none"> 1. Gain a comprehensive understanding of individual and group behavior, leadership styles, and organizational culture to foster effective workplace relationships. 2. Demonstrate the ability to apply OB principles to address real-world organizational challenges, including team dynamics, motivation, and conflict resolution. 3. Develop strategies to improve employee performance and organizational outcomes by analyzing and influencing workplace behaviors and practices. |

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| COURSE CODE BBA2002 | COURSE NAME Marketing Management | SEMESTER II |
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| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 0 | 1 | 4 |

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| Course Prerequisites | Students should have a basic understanding of business principles, foundational knowledge of economics, and introductory exposure to management concepts. Strong analytical and communication skills are essential. Familiarity with consumer behavior, market research techniques, and basic statistical tools is beneficial. A keen interest in marketing strategies and business trends is highly recommended. |
| Course Category | Compulsory |
| Course focus | The Marketing Management course focuses on developing strategic and analytical skills to understand consumer behavior, market research, and competitive dynamics. Students learn to create, implement, and evaluate marketing strategies, covering product development, pricing, distribution, promotion, and digital marketing. Emphasis is on real-world applications, ethical practices, and achieving organizational objectives effectively. |
| Rationale | <ol style="list-style-type: none"> 1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business. 2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives 3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing. |
| Course Revision/ Approval Date: | |

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| Course Objectives (As per Blooms' Taxonomy) | <p>CO1 : Remembering Recall fundamental marketing concepts, terminology, and frameworks & Identify the core components of the marketing mix (4Ps).</p> <p>CO2: Understanding Explain the role of marketing in creating value for customers and organisations & Interpret consumer behaviour patterns and their impact on marketing decisions.</p> <p>CO3: Applying Develop marketing strategies by applying segmentation, targeting, and positioning (STP) frameworks & Use marketing research tools to analyse market opportunities.</p> <p>CO4: Analyzing Evaluate the effectiveness of various marketing strategies through case studies and real-world examples & Compare and contrast different pricing, promotion, and distribution strategies.</p> <p>CO5: Evaluating Critically assess marketing plans and campaigns to recommend improvements & Judge the ethical implications of marketing decisions in diverse contexts.</p> <p>CO6: Creating Design innovative marketing strategies to address real-world business challenges & Develop a comprehensive marketing plan that integrates the elements of the marketing mix.</p> |
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| Course Content | Weightage | Contact hours |
|---|------------------|----------------------|
| <p>Unit 1 Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio</p> | 25 | 15 |

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| <p>cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)</p> | | |
| <p>Unit 2 Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer</p> | <p>25</p> | <p>15</p> |
| <p>Unit 3 Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.</p> | <p>25</p> | <p>15</p> |
| <p>Unit 4 Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).</p> | <p>25</p> | <p>15</p> |

| Learning Resources | |
|---------------------------|--|
| 1. | <p>Textbook:</p> <p>Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.</p> |
| 2. | <p>Reference Books:</p> <ul style="list-style-type: none"> ● Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons. ● Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth Marketing Management. Pearson Higher Education ● Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education. ● Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd. |
| 3. | <p>Journals & Periodicals:</p> <ul style="list-style-type: none"> ● Indian Journal of Marketing ● Journal of Marketing ● Vikalpa: The Journal for Decision Makers ● South Asian Journal of Marketing ● Journal of Business Research (Special Issues on Marketing) |
| | <p>Other Electronic Resources:</p> <ul style="list-style-type: none"> ● Nirma University Management & Commerce Library Electronic Resources ● GrowthAcad's Digital Marketing Course Syllabus (2024) ● Pondicherry University MBA (Marketing) Syllabus |

| Evaluation Scheme | Total Marks: 100 | |
|---|--|---|
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation (40 Marks) | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
| | Course Outcomes | 1. Understanding Marketing Concepts: Demonstrate a |

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| | <p>comprehensive understanding of core marketing concepts, including market research, segmentation, targeting, positioning, and the 4Ps of marketing, and apply these principles to real-world scenarios.</p> <ol style="list-style-type: none">2. Strategic Decision-Making: Develop the ability to create effective marketing strategies by analysing market opportunities, consumer behaviour, and competitive dynamics.3. Application of Marketing Tools: Utilize marketing tools and techniques, such as digital marketing, branding, and product life cycle management, to enhance organisational performance and customer satisfaction.4. Ethics and Sustainability in Marketing: Evaluate the ethical and sustainable practices in marketing, addressing contemporary challenges like green marketing and corporate social responsibility. |
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| COURSE CODE BBA2003 | COURSE NAME Business Economics | SEMESTER II |
|------------------------------------|---|------------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 0 | 1 | 4 |

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| Course Prerequisites | Basic Understanding of Commerce, Business and Economics Concepts. |
| Course Category | Compulsory |
| Course focus | This course focuses on Micro Economics, Demand and Supply of the firm, Production, Cost and Revenue calculations for the firm. |
| Rationale | <p>Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.</p> <ul style="list-style-type: none"> ♣ It equips students with fundamental concepts of microeconomics. ♣ Business economics delves into the complexities of market structures, helping students navigate ♣ Challenges such as competition, regulatory environments, and technological disruptions. ♣ It fosters critical thinking by analyzing real-world case studies, enabling students to propose ♣ Innovative solutions to business problems. ♣ A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts ♣ Seeking to thrive in today's dynamic and interconnected business landscape. |

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| Course Revision/ Approval Date: | |
| Course Objectives (As per Blooms' Taxonomy) | <p>CO1 : Remembering</p> <p>CO2: Understanding</p> <p>CO3: Applying</p> <p>CO4: Analyzing</p> <p>CO5: Evaluating</p> <p>CO6: Creating</p> |

| Course Content | Weightage | Contact hours |
|---|------------------|--------------------------|
| <p>Unit 1 Fundamentals and Basic elements of Microeconomics</p> <ul style="list-style-type: none"> ● The Economic Problem: Scarcity and Choice, Nature and Scope- Positive and Normative Economics. ● Scope of Study and Central Problems of Micro and Macroeconomics ● Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. ● Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply. | 25 | 15 |
| <p>Unit 2 Producer And Consumer Behavior</p> <ul style="list-style-type: none"> ● Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. ● Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves. ● Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of EquiMarginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium | 25 | 15 |

| | | |
|--|-----------|-----------|
| <p>Unit 3 Analysis of Market</p> <ul style="list-style-type: none"> • Concept of Market and Main Forms of Market. • Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly | 25 | 15 |
| <p>Unit 4 National Income and Various Indian Economy Challenges</p> <ul style="list-style-type: none"> • Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. • A Brief Introduction of Indian Economy - Pre-and Post-Independence. • Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic • Business Environment, Trade with Various Nations, Sustainable Economic Development. | 25 | 15 |

| Learning Resources | |
|---------------------------|---|
| 1. | <p>Textbook:</p> <ol style="list-style-type: none"> 1. Varian. H.R: Micro Economics A modern Approach 2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication. 3. Ahuja, H.L. Advanced Economic theory 4. Jain K.P. Advanced Economic theory 5. Jhingan M.L. Modern Micro Economics 6. J. Shapiro: Macro Economic Theory and Policy 7. W.H. Bransin: Macro-Economic Analysis 8. M.L. Jhingan: Macro-Economic Theory and Policy 9. M.C. Vaishya: Macro-Economic Theory 10. Sunil Bhaduri: Macro Economic Analysis 11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi. 12. Samuelson & William D. Nordhaus: Economics; McGraw Hills. 13. A.N. Agarwal: Indian Economy. 14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi. 15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India. 16. D.M. Mithani: Macro Economics; Himalaya Publishing House. |

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| | 17. Macroeconomics" by N. Gregory Mankiw 18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez 19. Macroeconomics" by Olivier Blanchard |
| 2. | Reference Books: |
| 3. | Journals & Periodicals: |
| 4. | Other Electronic Resources: |

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| Evaluation Scheme | Total Marks: 100 | |
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation 40 marks | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
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| Course Outcomes | | |

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|------------------------------------|---|-----------------------|
| COURSE CODE BBA2004 | COURSE NAME Emerging Technologies and Applications | SEMESTR II |
|------------------------------------|---|-----------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|----------------|-----------------|-----------|----------|-----------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 30 | 0 | 0 | 30 | 30 | 0 | 0 | 2 |

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| Course Prerequisites | Basic knowledge of computer science, networking, and cybersecurity principles. Familiarity with programming concepts (e.g., Python, Java) and data management (e.g., databases, SQL). Understanding of mathematical concepts like statistics and probability. Awareness of emerging technologies such as IoT, Blockchain, and AR/VR is recommended. |
| Course Category | Multidisciplinary Elective(VACC) |
| Course focus | |
| Rationale | <ul style="list-style-type: none"> • To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc. • To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage. |
| Course Revision/ Approval Date: | |
| Course Objectives (As per Blooms' Taxonomy) | CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating |

| Course Content | Weightage | Contact hours |
|---|------------------|----------------------|
| <p>Unit 1 Cloud Computing</p> <p>Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based -enterprise solutions – Cost-benefit analysis and scalability Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks</p> | 25 | 7 |
| <p>Unit 2 Internet of Things (IoT) & Industry 4.0</p> <p>Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization</p> | 25 | 8 |
| <p>Unit 3 Block chain Technology</p> <p>Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations</p> | 25 | 7 |
| <p>Unit 4 Augmented Reality (AR) and Virtual Reality (VR)</p> <p>Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.</p> | 25 | 8 |

| Learning Resources | |
|---------------------------|--|
| 1. | <p>Textbook:</p> <ol style="list-style-type: none"> 1. Emerging Technologies by Errol S. van Engelen 2. Internet of Things by Jeeva Jose, Khanna Book Publishing. 3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari 4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing. 5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications. 6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete. 7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur. 8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing. 9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma. 10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore. |
| 2. | <p>Reference Books:</p> <p>Schwab, K. (2016). <i>The fourth industrial revolution</i>. Crown Business.</p> |
| 3. | <p>Journals & Periodicals:</p> <p>Case Studies</p> <ol style="list-style-type: none"> 1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies 2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies |
| 4. | <p>Other Electronic Resources:</p> <p>Practical (Suggestive List):</p> <ul style="list-style-type: none"> ● Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts. ● Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications |

| | |
|--------------------------|-------------------------|
| Evaluation Scheme | Total Marks: 100 |
|--------------------------|-------------------------|

| | | |
|---|--|-------------|
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation 40 marks | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
| | | |
| Course Outcomes | <p>1. Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.</p> <p>2. Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.</p> <p>3. Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.</p> <p>4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.</p> | |

| | | |
|-------------------------------|--|-----------------------|
| COURSE CODE AECC201 | COURSE NAME Communication Skills in English | SEMESTER II |
|-------------------------------|--|-----------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 30 | 00 | 00 | 30 | 01 | 00 | 01 | 02 |

| Course Pre-requisites | Student should have cleared First Semester of Bachelor of Commerce | | |
|--|---|-----------|---------------|
| Course Category | Mandatory Course | | |
| Course focus | Communicational Skills | | |
| Rationale | It enables students to apply the knowledge of softskill i.e. Communication Skills to integrate with their working knowledge of the field to get maximum benefits of internal and external levels. | | |
| Course Revision/ Approval Date: | 14/03/2023 | | |
| Course Objectives (As per Blooms' Taxonomy) | <ol style="list-style-type: none"> To enable learners to develop their basic communication skills in English. To equip them with writing skills needed for academic as well as workplace context. To prepare students for professional communication at world level. To develop corporate communicational attitude. To strengthen digital communication using technological modules and expertise. | | |
| Course Content (Theory) | | Weightage | Contact hours |
| Unit 1: Communicative Skills Basics of Communication, Verbal & Non-verbal, Communication, Barriers to Effective Communication, Strategies of Effective Communication | | 20% | 6 |
| Unit 2: Grammar & Vocabulary: Types of sentences, Synonyms, Antonyms, Tenses - Past, Present & Future, Homophones, Modals, Verb forms, Phrasal Verbs, Error | | 15% | 5 |

| | | |
|---|------------|---|
| correction, commonly misused words, technical terms | | |
| Unit 3: Listening & Reading Skills: Definitions (Listening & Reading), Types of Listening, Barriers to Effective Listening, Traits of a Good Listener, Types of Reading, Techniques of Effective Reading, Reading Tasks (Critical & Inferential) | 30% | 9 |
| Unit 4: Writing Skills & Speaking Skills: Letter writing - Complaint & Leave, Article, Precise writing, Report writing, Note-taking and Note-making, Creative Writing Introducing self, Interview Skills, Public Speaking, Debates, Role plays, Group Discussion. | 25% | 7 |
| Unit 5: ICT/ Digital/ E-Skills: Computer Assisted Language Learning (CALL), Mobile Assisted Language Learning (MALL), Emails, Blogs, Digital/ E-Portfolio, Filling Online Application Forms | 20% | 6 |

Instructional Method and Pedagogy:

Classroom Lecture, Case Studies, Quizzes, Presentations, Role Play, Expert Lecture (Consultant)

| Course Objectives: | Blooms' Taxonomy Domain | Blooms' Taxonomy Sub Domain |
|---|--------------------------------|------------------------------------|
| After successful completion of the above course, students will be able to: | | |
| CO1: To emphasize the development of listening and reading skills among learners | Understand, Analyse, Remember | Define, Classify & Demonstrate |
| CO2: To equip them with writing skills needed for academic as well as workplace context | Analyse, Apply, Understand | Classify, Describe & Demonstrate |
| CO3: To enable learners of Engineering and Technology develop their basic communication skills in English | Understand, remember | Define, Describe & Demonstrate |
| CO4: To strengthen the fundamentals in English Language. | Remember, Analyse | Define Describe |

| | | |
|--|----------------------|---|
| CO5: To build up the confidence to communicate with the world. | Understand, Apply | Define, Classify, Describe & Demonstrate |
|--|----------------------|---|

| Learning Resources | | |
|--|--|-----------------|
| 1. | Textbook: Effective Technical Communication by M Ashraf Rizvi, McGraw Hill Education (India) Private Limited, New Delhi. | |
| 2. | Reference Books: <ol style="list-style-type: none"> 1. Communication Skills for Engineers and Scientists by Sangeeta Sharma and Binod Mishra, PHI Learning Private Limited, Delhi. 2. Technical Communication Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford University Press, 3rd Edition 3. Business Communication by Asha Kaul, PHI Learning Private Limited, Delhi. 4. Business Communication: Connecting in a Digital World by Raymond V. Lesikar, Marie, E. Flatley, Kathryn Rentz, Paula Lentz and Neerja Pande, McGraw Hill Education (India) Private Limited, New Delhi. 5. Business Communication Today by Courtland L. Bovee, John V. Thill and Roshan Lal Raina, Pearson, 13th Edition. 6. Business Communication: From Principles to Practice by Matthukutty M. Monippally, McGraw Hill Education (India) Private Limited, New Delhi. 7. Technical Communication: A Practical Approach by William Sanborn Pfeiffer and T. V. S. Padmaja, Pearson, 6th Edition. | |
| 3. | Journal: Harvard Business Review | |
| 4. | Periodicals: | |
| 5. | Other Electronic Resources: Reader's Digest: Official Site to Subscribe & Find Great Reads (rd.com) | |
| Evaluation Scheme | | Total Marks |
| Theory: Mid semester Marks | 20 marks | |
| Theory: End Semester Marks | 40 marks | |
| Theory: Continuous Evaluation Component Marks | Attendance | 10 marks |
| | MCQs | 10 marks |
| | Skill enhancement activities / case study | 10 marks |
| | Presentation/ miscellaneous activities | 10 marks |
| | Total | 20 Marks |

Mapping of PSOs & COs

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

Mapping of POs & COs

| | PO1 | PO2 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 2 | 3 | 2 | 3 | 0 |
| CO2 | 3 | 3 | 3 | 3 | 2 | 3 | 0 |
| CO3 | 3 | 2 | 3 | 3 | 2 | 2 | 0 |
| CO4 | 3 | 1 | 3 | 3 | 3 | 3 | 0 |
| CO5 | 3 | 2 | 2 | 3 | 2 | 2 | 0 |

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

| | | | | | |
|-------------------------|---|-------------------------|----------|----------|----------|
| VACC 201 | Tinkering & Mentoring | L | T | P | C |
| | | 0 | 0 | 2 | 1 |
| Total Credits: 1 | Total Hours in semester : 30 | Total Marks: 100 | | | |
| 1 | Course Pre-requisites: NA | | | | |
| 2 | Course Category: Value Added Compulsory Course (VACC) | | | | |
| 3 | Course Revision/ Approval date | | | | |
| 4 | Course Objectives | | | | |
| 4.1 | To provide hands-on experience in problem-solving and prototyping through group-based tinkering projects. | | | | |
| 4.2 | To develop entrepreneurial, creative, and critical thinking skills among students. | | | | |
| 4.3 | To enhance students' understanding of industry standards, intellectual property rights, and ethical practices. | | | | |
| 4.4 | To foster collaboration, teamwork, and communication skills through multidisciplinary group projects. | | | | |
| 4.5 | To expose students to real-world case studies, expert insights, and best practices in innovation and sustainability | | | | |

| Course Content | Weightage | Contact hours | Pedagogy |
|--|------------------|----------------------|---|
| Unit 1 Introduction to Entrepreneurship: Understanding the concept, need, myths, and types of entrepreneurship. Importance of entrepreneurship in innovation and problem-solving. | 10% | 3 | Expert talks, brainstorming sessions, and case studies. |
| Unit 2 Idea Generation and Feasibility Study: Stages of POC, TRL, MRL, , developing Minimum Viable Products (MVP), assessing product-market fit, and pricing strategies. | 20% | 4 | Interactive mentoring sessions, group brainstorming, and discussions. |
| Unit 3 Values, Ethics, and Standards: Importance of values in professional and personal growth. Sustainable solutions, eco-friendly systems, and understanding of BIS standards and their role in innovation and industry. | 10% | 3 | Expert talks and group discussion |
| Unit 4: Tinkering and Prototyping: Hands-on project work in groups to develop solutions for identified problems. Projects will include: | 50% | 20 | Practical tinkering sessions, faculty |

| | | | |
|--|--|--|-----------|
| Physical Prototypes for engineering and science students. Conceptual Modules (e.g., software, programs) for IT students. Business Cases or Models for management students. Students will work closely with faculty mentors to brainstorm, design, and create functional prototypes or models. | | | mentoring |
|--|--|--|-----------|

| Learning Resources | |
|--------------------|--|
| 1. | Textbook: N/A – The course relies on expert experiential learning and practical activities. |
| 2. | Reference books 1. "The Lean Startup" by Eric Ries 2. "Zero to One" by Peter Thiel 3. "Intellectual Property Rights: Unleashing the Knowledge Economy" by Prabuddha Ganguli |
| 3. | Journal Articles from Harvard Business Review and MIT Sloan Management Review. |
| 4. | Periodicals Business Standard, Economic Times, and Forbes articles on entrepreneurship and innovation. |
| 5. | Other Electronic resources TED talks, and online courses on prototyping and entrepreneurship. |

| Sr No | Evaluation Component | Marks |
|----------|--|-----------|
| 1 | Internal | 50 |
| A | Attendance | 10 |
| B | Progress Report Presentation - Problem identification, Ideation & Initial Design | 15 |
| C | Progress Report Presentation - Progress Review and Prototype Development | 15 |
| D | Expert Session Takeaway Report | 10 |
| 2 | External | 50 |
| A | Final Project Presentation and Demonstration | 30 |
| B | Viva-Voce | 20 |

| | |
|---|---|
| Course Outcomes | 1. Students will understand entrepreneurial concepts, including business plans, feasibility studies, and product-market fit. |
| | 2. Students will gain insights into intellectual property rights, ethical practices, and sustainability in innovation. |
| | 3. Students will work effectively in teams, demonstrating collaboration, communication, and leadership skills. |
| | 4. Students will connect theoretical knowledge with practical applications through expert talks and hands-on tinkering activities |
| Additional Information to enhance learning | <p>Expert Talks: Delivered by professionals and industry leaders on topics such as entrepreneurship, IPR, and sustainability.</p> <p>Hands-On Tinkering Projects: Guided by faculty mentors, with resources provided by GUITAR.</p> |

SEMESTER IV

| | | |
|--------------------------------|---|-----------------------|
| COURSE CODE 21BBA404 | COURSE NAME Organisational Behaviour | SEMESTER IV |
|--------------------------------|---|-----------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 1 | 0 | 4 |

| | |
|--|---|
| 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 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% | 12 |
| <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% | 12 |
| <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% | 12 |
| <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% | 12 |
| <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% | 12 |

| 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 behavior of people in the organization. CO2: Show the behavior of people in the organization. CO3: Examine how the complexities associated with management of the group behavior in the organization. CO4: Learns how the organizational behavior can integrate</p> | <p>CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate</p> |

| | |
|---|--|
| CO5: Evaluate the complexities associated with management of the group behavior in the organization. | |
|---|--|

| Learning Resources | |
|---------------------------|---|
| 1. | Reference Books: 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 |
| 2. | Journals, Periodicals, Reference Journal of Organizational Behavior Journal of Management Academy of Management Journal Academy of Management Review Research in Organizational Behavior |
| 3. | Other Electronic Resources: https://www.economicdiscussion.net/management/organisational-behaviour/31869 https://www.investopedia.com/terms/o/organizational-behavior.asp |
| | |

| Evaluation Scheme | Total Marks | | | | | | | | | | |
|---|---|------------|----------|------|----------|----------------------|----------|----------------|----------|--------------|-----------------|
| Theory: Mid semester Marks | 20 marks | | | | | | | | | | |
| Theory: End Semester Marks | 40 marks | | | | | | | | | | |
| Theory: Continuous ation Component Marks | <table style="width: 100%; border: none;"> <tr> <td style="text-align: right;">Attendance</td> <td style="text-align: right;">05 marks</td> </tr> <tr> <td style="text-align: right;">MCQs</td> <td style="text-align: right;">10 marks</td> </tr> <tr> <td style="text-align: right;">Open Book Assignment</td> <td style="text-align: right;">15 marks</td> </tr> <tr> <td style="text-align: right;">Article Review</td> <td style="text-align: right;">10 marks</td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: right;">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 | 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 |

| 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 21BBA405 | COURSE NAME Operations Management | SEMESTER IV |
|-------------------------------------|--|------------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lectures | Practical | Tutorial | Total Hours | Lectures | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 0 | 1 | 4 |

| | |
|--|---|
| Course Prerequisites | Basic mathematics, business concepts, economics, statistics, management, communication and technology skills |
| Course Category | Basic Core Course |
| Course focus | Processes, efficiency, strategy |
| Rationale | Operations Management introduces students to the fundamental principles and practices essential for managing business operations efficiently. This course covers various production systems, process design, quality management, and emerging trends in operations management. Students will learn to optimize processes, implement quality management principles, and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment. |
| Course Revision/ Approval Date: | |
| Course Objectives (As per Blooms' Taxonomy) | <p>CO1 : Remembering the fundamental concepts, terms, and processes in operations management.</p> <p>CO2: Understanding the significance of operations management and its role in aligning business strategies with operational efficiency.</p> <p>CO3: Applying the tools like flowcharts and process maps to analyze and improve operational processes.</p> <p>CO4: Analyzing process choices, layout decisions, and capacity planning to identify operational bottlenecks and areas for improvement.</p> <p>CO5: Evaluating the effectiveness of quality management principles such as TQM, Six Sigma, and Lean Manufacturing in achieving organizational goals.</p> |

| | |
|--|--|
| | CO6: Creating innovative solutions for operational challenges using advanced technologies, sustainable practices, and global operation strategies. |
|--|--|

| Course Content | Weightage (%) | Contact hours |
|--|---------------|---------------|
| Unit 1: Introduction to Operations Management Significance of operations management in achieving organizational success by enhancing efficiency, ensuring quality, and delivering customer satisfaction, production systems, the alignment of operations with business strategies, and the key functions of operations management | 25 | 15 |
| Unit 2: Process Design and Analysis Tools like flowcharts and process maps and explore various techniques for continuous improvement. Capacity planning, providing strategies to balance capacity and demand effectively, layout decisions, and the importance of space utilization, flexibility, cost, safety, and comfort. | 25 | 15 |
| Unit 3: Quality Management Essential quality concepts, the principles of Total Quality Management (TQM), and the implementation of Six Sigma and Lean Manufacturing, various tools and techniques to enhance quality, reduce defects, and improve operational efficiency, leading to higher customer satisfaction and competitive advantage. | 25 | 15 |
| Unit 4: Emerging Trends in Operations Management Sustainable operations, the impact of technology, and the complexities of global operations, importance of integrating sustainable practices, leveraging advanced technologies like AI and IoT, and managing operations in a global context. | 25 | 15 |

| Learning Resources | |
|--------------------|--|
| 1. | Textbook: (Latest Edition): 1. Operations Management by William J. Stevenson 2. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman 3. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox 4. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield |
| 0. | Reference Books: |
| 0. | Journals & Periodicals: |
| 0. | Other Electronic Resources: |

| | | |
|---|--|----------|
| Evaluation Scheme | Total Marks: 100 | |
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation 40 marks | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement Activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
| | | |
| Course Outcomes | | |

| | | |
|---------------------------------------|--|------------------------------|
| COURSE CODE 21BBA402 | COURSE NAME Business Ethics | SEMESTER IV |
|---------------------------------------|--|------------------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lecture | Practical | Tutorial | Total Hours | Lecture | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 0 | 1 | 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% | 12 |
| Unit 2: Group Ethics Ethical Attitudes of Indian Managers, Managers Facing Unethical Management | 20% | 12 |
| Unit 3: Marketing Ethics Discussion: Bluffing in Indian Marketing Practices, Ethical Issues in Advertisements. | 20% | 12 |
| Unit 4 : : Ethics in Finance Ethics in Tax Planning and Financial Statements. Discussion: Speculation and Insider Trading. | 20% | 12 |

| | | |
|---|-------------------|------------------|
| <p>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.</p> | <p>20%</p> | <p>12</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>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 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: Kaur, Tripat; <i>Values & Ethics in Management</i>, Galgotia Publishers Chakraborty, S.K.; <i>Human values for Managers</i> 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: 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 |

| | |
|----------------------|-----------------|
| 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 |

| 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 | 1 | 2 | 1 |
| CO2 | 0 | 0 | 0 | 1 |
| CO3 | 2 | 0 | 3 | |
| CO4 | 0 | 0 | 0 | 1 |
| CO5 | 3 | 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 21BBA401 | COURSE NAME Business Research Methodology | SEMESTER IV |
|-------------------------------------|--|------------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lectures | Practical | Tutorial | Total Hours | Lectures | Practical | Tutorial | Total Credit |
| 60 | 0 | 0 | 60 | 3 | 0 | 1 | 4 |

| | |
|--|--|
| Course Prerequisites | |
| Course Category | |
| Course focus | |
| Rationale | <ol style="list-style-type: none"> 1. To grasp the fundamentals of research methodology and apply them in various research or project works. 2. To identify and utilize appropriate research methods aligned with research objectives. 3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements. 4. To learn the intricacies of interpreting data and writing comprehensive research reports. |
| Course Revision/ Approval Date: | |
| Course Objectives (As per Blooms' Taxonomy) | <p>CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating</p> |

| Course Content | Weightage | Contact hours |
|--|-----------|---------------|
| <p>Unit 1: Introduction to Research This unit explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.</p> | 25 | 15 |
| <p>Unit 2: Formulating the Research Problem Students will learn how to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. This unit also covers the process of creating effective research designs.</p> | 25 | 15 |
| <p>Unit 3: Measurement and Data Collection This unit focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques. It also covers various data collection methods, including questionnaires, interviews, and observations.</p> | 25 | 15 |
| <p>Unit 4: Data Analysis and Interpretation Topics include sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests. This unit also discusses the tools and techniques for data visualization like charts, tables, and box plots.</p> | 25 | 15 |

| Learning Resources | |
|--------------------|--|
| 1. | <p>Textbook: (Latest Editions):</p> <ol style="list-style-type: none"> 1. Malhotra, N. K., Nunan, D., & Birks, D. F., Marketing research. Pearson UK. 2. Research Methodology by Ranjit Kumar. 3. Research Methods for Business by Uma Sekaran. 4. Methodology of Research by C.R. Kothari. |
| 0. | <p>Reference Books:</p> |
| 0. | <p>Journals & Periodicals:</p> |
| 0. | <p>Other Electronic Resources:</p> |

| | | |
|---|--|----------|
| Evaluation Scheme | Total Marks: 100 | |
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation 40 marks | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement Activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
| Course Outcomes | | |

| | | |
|--|---|-----------------------|
| COURSE CODE VACC 21BBA406 | COURSE NAME Public Health and Management | SEMESTER IV |
|--|---|-----------------------|

| Teaching Scheme (Hours) | | | | Teaching Credit | | | |
|-------------------------|-----------|----------|-------------|-----------------|-----------|----------|--------------|
| Lectures | Practical | Tutorial | Total Hours | Lectures | Practical | Tutorial | Total Credit |
| 30 | 0 | 0 | 30 | 2 | 0 | 0 | 2 |

| | |
|--|--|
| Course Prerequisites | Basic understanding of biology, healthcare systems, and management principles; proficiency in analytical thinking and problem-solving skills; strong communication abilities. |
| Course Category | Value Added Course |
| Course focus | Explores public health strategies, healthcare policies, epidemiology, and management approaches to enhance community well-being and address health challenges effectively. |
| Rationale | <ul style="list-style-type: none"> • Create a basic understanding of fundamentals of public health. • Know the health system of India along with public health planning and implications of policy making. • Provide an overall exposure to contemporary issues of Indian Public Health and know the recent policy initiatives to address those challenges. |
| Course Revision/ Approval Date: | |
| Course Objectives (As per Blooms' Taxonomy) | <p>CO1 : Remembering Identify key concepts, principles, and terminologies related to public health and management.</p> <p>CO2: Understanding Explain the social, economic, and environmental determinants of health.</p> <p>CO3: Applying Utilize public health tools and methodologies to assess community health needs.</p> <p>CO4: Analyzing Examine the interplay between public health policies and healthcare management practices.</p> <p>CO5: Evaluating Critique existing public health policies and propose evidence-based improvements.</p> <p>CO6: Creating Design innovative public health strategies to manage emerging health challenges.</p> |

| Course Content | Weightage | Contact hours |
|--|-----------|---------------|
| Unit 1: Public Health - Key concepts, approaches, frameworks & measures <ul style="list-style-type: none"> ● Concept of Public Health and its role in society ● Evolution of Public Health ● Global Health Framework - Understanding health and disease ● Health equity and social determinants of Health | 25 | 7 |
| Unit 2: Health Systems in India <ul style="list-style-type: none"> ● History of public health in India ● Organization of health systems in India ● Health system in India: Key Issues ● Major Contemporary Health Schemes and Programmes as case studies - National Health Mission, Integrated Child Development Services (ICDS), Janani Suraksha Yojana, Ayushman Bharat Scheme, POSHAN Abhiyan etc. | 25 | 8 |
| Unit 3: Concepts and practices of management & health planning <ul style="list-style-type: none"> ● Basic concepts of planning – macro to micro ● Tool for planning ● Health management in a district | 25 | 7 |
| Unit 4: Monitoring & Evaluation <ul style="list-style-type: none"> ● Introduction to Monitoring & Evaluation ● Health system frameworks ● Application of health system frameworks | 25 | 8 |

| Learning Resources | |
|--------------------|---|
| 1. | Textbook: (Latest Editions): <ul style="list-style-type: none"> ● Goldsteen RL, Goldsteen K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company |
| 0. | Reference Books: <ul style="list-style-type: none"> ● Balarajan Y, Selvaraj S, Subramanian SV, “Health care and equity in India”, The Lancet, Vol. 377(9764) |
| 0. | Journals & Periodicals: <ul style="list-style-type: none"> ● R N Batta (“Public health management in India: Concerns and options”, Journal of Public Administration and Policy Research, Vol. 7(3) ● National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India ● Sen A, “Health in Development”, Bulletin of the World Health Organization, Vol. 77(8) |
| 0. | Other Electronic Resources: <ul style="list-style-type: none"> ● PubMed https://pubmed.ncbi.nlm.nih.gov ● World Health Organization (WHO) Library https://www.who.int/library ● JSTOR - Public Health Journals: https://www.jstor.org |

| | |
|--------------------------|-------------------------|
| Evaluation Scheme | Total Marks: 100 |
|--------------------------|-------------------------|

| | | |
|---|---|----------|
| Mid Semester Marks | 20 marks | |
| End Semester Marks | 40 marks | |
| Continuous Evaluation 40 marks | Class Participation | 10 marks |
| | Quiz | 5 marks |
| | Skill Enhancement Activities/ Case Study/ Research Paper | 15 marks |
| | Presentation | 10 marks |
| Course Outcomes | <p>After completion of the course the students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a comprehensive understanding of the principles, practices, and core concepts of public health, including health promotion, disease prevention, and health equity. • Apply management theories and strategies to effectively plan, implement, and evaluate public health programs and interventions in diverse populations. • Analyze and interpret public health data to support evidence-based decision-making and policy formulation for improving community health outcomes. • Integrate ethical considerations, cultural competency, and sustainability principles into public health management practices to address contemporary health challenges. | |

| COURSE CODE AECC401 | Environmental Studies | | | L | T | P | Total |
|---------------------------|--|--|------------------|---|---|---|-------|
| | | | | 2 | 0 | 0 | 2 |
| Total Credits: 2 | Total Hours in Semester: 30 | | Total Marks: 100 | | | | |
| 1 | Course Pre-requisites 10 +2 | | | | | | |
| 2 | Course Category: Ability Enhancement Compulsory Course | | | | | | |
| 3 | Course Revision/ Approval date: 11 March 2020 | | | | | | |
| 4 | Course Objectives | | | | | | |
| | 4.1 To acquire awareness of and sensitivity about environment and its allied problems. | | | | | | |
| | 4.2 To make educated judgments about environmental issues | | | | | | |
| | 4.3 To develop skills and a commitment to act independently and think logically for environment sustainability | | | | | | |
| | 4.4 Students can able to debate environmental science with use of appropriate scientific information | | | | | | |
| | 4.5 To engage students to think critically, ethically, and creatively when evaluating environmental issues. | | | | | | |

| Course Content | Weightage | Contact hours | Pedagogy |
|---|-----------|---------------|--|
| Unit 1: Introduction to environmental studies: Definition, scope, and importance of environmental studies. Multidisciplinary nature of environmental studies; Biogeochemical cycle: Carbon cycle and nitrogen cycle. | 20% | 6 | <ul style="list-style-type: none"> Group discussion PowerPoint presentation |
| Unit 2: Ecosystems: Definition and Structure of ecosystem: Abiotic and biotic components (producers, consumers and decomposers), Ecosystem function: Energy flow in an ecosystem; food chains and foodwebs. Case studies on Forest, Grassland, Desert and aquatic ecosystem. Biotic interaction (positive and negative interactions with examples) | 30% | 9 | <ul style="list-style-type: none"> Group discussion PowerPoint presentation Case studies Chalk and board |
| Unit 3: Natural Resources: Renewable and non-renewable | 20% | 6 | <ul style="list-style-type: none"> Group discussion |

| | | | |
|---|-----|---|--|
| resources, Use of alternative energy resources. Impact deforestation on biodiversity and tribal population | | | <ul style="list-style-type: none"> • PowerPoint presentation • Chalk and board |
| Unit 4: Environmental pollution: Air, water, soil and noise. Nuclear hazard and human health risks. Solid waste management, Pollution case studies. Global warming, Climate change, Ozone layer depletion, acid rain, photochemical smog. Case studies for e.g. CNG vehicles in Delhi | 20% | 6 | <ul style="list-style-type: none"> • Group discussion • PowerPoint presentation • News report • Case studies |
| Unit 5: Environmental laws: Environmental protection act, Air (prevention & control of pollution act), Water (preservation and control of pollution) act, Wildlife protection act, Forest conservation act, Montreal and Kyoto protocol, conservation of biodiversity; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Role of Indian and other religions and cultures in environmental conservation. | 10% | 3 | <ul style="list-style-type: none"> • Group discussion • PowerPoint presentation • News report • Case studies |

| Learning Resources | |
|--------------------|--|
| 1. | <p>Textbooks</p> <ol style="list-style-type: none"> 1. DD Mishra (2008) <i>Fundamental Concepts in Environmental studies</i>, S.Chand & Company Pvt. Ltd., India 2. PD Sharma (1997) <i>Fundamentals of Ecology</i>, Rastogi Publications 3. PD Sharma (2012) <i>Ecology and Environment</i>, Rastogi Publications 4. BK Sharma (2019) <i>Environmental Chemistry</i>, Krishna's Educational Publishers 5. E Bharucha (2005) <i>Textbook of Environmental Studies</i>, Universities Press 6. R Rajagopalan (2016) <i>Environmental Studies: From Crisis to Cure</i>, Oxford University Press 7. JF Peirce, RF Weiner, and PA Vesilind (1998) <i>Environmental Pollution and Control</i>, Elsevier Science & Technology Book 8. Mohan P Arora (2004) <i>Ecology</i>, Himalaya Publishing House 9. MC Dash (2009) <i>Fundamentals of Ecology</i>, Tata MacGraw Hill |
| | Education Private Limited |

| | |
|----|---|
| 2. | <p>Reference books</p> <ol style="list-style-type: none"> 1. EP Odum (2005) <i>Fundamentals of Ecology</i>, Cengage Learning India Private Limited 2. TN Sherratt & DM Wilkinson (2009) <i>Big Questions in Ecology & Evolution</i>, Oxford University Press 3. CJ Krebs (2013) <i>Ecology: Experimental Analysis of Distribution & Abundance</i>, Pearson Education, London 4. EJ Kormondy (1996) <i>Concept of Ecology</i>, Pearson Education, London 5. NS Sodhi, L Gibson, PH Raven (2013) <i>Conservation Biology: Voices from the Tropics</i>. John Wiley & Sons 6. RE Hester and RM Harrison (2018) <i>Plastic and Environment</i>, Royal Society of Chemistry, Thomas Graham House, Science Park, Milton Road, Cambridge, CB4 0WF, UK 7. Fernando Ramírez and Josefina Santana (2018) <i>Environmental Education and Ecotourism</i>, Springer Nature Switzerland AG 8. T Jindal (2018) <i>Emerging Issues in Ecology and Environmental Science, Case studies from India</i>, Springer Nature Switzerland 9. Charles W. Fox, Derek A. Roff, Daphne J. Fairbairn (2001) <i>Evolutionary Ecology Concepts and Case studies</i>, Oxford University Press 10. B Streit, T. Städler, C.M. Lively (2013) <i>Evolutionary Ecology of Freshwater Animals: Concepts and Case Studies</i>, Springer Basel AG 11. KN Nianan (2014) <i>Valuing Ecosystem Services: Methodological Issues and Case Studies</i>, Edward Elgar Publishing Limited, UK 12. Thomas Weber (1989) <i>Hugging the Trees: The Story of the Chipko Movement</i>, Penguin Books 13. BK Sharma, Seema Kulshreshtha, Asad R. Rahmani () <i>Faunal Heritage of Rajasthan, India</i>, Springer India 14. Pankaj Jain (2011) <i>Dharma and Ecology of Hindu Communities: Sustenance and Sustainability</i>, Routledge Taylor and Francis Group 15. Subhadra Sen Gupta (2014) <i>Caring for Nature: Rao Jodha and the curse of the hermit</i>, The Energy and Resource Institute, TERI Press, New Delhi, India 16. Prasenjit Mondal, Ajay K Dalai (2017) <i>Sustainable Utilization of Natural Resources</i>, CRC Press |
| 4. | <p>Journals</p> <ol style="list-style-type: none"> 1. <u>Environmental Pollutants and Bioavailability</u> 2. <u>Clean Air Journal</u> 3. <u>Emerging Contaminants</u> 4. <u>Environment: Science and Policy for Sustainable Development</u> |

| | |
|----|---|
| | <ul style="list-style-type: none"> 0. <u>Annual Review of Environment and Resources</u> 0. <u>Renewable Energy</u> 0. <u>Renewable & Sustainable Energy Reviews</u> 0. <u>Environmental Health</u> 0. <u>Environment International</u> 0. <u>International Journal of Environmental Research and Public Health</u> 0. <u>Journal of Natural Resources Policy Research</u> 0. <u>Journal of Nature Conservation</u> 0. <u>Biological Conservation</u> 0. <u>Nature Conservation</u> 0. <u>Conservation Biology</u> 0. <u>Natural Resources Research</u> |
| 4. | <p>Periodicals</p> <ul style="list-style-type: none"> 1. <u>The Environmental Magazine</u> 2. <u>Natural History (magazine)</u> 3. <u>Environment News Service</u> 4. <u>The Environmentalist</u> 5. <u>Green Builder Media</u> |
| 5. | <p>Other Electronic resources</p> <ul style="list-style-type: none"> 1. <u>Green.tv</u>—supported by UNEP—broadband TV channel for films about environmental issues 2. <u>Climate Change TV</u>—funded by companies, governments and organisations, and produced by the magazine Responding to Climate Change—the world's first web channel specific to climate change videos 3. <u>Terra: The Nature of Our World</u> video podcast produced in conjunction with the Master of Fine Arts program in Science & Natural History Filmmaking at Montana State University, Filmmakers for Conservation, and PBS—weekly video show about science and natural history 4. <u>Green Times Ahead</u>—based in India—student run non-profit with a focus on evading the detrimental effects of air and water pollution, constantly involved in communal engagement 5. <u>IUCN Red data List</u> 6. <u>Air quality index</u> (website monitor air quality index) 7. <u>Nature Education Knowledge Project</u> |

| Evaluation Scheme | | Total Marks |
|-----------------------------|---|-------------|
| Mid semester Marks | 30 | |
| End Semester Marks | 50 | |
| Continuous Evaluation Marks | Attendance | 5 marks |
| | Quiz | 5 marks |
| | Skill enhancement activities / case study | 5 marks |
| | Presentation/ miscellaneous activities | 5 marks |

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|---|---|
| Course Outcomes | 1. Skills for identifying environmental problems: Evaluate information from popular electronic and print media |
| | 2. Interdisciplinary - When encountering environmental problems students will assess necessary scientific concepts and data, consider likely social dynamics, and establish integral cultural contexts |
| | 3. Communication - Students will communicate with precision in writing, in speech, and in digital media. |
| | 4. Research - When faced with questions that lie beyond their current knowledge base, students will actively research data, concepts, histories, and narratives necessary for adequate consideration of the issue. |
| | 5. Intellectual Flexibility - Students will possess the intellectual flexibility necessary to view environmental questions from multiple perspectives, prepared to alter their understanding as they learn new ways of understanding. |
| Additional Information enhance learning | <p>Any site visit required or expert talk required on specific topics:</p> <ol style="list-style-type: none"> 1. Visit to Ecotourism site 2. Industrial visit or expert talk can be planned to understand waste management practice |

| | | |
|----------------------------------|--|-----------------------|
| COURSE CODE 21 BBAMM04 | COURSE NAME Retail Marketing | SEMESTER 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 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 |

| | | |
|--|------------|----------|
| <p>Unit 2: Retail store location and layout a)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 - Interior design elements. Visual Merchandising</p> | 20% | 9 |
| <p>Unit 3: Merchandise Management Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise buying, Analysing Merchandise performance</p> | 20% | 9 |
| <p>Unit 4 Retail Marketing Mix 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: Responsibilities of Store Manager: 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 |
|---|--|
| <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 CO2: Understanding CO3: Applying CO4: Analysing CO5: Understanding</p> |

| 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-Hill Publishing 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, Pearson Education, New Delhi, 2003. 7. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach Emerging Trends in Retail Management: N Panchanatham & R Gnganguru <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. | Other Electronic Resources: |

| | | | | | | | | | |
|-----|---|---|---|---|--|--|--|--|--|
| CO5 | 0 | 2 | 0 | 0 | | | | | |
|-----|---|---|---|---|--|--|--|--|--|

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

| | 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. |

| | | |
|---|---|------------------------------|
| COURSE CODE 21BBAHRM03 | COURSE NAME EMPLOYEE EMPOWERMENT | SEMESTER 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"> To understand the concept of empowerment, and barriers towards empowerment. To acquire the skills required to initiate employee empowerment. To recognize how empowerment decisions help the organization achieve a competitive advantage. To analyze and evaluate the organizations where empowerment has been initiated. 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 | 25% | 13 |

| | | |
|---|------------|----------|
| Employee empowerment Levels of Employee Involvement: Enabling, Involving and Encouraging - Principles of Employee Empowerment- Recent Trends in Empowerment | | |
| 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 |
|---|--|
| <p>After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted CO1: Understand the concept of empowerment, and barriers towards empowerment CO2: Acquire the skills required to initiate employee empowerment CO3: Recognize how empowerment decisions help the organization achieve a competitive advantage. CO4: Analyze and evaluate the organizations where empowerment has initiated. 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> |

Learning Resources

| | |
|----|---|
| 1. | <p>Textbook :</p> <ol style="list-style-type: none"> William H. Macey, Benjamin Schneide), Karen M. Barbera, Scott A. You 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. | Journals, Periodicals, Reference <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. | Other Electronic Resources: <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. |
| 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 21BBFM04 | COURSE NAME Financial Reporting | SEMESTER 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 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) | <ol style="list-style-type: none"> 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. To gain the prowess to recognize and apply disclosure requirements specified in Indian Accounting Standards while preparing and presenting the financial statements. To develop an understanding of the various forms of reporting (other than financial statements) To learn the mechanism for IFRS To analysis the market movement and comparative analysis |

| 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 |

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 |
|---|--|
| After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted 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. CO2: Gain the prowess to recognize and apply disclosure requirements specified in Indian Accounting Standards while preparing and presenting the financial statements. CO3: Develop an understanding of the various forms of reporting (other than financial statements) CO4: Learnt the mechanism for IFRS CO5: Analysis the market movement and comparative analysis | CO1: Acquire CO2: Gain CO3: Develop CO4: Learn CO5: Analysis |

Learning Resources

| | |
|----|--|
| 1. | Reference Books: 1. Bhole, L M : Financial Institutions and Markets : Structure Growth and Innovations. 2 nd 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. | Journals, Periodicals, Reference Journals & Periodicals 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. |
| 3. | Other Electronic Resources: www.onlinelibrary.wiley.com 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 | 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

SEMESTER VI

| | | |
|--------------------------------|--|-----------------------|
| COURSE CODE 22BBA601 | COURSE NAME Strategic Management | SEMESTER 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) | <p>To Understand challenges of starting new ventures To Show Operations and Management in business</p> <p>To Examine internalize the process of setting up a business.</p> <p>To Learn Business Models and Planning for Business</p> <p>TO Evaluate various strategies</p> |

| Course Content (Theory) | Weightage | Contact hours |
|--|-----------|---------------|
| 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. | 20% | 8 |

| | | |
|---|-----|----|
| Unit 2: Environmental Appraisal —Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS). | 20% | 8 |
| 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). | 20% | 10 |
| 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.. | 20% | 9 |
| Unit 5: strategic Analysis and choice —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. | 20% | 10 |

Instructional Method and Pedagogy: (Max. 100

words) Lecture/cases/Presentation/ Assignment/
Projects

| Course Outcomes: | Blooms’ Taxonomy Domain |
|--|-------------------------|
| After successful completion of the above course, students will be able to: Blooms’ Taxonomy word should be highlighted | |

| | |
|--|---|
| <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. | <p>Reference Books:</p> <p>Glueck, W.F. & Jauch, L.R.; Business Policy & Strategic Management.</p> <p>Azhar Kazmi (2009) 3rd Edition; "Strategic Management and Business Policy"; Tata McGraw-Hill.</p> <p>Cherunilam, Francis (2010); Business Policy and Strategic Management (Text and Cases); Himalaya Publishing House Pvt. Ltd</p> |
| 2. | <p>Journals, Periodicals, Reference</p> <p>Journal of Public Policy and Management</p> <p>Journal of Strategic Management</p> |
| 3. | <p>Other Electronic Resources:</p> <p>1. http://www.nptel.ac.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 | 3 | | | | | | | | |
| CO2 | | 2 | | | | | | | |
| CO3 | | 3 | | | | | | | |
| CO4 | 2 | | | 1 | | 1 | | | |
| CO5 | | 3 | | | | | | | |

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

| | | |
|--------------------------------|--|-----------------------|
| COURSE CODE 22BBA602 | COURSE NAME Import Export Management | SEMESTER 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 | 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 |
|---|------------------|----------------------|
| 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 | 20% | 8 |
| 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 | 20% | 8 |
| Unit 3: <u>INCO Terms Methods of Payment:</u> Open account, consignment, D/A, D/P Letter of Credit (L/C) | 20% | 10 |
| 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 | 20% | 9 |
| 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 | 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 CO2: Show CO3: Examine CO4: Learns CO5: Evaluate</p> |

| Learning Resources | |
|--------------------|---|
| 1. | <p>Reference Books:</p> <p>Mahajan M. I., Export Policy, Procedures and Documentation Snow white Publications Paul Justin and Rajiv Aserkar, Export Import Management, Oxford Press D C Kapoor, Export Management, Vikas Publication 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> <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 | <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 | 1 | 1 | 0 | 0 | 1 | 1 |
| CO2 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 1 |
| CO3 | 0 | 3 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO4 | 2 | 0 | 1 | 3 | 0 | 2 | 0 | 1 |
| CO5 | 0 | 3 | 0 | 2 | 1 | 2 | 0 | 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 | 1 | 0 | 2 | 1 |
| CO2 | 0 | 2 | 1 | 0 |
| CO3 | 0 | 2 | 2 | 3 |
| CO4 | 1 | 0 | 0 | 1 |
| CO5 | 3 | 0 | 3 | 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

| | | |
|---------------------------------|---|-----------------------|
| COURSE CODE 22 BBA603 | COURSE NAME Supply Chain Management | SEMESTER 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 | 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"> http://www.nptel.ac.in 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 | <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 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3 | 0 | 1 | 0 | 0 | 0 | 1 | 1 |
| CO2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO3 | 0 | 3 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO4 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO5 | 0 | 3 | 0 | 0 | 1 | 2 | 0 | 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 | 1 | 0 | 2 | 0 |
| CO2 | 0 | 2 | 0 | 0 |
| CO3 | 0 | 2 | 2 | 3 |
| CO4 | 1 | 0 | 0 | 1 |
| CO5 | 3 | 0 | 3 | 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

| | | |
|---------------------------------|--|-----------------------|
| COURSE CODE 22BBAFM08 | COURSE NAME Strategic Financial Management | SEMESTER 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 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"> To estimate cash flows from a project and can evaluate various risks involved in investment decision-making. Learners can also apply the concept of Financial Management to contemporary financial events. To understand finance management applications in large-scale business Able to create a link among cost of capital, capital structure and leverage. 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 | 20% | 9 |

| | | |
|--|--|--|
| Net Present Value method - Internal Rate of Return - Profitability index | | |
|--|--|--|

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

After successful completion of the above course, students will be able to:

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.

CO1: Estimate
CO2: Apply
CO3: Understand
CO4: Create
CO5: Analyse

Learning Resources

1. Reference Books:

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

2. Journals, Periodicals, Reference

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. Other Electronic Resources: www.onlinelibrary.wiley.com

<https://efinancemanagement.com>
<https://www.coursera.org/specializations/financial-management>
<https://www.lsb.org.uk/blog/news/importance-of-financial-management/117410>
<https://www.investopedia.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 | | 2 | | | | | | |
| CO2 | 2 | | | | | | | |
| CO3 | 3 | | | | 1 | | | |
| CO4 | | | | | 3 | | | 2 |
| CO5 | | | | | 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 | 2 |
| CO3 | 2 | 2 | 2 | 2 |
| CO4 | 2 | 2 | 3 | 3 |
| CO5 | 1 | 1 | 2 | 2 |

| 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 22BBAMM08 | COURSE NAME International Marketing | SEMESTER 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/ Marketing Skills/ Entrepreneurship |
| Rationale | International marketing is crucial in today's globalized business landscape. Organizations need to understand the unique challenges and opportunities of operating in international markets. This course equips students with the knowledge and skills to navigate the complexities of international marketing, including cultural differences, market entry strategies, product decisions, pricing strategies, and distribution channel strategies. It prepares students to become effective international marketers and contributes to their overall understanding of global business dynamics. |
| Course Revision/ Approval Date: | 23rd February 2022 (6 th BoS) |
| Course Objectives (As per Blooms' Taxonomy) | <p>1.Understand the fundamental concepts and objectives of international marketing. (Remembering)</p> <p>2.Analyze the challenges and opportunities in international marketing and apply appropriate strategies. (Analyzing)</p> <p>3.Evaluate the underlying forces and reasons for entering international markets. (Evaluating)</p> <p>4.Compare and contrast domestic marketing with international marketing, including their respective barriers. (Comparing)</p> <p>5.Analyze and apply market entry strategies, product decisions, pricing strategies, and distribution decisions in international marketing. (Applying)</p> |

| Course Content (Theory) | Weightage | Contact hours |
|---|------------------|----------------------|
| Unit 1: Introduction: Concept of International Marketing, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Underlying forces of International Reason of entry in International Marketing, Domestic Marketing vs. International Marketing, Barriers | 20% | 9 |
| Unit 2: International Trade Theories: Basics of International Trade, Trade theories, Mercantilism, Absolute Advantage, Comparative Advantage Heckscher-Ohlin theory: Porter's diamond model, Limitations of Trade Theories | 20% | 9 |
| Unit 3: International marketing Environment, Economic Environment: International Economic environment and trends affecting marketing, Cultural Environment: Meaning and Characteristics of Culture, Beliefs and customs, Implication of culture, Culture as barrier Political and Legal Environment: Implication of political and legal environment on International marketing, | 20% | 9 |
| Unit 4: Market Entry Strategies: Market Entry strategies, Foreign Direct Investment, Exporting and Importing, Licensing, Joint Venture, Mergers, Acquisitions, Strategic Alliances, Turnkey operations, Franchising International Product decisions: Product Development, Product diversification, Product customization, Global products, Global Product Planning, Concept of Branding, Branding decisions, Packaging | 20% | 9 |
| Unit 5: Pricing for International Markets Factors affecting international price determination; International pricing process and policies; Delivery terms and currency for export price quotations; Transfer pricing. International Distribution Decisions: Distribution channel strategy – International distribution channels, their roles and functions; International Promotion Strategies Communication across countries complexities and issues | 20% | 9 |

Instructional Method and Pedagogy: (Max. 100 words)

The course on International Marketing can be delivered through a combination of lectures, case studies, group discussions, and experiential learning activities. The lectures will provide theoretical foundations, while case studies will enable students to apply their knowledge to real-world scenarios. Group discussions will foster critical thinking and collaboration, and experiential learning activities, such as simulations or projects, will provide hands-on experience in international marketing decision-making.

| 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 of international marketing, its objectives, and the challenges and opportunities it presents. (Remembering)</p> <p>CO2: Analyze the underlying forces driving international marketing and evaluate the reasons for entering international markets. (Analyzing)</p> <p>CO3: Compare and contrast domestic marketing and international marketing, including identifying and evaluating the barriers in international marketing. (Evaluating)</p> <p>CO4: Apply different market entry strategies, such as foreign direct investment, exporting, licensing, and joint ventures, to international business scenarios. (Applying)</p> <p>CO5: Evaluate and apply international product decisions, pricing strategies, distribution channel strategies, and promotion strategies in the context of global markets. (Evaluating, Applying)</p> | <p>CO1: Remembering</p> <p>CO2: Analyzing</p> <p>CO3: Evaluating</p> <p>CO4: Applying</p> <p>CO5: Evaluating, Applying</p> |

| Learning Resources | |
|--------------------|--|
| 1. | Textbook: 1. Rakesh Mohan Joshi, International marketing, Oxford University press, New Delhi, University press. 2. Francis Cherunilam, International Marketing, Himaliya publishing house, Mumbai, |
| 2. | <p>Journals, Periodicals, Reference</p> <p>Reference books:</p> <p>Winning The World Marketing – Bhattacharya</p> <p>2. International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar.</p> <p>3. International Marketing Management – Varshney and Bhattacharya</p> <p>4. International Marketing Export Marketing – S.Shiva Ramu</p> <p>5. International Marketing – S.S. Rathor, J.S. Rathor</p> <p>6. Global Marketing Strategy – Douglas & Craig</p> <p>7. Export Marketing – Michael Vaz</p> <p>8. Export Marketing – Francis Cherunilam</p> <p>9. Export Marketing – B. Bhattacharya</p> <p>10. Export - What, Where & How – Parasram</p> <p>11. Essentials of Export Marketing – S.A. Chunnawala</p> <p>12. Global marketing management by Warren J Keepen</p> <p>13. Global marketing management by Varshney and Bhattacharya.</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 | <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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO2 | 3 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO4 | 2 | 2 | 0 | 2 | 0 | 2 | 2 | 2 |
| CO5 | 0 | 3 | 0 | 0 | 3 | 0 | 0 | 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 | PSO5 |
|-----|------|------|------|------|------|
| CO1 | 2 | 2 | 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

| | 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. |

| | | |
|---------------------------------|--|-----------------------|
| COURSE CODE 22BBAMM09 | COURSE NAME Consumer Relationship Management | SEMESTER 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> |

| 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 |
|---|-------------------------|
| After successful completion of the above course, students will be able to: CO1: Define and describe the concept, need, and importance of Customer Relationship Management (CRM) (Remembering) | CO1: Remembering |

| | |
|---|---|
| <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>CO2: Applying</p> <p>CO3: Evaluating</p> <p>CO4: Analyzing</p> <p>CO5: Analyzing</p> |
|---|---|

| 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. | <p>Journals, Periodicals, Reference</p> <p>1.Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education</p> <p>2.H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House</p> <p>3.Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012</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

| | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|

| | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|
| CO1 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |
| CO2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 2 |
| CO4 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO5 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 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 | 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

| 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. |

| | | |
|---------------------------------|---|-----------------------|
| COURSE CODE 22BBAMM10 | COURSE NAME Advertising and Promotion | SEMESTER 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"> 1. Understand the fundamental concepts, history, roles, and functions of advertising. 2. Explore integrated marketing communication (IMC) and its significance in promotional activities. 3. Develop skills in advertising design, including message strategies, appeals, and executional frameworks. 4. Gain proficiency in copywriting for different advertising mediums and platforms. 5. Learn media planning strategies and evaluate their effectiveness in reaching target audiences. |

| Course Content (Theory) | Weightage | Contact hours |
|---|-----------|---------------|
| 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, | 20% | 9 |
| Unit 2 : Advertising Design: Appeals, Message Strategies & Executional Framework: Advertising Design, Types of | 20% | 9 |

| | | |
|---|-----|---|
| Advertising Appeals, Structure of an Advertisement, Creating an Advertising, Advertising Effectiveness | | |
| 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 | 20% | 9 |
| 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 | 20% | 9 |
| 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 Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising | 20% | 9 |

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>CO1: Understand</p> <p>CO2: Applying</p> <p>CO3: Creating</p> <p>CO4: Applying</p> <p>CO5: Analyzing</p> |

CO5: Analyze and develop media plans, considering market analysis, objectives, and evaluation of effectiveness. (Analyzing)

Learning Resources

1. Textbooks: **Kazmi & Batra**, ADVERTISING & SALES PROMOTION, *Excel Books*,
2. Journals, Periodicals, Reference
Aaker, Batra & Myers, ADVERTISING MANAGEMENT; *Prentice Hall, India.*
3. Kruti Shah & Alan D'souza, ADVERTISING & PROMOTION, *Tata McGraw-Hill New delhi, 2009*
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 | <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 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 2 |
| CO4 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO5 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 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 | 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

| 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. |

| | | |
|---------------------------------|--|-----------------------|
| COURSE CODE 22BBAFM09 | COURSE NAME Financial Planning | SEMESTER 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 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> <ol style="list-style-type: none"> 1. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH 2. Personal Finance Principles Every Investor Should Know by Manish Chauhan, Network 18 3. Simplified Financial Management by Vinay Bhagwat, The Times Group |
|----|--|

| | |
|----|---|
| 2. | Journals, Periodicals, Reference Journals & Periodicals 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. |
| 3. | Other Electronic Resources: www.onlinelibrary.wiley.com 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 |

| | |
|--|---|
| | 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 | 1 |
| CO2 | 1 | 1 | 0 | 1 |
| CO3 | 2 | 2 | 2 | 2 |
| CO4 | 2 | 1 | 3 | 3 |
| CO5 | 1 | 2 | 2 | 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 22BBAFM10 | COURSE NAME Risk Management | SEMESTER 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 Prerequisites | 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 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 | 20% | 9 |

| | | |
|--|-----|---|
| <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</p> <p>Risks in Derivatives Markets By Ludger Hentschel Clifford W. Smith http://fic.wharton.upenn.edu/fic/papers/96/9624.pdf</p> <p>“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**

| | |
|---|---|
| <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> |
|---|---|

| 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> <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 | |

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

| | 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 22BBAHRM08 | COURSE NAME PERFORMANCE MANAGEMENT | SEMESTER 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 | 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 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 | 20% | 9 |

| | | |
|---|-----|---|
| Management, Principles of Performance Management, Overview of Performance Management as a System | | |
| 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, 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. | 20% | 9 |
| 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.

| 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: Acquire comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organisations.</p> <p>CO2: Understand the process of performance planning, monitoring and review</p> <p>CO3: Analyze the issues related to performance management</p> <p>CO4: Evaluate the ethical issues concerning to performance management</p> <p>CO5: Apply the various tools available for measuring performance in assessing organizational performance</p> | <p>CO1: Acquire</p> <p>CO2: Understand</p> <p>CO3: Analyze</p> <p>CO4: Evaluate</p> <p>CO5: Apply</p> |

| 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> |

| |
|---|
| https://www.thebalancecareers.com/performance-management-4161661 |
| https://hbr.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 | 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 |

| | 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 | 2 | 0 | 3 | 0 |
| CO2 | 0 | 0 | 2 | 1 |
| CO3 | 3 | 0 | 3 | 1 |
| CO4 | 3 | 0 | 3 | 1 |
| CO5 | 3 | 2 | 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 22BBAHRM10 | COURSE NAME COMPENSATION MANAGEMENT | SEMESTER 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 | 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"> 1. To recognize the importance and relevance of compensation management in today's dynamic business environment, using theories of wages and compensation philosophies. 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. |

| 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> <ul style="list-style-type: none"> 1. Milkovich & Newman (2010), <i>Compensation</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 8th Edition 2. Henderson, (2012) <i>Compensation Management in a Knowledge Based World</i>, Pearson Education, New Delhi, 9th Edition. 3. Aswathappa K. (2005) <i>Human Resource and Personnel Management</i>, 4th Ed, Tata Mc Graw Hill Publishing Co. Ltd |
| 2 | <p>Reference books:</p> <ul style="list-style-type: none"> 1. Dewakar Goel, <i>PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT</i>, PHI Learning, New Delhi. 2. Richard I. Henderson, <i>COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD</i>, Prentice Hall India, New Delhi. 3. Richard Thrope & Gill Homen, <i>STRATEGIC REWARD SYSTEMS</i>, Prentice Hall India, New Delhi. 4. Michael Armstrong & Helen Murlis, <i>HAND BOOK OF REWARD MANAGEMENT</i>, Crust Publishing House. 5. <i>Compensation & Reward Management</i>, BD Singh, Excel Books 6. <i>Strategic Compensation</i>, Joseph J. Martocchio, 3rd Edition, Pearson Education 7. <i>Compensation Management in Knowledge based world</i>, Richard I. Anderson, 10th edition, Pearson Education 8. <i>Compensation Management</i>, Er Soni Shyam Singh, Excel Books. |
| 3 | <p>Journals, Periodicals, Reference</p> <ul style="list-style-type: none"> 1. <i>Compensation & Benefits Review</i> 2. <i>Journal of Compensation and Benefits</i> 3. <i>International Journal of Human Resource Management</i> 4. <i>Employee Relations</i> 5. <i>Workforce Management</i> |

| | |
|---|--|
| | 6. Human Resource Management Journal 7. Harvard Business Review |
| 4 | Other Electronic Resources: <ul style="list-style-type: none"> • https://www.compensationforce.com/ https://www.compensationcafe.com/ https://www.salary.com/ https://www.bls.gov/ |

| 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 | 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 |

| 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 | 1 | 1 | 2 | 0 |
| CO2 | 1 | 0 | 3 | 0 |
| CO3 | 2 | 1 | 3 | 1 |
| CO4 | 2 | 0 | 3 | 1 |
| CO5 | 1 | 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 22BBAHRM09 | COURSE NAME INDUSTRIAL RELATION & LABOUR LAWS | SEMESTER 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 | 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 |
|--------------------------------|------------------|----------------------|

| | | |
|--|-------------------|-----------------|
| <p>Unit 1: INDUSTRIAL RELATIONS IN A COMPARATIVE FRAME WORK</p> <p>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</p> | <p>20%</p> | <p>9</p> |
| <p>Unit 2: THE ROLE OF GOVERNMENT IN INDUSTRIAL RELATIONS</p> <p>The means of state intervention, role of state in industrial relations at the state level, industrial conflict, reference of disputes to boards, courts or tribunals, voluntary reference of disputes to arbitration, strengthening conciliation, promoting alternative dispute resolution mechanisms.</p> | <p>20%</p> | <p>9</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> | <p>20%</p> | <p>9</p> |
| <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> | <p>20%</p> | <p>9</p> |
| <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 | <p>20%</p> | <p>9</p> |

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: Analyze the nature and scope of industrial relations in India</p> <p>CO2: Evaluate the role of the government in industrial relations,</p> <p>CO3: Demonstrate a comprehensive understanding of workers' participation</p> <p>CO4: Apply the provisions of labor laws to real-world situations.</p> <p>CO5: Synthesize information from various acts related to labor welfare</p> | <p>CO1: Analyze</p> <p>CO2: Evaluate</p> <p>CO3: Demonstrate</p> <p>CO4: Apply</p> <p>CO5: Synthesize</p> |

Learning Resources

| | |
|---|---|
| 1 | <p>Textbook:</p> <ul 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> <ul 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 |

| | |
|---|---|
| | <p>9.SarmaA.M. (2013), Industrial Relations, (10th ed.), Mumbai: Himalaya Publishing House.</p> <p>10.Monappa Arun, Nambudiri Ranjeet and Selvaraj Patturaja (2013), Industrial relations and Labor sLaws (3rd ed.). New Delhi: Tata Mac Graw Hill Publishing Company Limited.</p> <p>11. PattnayakBiswajeet (2006), Human Resource Management, (3rd ed.), New Delhi: Prentice Hall of India Pvt Ltd</p> <p>12. Punekar S.D., Deodhar S.B., Sankaran Saraswathi (2011), Labour Welfare, Trade Unionism and Industrial Relations, ((14th rf.), Mumai: Himalaya Publishing House</p> <p>13.Legal Aspects of Business, Text, Jurisprudence, and Cases, By: Daniel Albuquerque, Oxford University Press, New Delhi.</p> |
| 3 | <p>Journals, Periodicals, Reference</p> <ul 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> <ul style="list-style-type: none"> www.onlinelibrary.wiley.com https://labour.gov.in/ https://indianlabourlaw.blogspot.com/ https://labourlawreporter.com/ https://www.ilo.org/global/lang--en/index.htm |

| 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 | 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 |
| CO4 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO5 | 1 | 3 | 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 | 1 | 0 | 3 | 0 |
| CO3 | 0 | 0 | 3 | 1 |
| CO4 | 3 | 0 | 3 | 1 |
| CO5 | 1 | 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 AECC501 | Disaster Risk Management | | | | |
| | | L | T | P | C |
| | | 2 | 0 | 0 | 2 |
| Total Credits:2 | Total Hours in semester :30 | Total Marks: 100 | | | |
| 1 | Course Pre-requisites: Nil | | | | |
| 2 | Course Category: Ability Enhancement Courses | | | | |
| 3 | Course Revision/ Approval Date: | | | | |
| 4 | Course Objectives: | | | | |
| 4.1 To introduce inter-relationship between disaster and development | | | | | |
| 4.2 To introduce types of disasters with case studies and create awareness. | | | | | |
| 4.3 To introduce various disaster management framework and strategies adopted at national and international levels. | | | | | |
| 4.4 To study the effective use of science for mitigating disasters | | | | | |
| 4.5 To study case study of various famous disasters | | | | | |
| . | | | | | |
| Course Content | | Weightage | Contact hours | Pedagogy | |
| Unit 1: Theory: Introduction to Disasters- Understanding the Concepts and Definitions of Disaster, Hazard, Vulnerability Risk, Capacity – Disaster and Development, and Disaster Management Fundamental of Disasters- Types, Trends, Causes, Consequences and Control: Geological Disasters, Hydro-Meteorological Disasters, Biological Disasters, Technological Disasters, and Man-made Disasters. Global Disaster Trends – Emerging Risks of Disasters – Climate Change and Urban Disasters. | | 20% | 7 | Chalk and Duster and PPT, Notes | |

| | | | |
|--|-----|---|---------------------------------|
| <p>Unit 2:</p> <p>Theory: Disaster Management Cycle and Framework-Disaster Management Cycle – Paradigm Shift in Disaster Management, Pre-Disaster – Risk Assessment and Analysis, Risk Mapping, Zonation, Micro zonation, Prevention and Mitigation of Disasters, Early Warning System, Preparedness, Capacity Development; Awareness, During Disaster – Evacuation – Disaster Communication – Search and Rescue ,Emergency Operation Centre – Incident Command System Relief and Rehabilitation .Post-disaster – Damage and Needs Assessment, Restoration of Critical Infrastructure – Early Recovery – Reco instruction and Redevelopment; IDNDR, Yokohama Strategy, Hyogo Framework of Action, Sendai framework.</p> | 25% | 8 | Chalk and Duster and PPT, Notes |
| <p>Unit 3:</p> <p>Disaster Management in India Disaster Profile of India – Mega Disasters of India and Lessons Learnt, Disaster, Management Act 2005 – Institutional and Financial Mechanism, National Policy on Disaster Management, National Guidelines and Plans on Disaster Management; Role of Government (local, state and national), Non- Government and Inter-Governmental Agencies. Disaster Management Act in relation to COVID-19 pandemic.</p> | 25% | 7 | Chalk and Duster and PPT, Notes |
| <p>UNIT 4 Role of Science and Technology in Disaster Management</p> <p>Geo-informatics in Disaster Management (RS, GIS, GPS and RS), Disaster Communication System (Early Warning and Its Dissemination), Land ,Planning and Development Regulations, Disaster Safe Designs and Constructions, Structural and Non-Structural Mitigation of Disasters, S&T Institutions for Disaster Management in India.</p> | 20% | 8 | Chalk and Duster and PPT, Notes |

| | | | |
|---|--|---|---------------------------------|
| Unit 5: Disaster Case Studies Various Case Studies on Disaster and Development, Disaster Prevention and Control, Risk Analysis and Management. Case study relating to COVID -19 to be explored. | 10% | 4 | Chalk and Duster and PPT, Notes |
| Learning Resources | | | |
| 1. | Textbooks: 1. Alexander, D., Natural Disasters, Kluwer Academic London. 2. Asthana, N. C., Asthana P., Disaster Management, Aavishkar Publishers. 3. Carter, N., Disaster Management: A Disaster Manager's Handbook, Asian Development Bank 4. Collins, A.E., Disaster and Development, Routledge. 5. Coppola, D.P., Introduction to International Disaster Management, 2nd Edition, Elsevier Science | | |
| 2. | Reference Books: 1. Goyal, S.L., Encyclopedia of Disaster Management (Vols. 1-3), Deep & Deep, New Delhi 2. Gupta, A.K., Nair, S.S., Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi. 3. Ibrahimbegovic, A., Zlatar, M., Damage Assessment and Reconstruction after War or Natural Disaster, Springer. 4. Menshikov, V.A., Perminov, A.N., Urlichich, Y.M., Global Aerospace Monitoring and Disaster 5. Modh, S., Introduction to Disaster Management, Macmillian Publishers India 6. Srivastava, H.N., Gupta, G.D., Management of Natural Disasters in Developing Countries, Daya Publishers, | | |

| Evaluation Scheme | Total Marks | | | | | | | | |
|---|---|------------|---------|------|---------|---|---------|--|---------|
| Mid semester Marks | 30 | | | | | | | | |
| End Semester Marks | 50 | | | | | | | | |
| Continuous Evaluation Marks | <table> <tr> <td>Attendance</td> <td>5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table> | Attendance | 5 marks | Quiz | 5 marks | Skill enhancement activities / case study | 5 marks | Presentation/ miscellaneous activities | 5 marks |
| Attendance | 5 marks | | | | | | | | |
| Quiz | 5 marks | | | | | | | | |
| Skill enhancement activities / case study | 5 marks | | | | | | | | |
| Presentation/ miscellaneous activities | 5 marks | | | | | | | | |

| | |
|------------------------|---|
| Course Outcomes | 1. Possess awareness to mitigate the effects of disaster |
| | 2. Know local disaster management policies, regulations and authorities |
| | 3. Contribute in capacity building measures to mitigate disasters |
| | 4. Understanding role of science in mitigating disasters |
| | 5. Contribute to safe society by the study of various disasters |