

SCHEME & SYLLABUS
(Choice Based Credit System)

For
BBA
(w.e.f. Session 2017-2018)

Program Code: MGMT 301



RIMT
UNIVERSITY

DEPARTMENT OF MANAGEMENT & COMMERCE
SCHOOL OF MANAGEMENT STUDIES & COMMERCE

RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB

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SECTION 1

Vision & Mission of the University

VISION

To become one of the most preferred learning places and a centre of excellence to promote and nurture future leaders who would facilitate the desired change in the society

MISION

- To impart teaching and learning through cutting-edge technologies supported by the world class infrastructure
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.
- To develop human potential to its fullest extent and make them emerge as world class leaders in their professions and enthuse them towards their social responsibilities.

SECTION 2

Vision & Mission of the Department

VISION

- The department aims to inculcate teaching, innovative thinking, and experiential learning voyage by disseminating theory and practice of management thought to generate exceptional management graduates who make a difference to our community both locally and internationally. It aims at Continuous improvement and development of our primary stakeholder to intellectually evolve as a knowledgeable, research oriented, socially responsible, and productive citizen.

MISION

- To provide learners to develop their hard and soft skills by providing a stimulating, intellectually challenging and engaging environment.
- To enable the students to acquire global competence through problem solving skills and exposure to latest developments.
- Providing better understanding of the domain of study, including wider social issues, corporate social responsibility and ethical decision making.
- To ensure continuous interaction of the students through MOU's and collaborative research projects.

SECTION 3

About the Program

Our BBA Program is an Outcome Based Education model which is a 3 year, 6 Semester Full time Program of 150* credit hours with a Choice Based Credit System (CBCS) and Grading Evaluation System. This program comprises of foundational courses, core courses, specialization electives courses, enrichment courses and experimental learning. The suggestive curriculum takes the BBA program to the next level in terms of implementing Outcome Based Education and to develop management professionals who are knowledgeable in their chosen domain, responsive to the environment and culture, unflinching to the communities, ethical in all doings and with a global outlook and approach.

These objectives shall be achieved through a very rigorous academic processes, updated and relevant curriculum, extensive industry interaction and collaborations, sports and vibrant student activities.

SECTION 4

Program Educational Objectives (PEOs), Program Outcomes (POs) and Program Specific Outcomes (PSOs)

PROGRAM EDUCATION OBJECTIVES (PEOs)

PEO1	To build awareness about core areas related to the field Business Administration and Management.
PEO2	To understand and analyze concept of Business Management principles and impart skills of finance, marketing and human resource management
PEO3	To exhibit the knowledge of entrepreneurial qualities and explore entrepreneurial opportunities by working effectively and professionally in teams and enabling them to evaluate investment and financing decisions.
PEO4	To analyze and evaluate various business ethics and imparting problems resolving skills that occur at all levels of business

PROGRAM OUTCOMES (POs)

PO 1	Interdisciplinary: To comprehend and relate the interdisciplinary approach of the various management concepts & its association with the diverse fields of study to solve business problems
PO 2	Practical exposure and Employability: An absolute revelation to existent working environment to students which leads to enhance their professional exposure and hence makes them employable across diverse industry segments.
PO 3	Innovativeness and Entrepreneurship: To discover various concerns and problem which needs an apt solutions with novel ideas and superior entrepreneurial orientation
PO 4	Leadership: To develop skills, abilities, and competencies acquired during their course to be an effective corporate where he/she plans and manage effectively and efficiently
PO 5	Adaptability and Sociability: All set to comprehend and adapt the changing environment and boost the level of social literacy thereby developing an ethical conduct and social responsibility which supports to identify & evaluate ethical, economical ,technological, social, and environmental impacts in business
PO 6	Research and Analytical abilities: To develop an analytical and critical thinking and make a deep dive into concerned business problems there by presenting optimum solutions towards complex problems.
PO 7	Ethics and Values: To appreciate & be acquainted with ethical principles in every sphere of professional and personal life thereby committed to professional values and business ethics
PO 8	Environmental Consciousness: A complete knowledge of the business scenario and organizational capabilities such that every action or service presents a sense of fostering a rational approach for optimal use of available resources and yielding maximum returns.
PO 9	Soft skills and working skills: To comprehend, communicate and execute effectively and efficiently with the various stakeholders.
PO 10	Global citizenship: – To make students realize his and her roles as a universal citizen and endeavor towards its fulfillment

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO 1	Upon completion of the BBA program, students will have broad idea of business management concepts such that student can demonstrate maturity, professionalism and team working skills.
PSO 2	After the completion of the BBA program, the students will be competent of analyzing, investigating and resolve critical business concern and technological knowhow for business encroachment.

SECTION 5

Curriculum / Scheme with Examination Grading

Scheme

INDUCTION PROGRAM

Induction Program (Mandatory)	
Duration	03 weeks
Frequency	Induction program for the students to be offered right at the start of the first year
Activities	<ul style="list-style-type: none"> • University Tour • Motivational Movies • Business Games/ Quiz Show • Expert talks • Meditation and Yoga sessions • Universal Human Values • Creative Arts (like Talent Hunt activities)

SEMESTER WISE SUMMARY OF THE PROGRAM: BBA

S. No.	Semester	No. of Contact Hours	Marks	Credits
1	I	23	600	19
2	II	23	600	20
3	III	23	600	21
4	IV	33	800	30



5	V	32	800	30
6	VI	32	800	30
Total		166	4200	150

COURSE CATEGORY-WISE CREDIT DISTRIBUTION

S. No.	Category	Number of Credits	Percentage Weightage
1	University Core	-	-
2	University Open	-	-
3	Program Core	130	86.67
4	Program Elective	4	2.66
5	Program Specialization	-	-
6	MOOCs	-	-
7	Project / Research Projects	6	4
8	Thesis / Dissertation	-	-
9	Training / Internships/ Field Trips	3	2
10	Professional Skills	7	4.67
11	Any Other (Fundamental)	-	-
TOTAL CREDITS		150	100

EXAMINATION GRADING SCHEME

Marks Percentage Range	Grade	Grade Point	Qualitative Meaning
80.00 – 100.00	O	10	OUTSTANDING
70.00 – 79.99	A+	9	EXCELLENT
60.00 – 69.99	A	8	VERY GOOD
55.00 – 59.99	B+	7	GOOD
50.00 – 54.99	B	6	ABOVE AVERAGE
45.00 – 49.99	C	5	AVERAGE
40.0 – 44.99	P	4	PAAS
0.00 – 39.99	F	0	FAIL
ABSENT	AB	0	ABSENT

Percentage Calculation: CGPA*10

First Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
BB1101	Business Law-I	4	-	-	4	5	16	---	24	60	100	3Hrs
BB1102	Financial Accounting-I	4	-	-	4	5	16	---	24	60	100	3Hrs
BB1103	Computer Applications in Business	4	-	-	4	4	8	8	24	60	100	3Hrs
BB1104	Business Economics	4	-	-	4	4	16	---	24	60	100	3Hrs
BB1105	Management Concept & Practices	2	-	-	2	4	16	---	24	60	100	3Hrs
BB1106	Integrated Project -1	-	-	2	1	1	60	---	---	40	100	---
Total		18	-	2	19	23						

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SECTION 6

Detailed Syllabus with Course Outcomes

SUBJECT TITLE: BUSINESS LAWS- I
SUBJECT CODE: BB1101
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- The course will develop understanding of the essential elements of contract law including formation, termination, current issues/changes.
- This course is intended to make students understand various Acts applicable in business.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Law of Contract (1872): Introduction to nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for breach of contract. Introduction to Sale of Goods Act.	10
UNIT-II	Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing.	5
UNIT-III	Law of Partnership: Introduction, formation, rights duties, liabilities of partners, dissolution of partnership firm, limited liability partnership. Salient Features of RTI Act, The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.	5

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB1101. 1	Students will gain knowledge of the fundamental legal framework governing commerce, trade, and business in India.
CO2	BB1101.2	To explain theoretical concepts of contract creation, performance, discharge, legal remedies for breach of contract, and other contract kinds pertaining to trade, business, and industry.
CO3	BB1101. 3	To understand the ability to write and comprehend legal agreements as well as a grasp of their legal rights and obligations within a contract.

CO4	BB1101.4	To recognize the duties of business organizations in partnership and their legal and financial structure.
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Recommended Books:

- N D Kapoor Element of Mercantile Law Sultan Chand & Sons
- M C Kuchhal Business Law Vikas Publication Gulshan, Kapoor Business Law including C. Law
- New Age International Pathak, Akhileshwar Legal Aspects of Business, Tata McGraw Hill Education Bare

Acts:

Indian Contract Act, 1872; Sale of Goods Act 1930

SUBJECT TITLE: FINANCIAL ACCOUNTING-I
SUBJECT CODE: BB1102
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- The aim is to provide an understanding of the basic principles of accounting and their application in business.
- The course is designed to make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organization excluding corporate entities.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting. Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits,	10

	brief review of Accounting Standards in India.	
UNIT-II	Recording of Transactions: Voucher System;- Accounting Process, Journal, Ledger, Trial Balance Subsidiary Books, Cash Book, Bank Reconciliation Statement. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV &SLM).	5
UNIT-III	Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business, Introduction to Company Final Accounts: Important provisions of Companies Act,1956 in respect of preparation of final accounts of a company. Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)	5

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB1102.1	To Introduce Students with Accounting , Book- keeping , Concepts & Conventions , Accounting Standards etc.
CO2	BB1102.2	Introduction to Accounting Cycle, Subsidiary Books, Depreciation Accounting , Preparation of Bank Reconciliation Statement.
CO3	BB1102.3	Enabling Students to prepare Financial Statements. Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company.
CO4	BB1102.4	Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)

Recommended Books:

- Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
- Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.
- Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R. ,“Introduction to Financial Accounting”, Prentice Hall New Delhi.
- Ramachandran, N and Kakani, Ram,“Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
- Shukla, M.C., Grewal T.S. and Gupta, S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.

SUBJECT TITLE: COMPUTER APPLICATION IN BUSINESS
SUBJECT CODE: BB1103

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

Objectives

- To develop skill among students in applications of internet in commerce education.
- To inculcate quality software development practices. To create awareness about process and product standards.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Computer: Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices, Computer Memory: RAM, ROM, Number System and its Inter Conversion Introduction to Operating System, DOS and WINDOWS, working with files and folder, Understanding the control panel, Opening and exiting Windows applications, Copying and moving information between windows and learning other basic functions of window 7.	10
UNIT-II	Introduction to MS Word: Basic Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents. Introduction to MS Power Point: Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.	5
UNIT-III	Introduction to MS Excel: Creating spread sheets by entering text formulas and numbers. Introduction to financial functions in Excel, Making Graphs in Excel, Sorting data in Excel, Conditional calculation using IF, IF... AND, if Or, Basic introduction to Internal and its applications: Search Engines and email.	5

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB1103.1	To provide knowledge about fundamental concept of computers including input and output devices, computer languages, an operating system, use the Internet safely.
CO2	BB1103.2	Illustrate the documentation using MS Word, exploring various menu options and tools on the ribbon with formatting paragraph and working with tables.
CO3	BB1103.3	Describe working with worksheets in MS Excel by applying formula, functions and performed graphs and charts on the created table.
CO4	BB1103.4	Creation of Power point presentation along with multimedia, animation and transition effects.

Suggested Readings

- Microsoft Office 2000 Complete: BPB Publication.
- Alexis Leon, Mathews Leon: Introduction to Computers with MS Office 2000, Tata McGraw
- Implementing Tally: BPB Publication 4. PC Complete, BPB Publications

SUBJECT TITLE: BUSINESS ECONOMICS
SUBJECT CODE: BB1104
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- This course will cover the area of economics commonly defined as microeconomics encompassing individual parts of the economy such as individual firms or industries, individual consumers, and individual products.
- The course aims at providing an introduction to the economic theory. Starting with the basic concepts of microeconomics, utility functions, production functions, demand and supply, & price determination.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Nature and Scope of Economics; Consumer's Behavior; Utility Approach: Brief Outline of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility; Indifference Curve Approach: Consumer Equilibrium; Income. Price and Substitution Effect. Revealed Preference Theory; Meaning of Demand and Its Types.	10
UNIT-II	Law of Demand; Derivation of Law of Demand. Elasticity of Demand: its measurement: Price, Income and Cross Elasticities of Demand. Theory of Production Law of Variable Proportion: Total; Average and Marginal. Physical Product; Production Possibility Curve, Marginal Rate of Technical Substitution; Returns to Scale.	5
UNIT-III	Theory of Cost: Short and Long Period Costs, Concepts of Total Cost, Marginal and Average Cost. Concept of Revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Elasticity of Demand: Break Even Analysis and Profit Forecasting in Short Run. Equilibrium of	5

	Firm and Industry: Perfect Competition; Assumptions; Price Determination; Monopoly; Concept; Assumption; Price Determination; Monopoly Power, Control and Regulation; Discriminating Monopoly.	
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Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB1104.1	Understanding of the concepts of Economics , Consumers Equilibrium , law of Diminishing Marginal Utility , Law of Equi Marginal Utility , Indifference Curve etc.
CO2	BB1104.2	Introduction to Law of Demand , Elasticity of Demand , Law of Variable proportions & Returns to Scale .
CO3	BB1104.3	Understanding of the concepts of Cost , Revenue , Break Even Analysis & Profit Forecasting .
CO4	BB1104.4	Introduction to Equilibrium of Firm & Industry , Perfect Competition & Monopoly.

Suggested Readings:

- Koutosoyianni's : Modern Micro Economics
- Ahuja, H.L. : Advanced Economic Theory
- Stonies and Hague : A Textbook of Economic Theory

SUBJECT TITLE: MANAGEMENT CONCEPT AND PRACTICES
SUBJECT CODE: BB1105
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	-	-	2

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

Objectives

- The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
- It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Contents of Syllabus:

Sr. No	Contents	Contact Hours



UNIT-I	Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Principles of management, Scientific Management. Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo & Peter Drucker to the management thought. Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weakness.	10
UNIT-II	Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Organizing: Meaning, Nature and Purpose of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span. Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Centralization and Decentralisation .	5
UNIT-III	Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, Staffing: Meaning, nature and functions of HRM, Significance of staffing, Recruitment: Process , Selection: Process, Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.	5

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1105.1	Acquire the basic knowledge on nature, scope and functions of management and the various theories pertaining to it.
CO2	BB1105.2	Familiarize the concept of planning and the various types of plan under it along with the concept of organizing and its different structures.
CO3	BB1105.3	Highlight the various terminologies pertaining to delegation, decentralization, centralization along with the factors affecting them enabling the students to have a practical viewpoint on responsibilities and authorities.
CO4	BB1105.4	Emphasize upon the concept of fulfilling human resource in an organisation using the concept of selection and staffing, along with the various aspects relating to controlling and its need in an organization

Suggested Readings:

- Robbins, S.P., & Coulter, M.K., “Management”, Pearson Education Inc., New Delhi.
- Gupta, Meenakshi, “Principles of Management”, PHI Learning Pvt. Ltd., New Delhi.
- Koontz, H., Weihrich, H., & Aryasri, A.R., “Essentials of Management”, Tata McGraw-Hill, New Delhi.
- Aswathapa, K. “Essential of Business Administration”, Himalaya Publishing House, Mumbai.

SUBJECT TITLE: Integrated Project-I
SUBJECT CODE: BB1106
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	-	2

Internal Assessment: 60
End Term Exam: 40
Duration of Exam; 3 Hrs

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group. The project viva of BB1106 will be conducted by external examiner.

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB1106.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	BB1106.2	To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
CO3	BB1106.3	To hone their presentation skills and increase their knowledge on latest managerial issues. To upscale the students' presentation and analytical skills and increase their knowledge on emerging management areas. To keep the students abreast of emerging issues in management and at the same time improve their analytical and presentation skills.
CO4	BB1106.4	To get practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any.

Second Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
BB1201	Business Communication-I	3	-	-	3	3	16	---	24	60	100	3Hrs
BB1202	Business Economics-II	4	-	-	4	4	16	---	24	60	100	3Hrs
BB1203	Corporate Accounting	3	-	2	4	5	16	---	24	60	100	3Hrs
BB1204	Financial Management	3	-	2	4	5	16	---	24	60	100	3Hrs
BB1205	Business Statistics	3	-	2	4	5	16	---	24	60	100	3Hrs

BB1206	Integrated Project -2	-	-	2	1	1	60	---	---	40	100	---
Total		16		8	20	23						

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: BUSINESS COMMUNICATION-I
SUBJECT CODE: BB1201

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives

- The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.
- This course is designed to make student conversant with the basic forms, formats and techniques of business communications.

Contents of Syllabus:

Sr. No	Contents	Contact Hours

UNIT-I	Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations. Sentence Formation: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive. Direct and indirect speech. Correct word usage – Homonyms, antonyms and synonyms.	10
UNIT-II	Business Communication – its meaning & importance. Barriers to effective Communication. Types of communication – Verbal communication and non- verbal Communication. Basic Model of Communication: History of communication theory, Shannon and Waver’s model of communication, encoding and decoding, feedback, noise. Essentials of effective business communication – 7 C’s of communication.	5
UNIT-III	Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing. Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings. Importance of non-verbal communication.	5

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1201.1	Understand and apply communication theory.
CO2	BB1201.2	Display competence in oral, written, and visual communication.
CO3	BB1201.3	Understand how word choice, syntax, grammar and text structure may vary with context and purpose.
CO4	BB1201.4	Interact skillfully and ethically.

Recommended Study Material:

- Wren & Martin, *English Grammar and Composition*, Sultan Chand & Sons.
- Lesikar, *Business Communication: Making Connections in a Digital World*, McGraw Hill
- S C Sharma, Shiv N. Bhardwaj, *A Textbook of Grammar and Composition*, Jawahar Book centre
- Boove, Thill, Chaturvedi, *Business Communication Today*, Pearson Education.
- Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill Education.

SUBJECT TITLE: BUSINESS ECONOMICS-II
SUBJECT CODE: BB1202

SEMESTER: II
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- The Macroeconomics course is designed to provide students with a unified framework that can be used to analyze macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.
- To improve the ability of the students to apply economic concepts to complex business realities as well as support them to forecast in the energy business.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Meaning, Nature and Scope of Macro Economics . Some Concepts : Stock and flow variables, General and Partial Equilibrium, Static and Dynamic analysis, Open and Closed Economy, Circular flow of Income and Expenditure. National Income : Concepts, methods of measurement, difficulties and importance	10
UNIT-II	Theory of Income and Employment: Classical theory, Keynesian theory of output and employment. Consumption Function : Meaning, determinants and importance. Theories of Consumption : Absolute income hypothesis, Relative income hypothesis, permanent income hypothesis, life cycle hypothesis. Investment Theories : Meaning, types and determinants of investment, marginal efficiency of capital and internal rate of return	5
UNIT-III	Theory of Multiplier: Static and dynamic multiplier, tax multiplier, balanced budget multiplier, leakages from the multiplier. Money: Functions and role. Quantity theory of money . Keynesian views about money and prices. Inflation: Meaning and types of Inflation. Stabilization policies : Monetary and fiscal policies	5

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB1202.1	Familiarizing the students with the concepts relating to macroeconomics and national income.
CO2	BB1202.2	Discover the fundamental concepts of Theory of Income and Employment, Consumption Function and theories of investment.
CO3	BB1202.3	Gain knowledge about core concepts and terminology like Static and dynamic multiplier, tax multiplier, Keynesian theory etc.
CO4	BB1202.4	Emphasize upon the topic and the varied components of Inflation along with its theories.

Recommended Study Material:

- Ackley, G : Macroeconomic Theory, Macmillan, New York
- Ahuja, H.L : Advanced Economic Theory

SUBJECT TITLE: CORPORATE ACCOUNTING
SUBJECT CODE: BB1203

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	2	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives

- To make the student familiar with corporate accounting procedures and in-depth knowledge of preparation of various accounts related to corporate field.
- To Demonstrate a comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Accounting For Share Capital Transactions - Issue of Shares at Par, at Premium and at Discount; Forfeiture and Re-Issue of Shares; Redemption of Preference Shares - Statutory Requirements, Disclosure In Balance Sheet; Rights Issue. Issue and Redemption of Debentures: Issue of Debentures - Accounting Treatment and Procedures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues; Acquisition of Business; Profits Prior To Incorporation.	10
UNIT-II	Preparation And Presentation of Final Accounts: Provisions and Reserves; Determination of Managerial Remuneration; Appropriation out of Profits; Transfer of Profits to Reserves; Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund.	5
UNIT-III	Introduction to Amalgamation and Reconstruction of Companies: Internal Reconstruction; Introduction to Holding and Subsidiary Companies, Valuation of Goodwill and Shares. Overview of Financial Reporting In Respect of Various Kinds of Financial Institutions like Mutual Funds, Non Banking Finance Companies, Merchant Bankers, Stock Brokers, etc. Computerised Accounting : Accounting Software: Role of Computers in Accounting.	5

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB1203.1	To impart the skills related to Accounting For Share Capital Transactions
CO2	BB1203.2	To understand the Accounting Treatment and Procedures, redemption of Debentures etc
CO3	BB1203.3	To make student aware about Preparation And Presentation of Final Accounts: Provisions and Reserves
CO4	BB1203.4	To describe the Valuation of Goodwill and Share and role of Computers in Accounting.

Recommended Study Material:

- M.C. Shukla, T. S. Grewal & S. C. Gupta, Advanced Accounts, Sultan Chand & Company Ltd.
- R. L. Gupta & M. Radhaswamy, Company Accounts, Sultan Chand & Sons,
- S.N. Maheshwari, Corporate Accounting, Vikas Publishing House.
- T.P Ghosh, Accounting Standards and Corporate Accounting, Taxman's, New Delhi.

SUBJECT TITLE: FINANCIAL MANAGEMENT
SUBJECT CODE: BB1204
SEMESTER: II
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	2	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives



- Students will equip themselves with topics in corporate finance, how the finances are managed and their reflections on the fundamental decisions to be taken by the corporate and finance world.
- Develop knowledge on the allocation, management and funding of financial resources

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization, Sources of Long term Financing	10
UNIT-II	Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay-back period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method. Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital.	5
UNIT-III	Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach. Working Capital: Meaning, Factors affecting working capital management and sources of working capital.	5

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB1204.1	Explain the basic concept of financial management, Objectives of Profit Maximization & wealth Management and how to use the tools of financial management to take business decisions.
CO2	BB1204.2	Explain the Factors affecting the capital structure and significant role of Cost of Capital. Capital Budgeting Process along with its traditional & modern techniques.
CO3	BB1204.3	Introduction to the concept of leverage , Trading on Equity & taking decisions relating to Dividend.
CO4	BB1204.4	Estimate working capital Management of Business concern including Cash, Inventory & Receivables.

Recommended Study Material:

- Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.
- Maheshwari, S.N, Financial Management – Principles & Practice, Sultan Chand & Sons.
- Prasanna, Chandra, Financial Management: Theory and Practice, Tata McGraw Hill.

- Sheeba Kapil, Financial Management, Pearson Education.
- Bhalla. V. K. Financial Management and Policy: Text and Cases, Anmol Publications Pvt.Ltd.

SUBJECT TITLE: BUSINESS STATISTICS
SUBJECT CODE: BB1205

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	2	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives

- The course will enable the students to understand statistics, how and when to apply statistical techniques to decision making situations and how to interpret the results.
- To develop Basic skills for quantitative application in business situations.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Statistics: Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution. Measures of Central Tendency and Dispersion : Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation. Regression Analysis: Introduction, Utility, Method of Least Squares, Coefficient of Regression, Standard Error of Estimate, Coefficient of Determination. Correlation: Meaning of correlation, types of correlation positive and Measurement of Correlation: Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation.	10
UNIT-II	Time Series and Forecasting: Introduction, Components of Time Series Analysis, Measurement of Secular Trend and Measurement of Seasonal Variations, Measurement of Cyclical Variations. Index Numbers: Introduction, Price Index Numbers, Quantity Index Numbers, Choice of Base for Computing Index Numbers.	5
UNIT-III	Interpolation and Extrapolation: Introduction, Utility, Assumptions, Methods of Interpolation, Extrapolation (formulae used). Probability &	5

	Probability Distributions: Definition, Basic concepts, Events and experiments, random variables, expected value Types of probability: Classical approach, Relative frequency approach or empirical probability, Subjective approach to probability, Theorems of probability: Addition theorem, Multiplication theorem, Conditional probability, Bays Theorem,	
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Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1205.1	Emphasize the key terminology, concepts tools and techniques used in business statistical analysis.
CO2	BB1205.2	To examine the concepts and practical application of concepts of correlation and regression analysis.
CO3	BB1205.3	To facilitate the understanding of index numbers and time series analysis along with real-world examples.
CO4	BB1205.4	To assess and apply the concepts of sample space and probability to solve practical business problems.

Recommended Study Material:

- Sancheti and Kapoor V.K, Statistics Theory, Methods & Application, Sultan Chand & Sons.
- R.P.Hooda, Introduction to Statistics, Macmillan.
- S.C. Aggarwal & R.K Rana, Basic Statistics for Economists: V.K. India.
- Lewin and Rubin, Statistics for Management, Prentice-Hall of India, New Delhi.
- S P Gupta Statistical Methods Sultan Chand.
- Beri, Business Statistics Tata Mc Graw Hill.
- Chandan J S, Statistics for Business and Economics Vikas Publications.

SUBJECT TITLE: Integrated Project-2
SUBJECT CODE: BB1206
SEMESTER: II
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	2	1

Internal Assessment: 60
End Term Exam: 40
Duration of Exam; 3 Hrs

The students are required to carry out a project on any management subject and submit a report

to be evaluated by the teachers of the institute and a presentation made to the entire group.

The project viva of BB1206 will be conducted by external examiner.

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1206.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	BB1206.2	To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
CO3	BB1206.3	To hone their presentation skills and increase their knowledge on latest managerial issues. To upscale the students' presentation and analytical skills and increase their knowledge on emerging management areas. To keep the students abreast of emerging issues in management and at the same time improve their analytical and presentation skills.
CO4	BB1206.4	To get practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any.

Third Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
BB2301	Business Mathematics	4	-	-	4	5	16	---	24	60	100	3Hrs
BB2302	Business Law-II	4	-	-	4	4	16	---	24	60	100	3Hrs
BB2303	Organisational Behaviour	4	-	-	4	4	16	---	24	60	100	3Hrs
BB2304	Marketing Management	4	-	-	4	4	16	---	24	60	100	3Hrs
BB2305	Cost Accounting-I	4	-	-	4	5	16	---	24	60	100	3Hrs
BB2306	Integrated Project -3	-	-	2	1	1	60	---	---	40	100	---
Total		20	-	2	21	23						

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Business Mathematics
SUBJECT CODE: BB2301
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

Objectives

- This course provides complete skill to understand basic function of Mathematics and their use in Business and Finance.
- To enable student to solve business and finance problems.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Matrices and Determinants: definition of matrix, equality of matrices, types of matrices, scalar multiplications, operation on matrices, transpose of matrices, symmetric and skew symmetric matrices, determinants-introduction, Minors & Cofactors, adjoint of a matrix, inverse of a matrix, application of matrices in solving system of linear equations, using Cramer's Rule and matrix inversion method.	10
UNIT-II	Sequences and series Sequence and Series. Arithmetic Progression (A.P.). Arithmetic Mean (A.M.) Geometric Progression (G.P.), general term of a G.P., sum of n terms of a G.P., Arithmetic and Geometric series infinite G.P. and its sum, geometric mean (G.M.), relation between A.M. and G.M	5
UNIT-III	Differential calculus & Integration <ul style="list-style-type: none"> • Continuity and differentiability, derivative of composite functions, chain rule, derivatives of inverse trigonometric functions, derivative of implicit functions. • Concept of exponential and logarithmic functions. • Derivatives of logarithmic and exponential functions. • Integration as inverse process of differentiation. • Integration of a variety of functions by substitution, by partial fractions and by parts, 	5

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB2301.1	Describe the ideas and apply mathematical expressions, relationships, and formulae in a range of circumstances
CO2	BB2301.2	Use your skills of algebra, matrices, and calculus to solve practical business challenges.
CO3	BB2301.3	Analyze and exhibit the mathematical abilities needed in fields like Economics and Business that need a lot of math.

CO4	BB2301.4	Integrate the operation of global trade with international business ideas
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Reference Books

- Higher Engineering Mathematics by B.S.Grewal 43rd Edition 2014 by B.S. Grewal
- Advanced Engineering Mathematics Tenth Edition 2003 by Erwin Kreyszig
- Engineering Mathematics (Amie Diploma Stream) 2007 by H.K. Dass

SUBJECT TITLE: BUSINESS LAW- II
SUBJECT CODE: BB2302
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- To create the understanding of business law among students with its framework prevalent in the country.
- To impart the student an understanding of the free enterprise system and the legal safeguards of the same.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Law of Contract: Definition, offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of Object, Performance and Discharge of Contract and Remedies for Breach of Contract. Agent: introduction and basic concept, different types of mercantile agents, Bailment and Pledge, Indemnity and Guarantee.	10
UNIT-II	Sale of Goods Act: Meaning, Formation of contract, Meaning of condition and warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller. Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques. Dishonour of cheques and liability of banker and drawer. Law of Insurance: Basic fundamentals and its Elements.	5
UNIT-III	Company Law: Incorporation of companies Memorandum of Association and Articles of Association Membership of a company Prospectus, Issue of capital, Loans, investments, deposits and charges, Meetings, Accounts and Auditors, Amalgamation, reconstructions, arrangements and compromises Provision with respect to appointment and removal of Director, Meeting, Winding up by court.	5

Note : Relevant Case Studies should be discussed in class.

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB2302.1	To explain theoretical concepts of contract creation, performance, discharge, legal remedies for breach of contract, and other contract kinds pertaining to trade, business, and industry.
CO2	BB2302.2	To emphasize on the concept of insurance and the regulatory framework concerned inculcating a deeper view for risk management in the minds of student.
CO3	BB2302.3	Understand basics of company, its types along with rules and regulations in relation to its formation. Help students to understand the nuance of Prospectus, Memorandum of association and Articles of association.
CO4	BB2302.4	Learn provisions regarding Management of Companies, raising corporate finance and adaption of appropriate mechanism how company meetings are held. Apprehend the mechanism of winding up process.

Suggested text Books:

- Majumdar A. K. and Kapoor G. K. 'Company Law' Taxmann Publishers
- Bansal C. L. 'Business Laws' Taxmann Publishers
- Singhanian V. K. and Singhanian K. 'Direct Tax Laws and Practice' Taxmann Publishers.
- Chawla, Garg and Sarin 'Mercantile Law' Kalyani Publishers.
- K.R.Bulchandani 'Law and corporate law' Himalya Publishing

SUBJECT TITLE: ORGANIZATIONAL BEHAVIOR
SUBJECT CODE: BB2303

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives

- This course emphasizes the importance of human capital in the organizations of today.
- It gives an insight to the students regarding individual and group behaviour in any organization.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: definition of organizational behavior and its relevance in today's business environment, contributing disciplines to Organization Behavior (OB), challenges and prospects for OB. Perception – nature, importance, perceptual selectivity, stereotyping, halo effect. Learning:	10



	philosophies of learning, behavior modification. Attitudes: importance, components. Personality: meaning, self concept, self-esteem, major elements of personality.	
UNIT-II	Motivation: types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, procedure of motivation. Leadership: nature &importance of leadership, theories of leadership, leadership traits, Behavioral Styles in leadership, Johari Window Model. Foundations of Group Behavior: Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Teams Difference between Group & Team, Creating effective team.	5
UNIT-III	Conflict Management; conflict process; Individual & Group Level Conflict; Organization level Conflict; Negotiations- meaning & definition; Negotiations Process; Issues in Negotiations. Stress Management: meaning and concept of Stress, Stress in Organization. Power and Politics in Organization: nature & concepts, sources & types of Power, methods of Politics, Organizational Culture: meaning & concept, cultural differences & Business Ethics.	5

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB2303.1	Explain challenges and prospects for OB, contributing disciplines to Organization Behavior (OB).
CO2	BB2303.2	Describing Attitudes, Personality & Motivation.
CO3	BB2303.3	Describing Behavioral Styles in leadership, Johari Window Model.
CO4	BB2303.4	Explain Negotiations Process; Issues in Negotiations

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

SUBJECT TITLE: MARKETING MANAGEMENT
SUBJECT CODE: BB2304

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: III
CONTACT HOURS/WEEK:

4	-	-	4
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Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction.
- This course will imbibe the basic understanding among the students to become successful marketers.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro Environment	10
UNIT-II	Market segmentation: need, concept, nature, basis and strategies, mass marketing vs. Segmentation. Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting	5
UNIT-III	Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions Pricing decisions: importance, objectives, designing strategies, Pricing Techniques. Product promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Distribution: types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components	5

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB2304.1	Explain various Concepts of Marketing. Analyzing Marketing Environment.
CO2	BB2304.2	Describing Segmentation vs. mass marketing. Marketing mix
CO3	BB2304.3	Describing different stages of PLC & Explain New Product Development.
CO4	BB2304.4	Explain Wholesaling, Retailing, physical distribution system and its components

Suggested Readings:

- Kotler,P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
- Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
- Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
- Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

SUBJECT TITLE: COST ACCOUNTING – I
SUBJECT CODE: BB2305
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- The objective of this paper is to help the students to acquire conceptual knowledge of cost accounting and elements of cost, to gain knowledge of recent developments in costing.
- To have a general idea of cost accounting record rules & standards among students.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: Nature, Scope and Advantages of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting, Classification of Costs. Preparation of Cost Sheet Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.	10
UNIT-II	Labour: Meaning and Components of Labour Cost. Concept, Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover. Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine	5



	Hour Rate.	
UNIT-III	Operation Costing, Service Costing, Cost Ledger Accounting, Integral Accounting, Reconciliation of Cost and Financial Accounts.	5

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB2305.1	Introduction to Cost Accounting, Different Elements of Cost, Enabling students to prepare Cost Sheet.
CO2	BB2305.2	Providing students in depth knowledge of various elements of Cost: Material, Labour & Overheads.
CO3	BB2305.3	Introduction to the various techniques of Cost Control including Cost – Volume & Profit Analysis to enable them to take decisions.
CO4	BB2305.4	Enable Students to prepare Budgets & make use of Budgetary Control & Standard Costing.

Suggested Book Readings:

- S.N. Maheshwari: Fundamentals of Costing, Sultan Chand and Sons, New Delhi.
- Horngren, Foster, Datar: Cost Accounting- A Managerial Emphasis, Pearson.
- Jawahar Lal & Seema Srivastava, Cost Accounting, TMH
- Shukla, M.C, Grewal T.S. and Gupta M.P.: Cost Accounting: Text and Problem S. Chand & Co. Ltd., New Delhi

SUBJECT TITLE: Integrated Project-3
SUBJECT CODE: BB2306

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

The students are required to carry out a project on any management subject and submit a report

to be evaluated by the teachers of the institute and a presentation made to the entire group.

The project viva of BB2306 will be conducted by external examiner.

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB2306.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	BB2306.2	To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
CO3	BB2306.3	To hone their presentation skills and increase their knowledge on latest managerial issues. To upscale the students' presentation and analytical skills and increase their knowledge on emerging management areas. To keep the students abreast of emerging issues in management and at the same time improve their analytical and presentation skills.
CO4	BB2306.4	To get practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any.

Fourth Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
BB-2401	Consumer Behaviour	4	-	-	4	4	16	---	24	60	100	3Hrs
BB-2402	Human Resource Management	4	-	-	4	4	16	---	24	60	100	3Hrs
BB-2403	Financial Analysis for Decision Making-II	5	-	-	5	5	16	---	24	60	100	3Hrs
BB-2404	Data Analysis & Interpretation	4	-	-	4	5	16	---	24	60	100	3Hrs
BB-2405	Introduction to Financial Markets	4	-	-	4	4	16	---	24	60	100	3Hrs
BB-2406	Verbal Communication	-	-	4	2	4	60	---	---	40	100	---
BB-2407	Presentations on Contemporary Issues	-	-	6	3	3	-	-	-	-	100	-
BB-2408	Business Etiquettes & Corporate Grooming	4	-	-	4	4	16	---	24	60	100	3Hrs
Total		25	-	10	30	33						

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: CONSUMER BEHAVIOUR

SUBJECT CODE: BB2401

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives

- To highlight the importance of understanding consumer behavior in various business domains.
- This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Consumer behaviour: nature, scope & application. Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour. Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs.	10
UNIT-II	Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with reference to consumer behavior. Consumer in social & cultural setting: Reference groups: concepts, factors affecting reference groups,	5
UNIT-III	Family: Functions of family, Family decision making, Family Life Cycle social class & its measurement Culture & sub culture: definition & influence. Consumer Decision Making: Introduction. Leadership & leadership Process. Diffusion of innovations: Diffusion Process, Adoption Process.	5

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB-2401.1	Explain consumer decision making process, factors affecting buying behaviour.
CO2	BB-2401.2	Describing Elements of Perception and Attitude with reference to consumer behaviour.
CO3	BB-2401.3	Explain Family decision making, Family Life Cycle, social class & its measurement
CO4	BB-2401.4	Describing Diffusion of innovations: Diffusion Process, Adoption Process.

Suggested Readings:

- Schiffman&Kanuk: Consumer Behaviour, Pearson Education
- Engel, Black well, &Miriar: Consumer Behaviour, Dryden Press
- Majumdar,R, Consumer Behaviour: Insights from the Indian Market, PHI Learning Pvt. Ltd., New Delhi
- Loudon, Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi

SUBJECT TITLE: HUMAN RESOURCE MANAGEMENT
SUBJECT CODE: BB2402
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives

- To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.
- To enable students on how to ensure the right people with the right skills for the right job position in an organization.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Human Resources Management: Nature, scope, role and significance of HRM, interaction with other functional areas, Human Resource Management practices in India, problems and challenges. Human Resource Planning: Meaning & Concept, Process and importance, methods of Human Resources Planning. Job analysis: steps in analyzing	10

	job and methods of collecting job analysis information, Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.	
UNIT-II	Recruitment & Selection: Meaning & Concept, procedure&ways of recruitment &selection. Induction & Placement Process. Training & Development: Meaning & Concept of training &development, methods of training & development, difference between training & development, Performance Appraisal: Meaning & Concept of Performance Appraisal, methods & process of Performance Appraisal, Quality of work life (QWL): Meaning, Concept, Development and Various Approaches of QWL, Techniques for improving QWL. Health, Safety & Employee Welfare, Social Security, Job Stress, Counselling and Monitoring.	5
UNIT-III	Collective Bargaining - meaning, scope and objectives; issues and strategies.Participative Management , Employee Grievances and their Resolution – Model for Grievance Resolution Procedure. Quality Circles: Concept, Structure. Role of Management, Quality Circle in India, HR Audit, Contemporary Issues in HRM.	5

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB-2402.1	Explain the fundamentals of Human Resource Management and study the evolution of HRM.
CO2	BB-2402.2	Review various functions of HRM that smooth the progress of employee hiring viz. planning, job analysis, recruitment and selection.
CO3	BB-2402.3	Recognize the role of T&D, career development and performance evaluation in human resource development.
CO4	BB-2402.4	Scrutinize the functions of reimbursement management namely, wages and salary administration, benefits and perks.

Suggested Readings/ Books:

- V.S.P.Rao, Human Resource Management, Excel Books
- C.B. Memoria, Personal Management, Himalaya Publications
- Edwin B.Flippo, Personal Management, TataMcGraw Hill
- K. Aswathappa, Human Resource Management, Tata McGrawHill
- Bohlander, Snell &Vohra, Human Resource Management, CengageLearning
- Dale Yoder, Personal Management & Industrial Relations, Tata McGraw Hill
- C.B. Gupta, Human Resource Management, Sultan Chand and Sons
- R.S. Dwivedi, HRD in India Companies, Himalaya publications □

SUBJECT TITLE: Financial Analysis for Decision Making-II
SUBJECT CODE: BB 2403
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

Internal Assessment: 40

Objective

- To study the basic concepts of Management Accounting relevant in Business and,
- Helping the students to understand the usage of Accounting in Financial Management.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization, Sources of Long term Financing.	10
UNIT-II	Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay-back period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method	10
UNIT-III	Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital.	15

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB-2403.1	Explain the basic concept of financial management, Objectives of Profit Maximization & wealth Management and how to use the tools of financial management to take business decisions.
CO2	BB-2403.2	Explain the Factors affecting the capital structure and significant role of Cost of Capital. Capital Budgeting Process along with its traditional & modern techniques.
CO3	BB-2403.3	Introduction to the concept of leverage , Trading on Equity & taking decisions relating to Dividend.
CO4	BB-2403.4	Estimate working capital Management of Business concern including Cash, Inventory & Receivables.

Recommended Books:

- Dr. S.N. Maheshwari : Principles of Management Accounting, Sultan Chand & Sons.

- Khan M.Y. & Jain P.K. : Management Accounting.
- I.M. Pandey : Management Accounting, Vikas Publication
- Debarshi Bhattacharya : Management Accounting, Pearson

SUBJECT TITLE: Data Analysis & Interpretation
SUBJECT CODE: BB 2404
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs
.Objective

- The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.
- This course helps students develop the understanding that they will need to make informed decisions using data, and to communicate the results effectively.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Definition, Importance Scope of Research. Types of Research, Objectives of Research, Research methods and Research methodology. Variables and Parameters. Research Design, Types of Research Designs. Research and Market Research-Product Research, Advertisement and sales Promotion Research, sales control Research. Basic statistics-Definition of statistics.Statistics Types.Measures of Central Tendency-Mean Median and Mode.	15
UNIT-II	Dispersion Its Meaning, Types of Dispersion, Mean Deviation and Standard Deviations, Coefficient of Variations. Simple correlation and Regression Analysis..Data, definition nature and scope. Types of data-Primary and secondary data.	15
UNIT-III	Data Collection, editing, coding, Tabulation and cross Tabulation of data Data presentation-Diagrammatic and Graphic methods of Presentation. Sample and sampling Techniques, Definition of Sample, sampling, sample design Sample Size , methods of sampling, Sampling Techniques.	15

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB-2404.1	To make student understand various types of research and research methods thereby making student grasp the relevance & scope of research
CO2	BB-2404.2	To impart the knowledge of statistics and various measures of central tendency
CO3	BB-2404.3	To provide students information about sampling, sample design, sample size , various sampling techniques
CO4	BB-2404.4	To make student aware about steps involved in preparation of questionnaire and various modes of data collection

Recommended Books :

- C.R. Kothari: Research Methodology cases and Text, wiley eastern < new Delhi
- S.P. Gupta statistics
- Rigby Paul H.(1968) Conceptual Foundation of Business Research ,Wiley

SUBJECT TITLE: Introduction to Financial Markets
SUBJECT CODE: BB 2405
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objective

- Subject is aimed to create understanding of financial services and various aspects of finance among students with respect to trading at stock exchange.
- To develop knowledge on the allocation, management and funding of financial resources.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Financial markets : Money market- meaning, constituents & function ; Money market instruments – call money, treasury bills, and certificate of deposits, Commercial bills, and trade bills, Acceptance of Bill, Discounting of Bill Capital markets – primary and secondary market ; Government securities markets ; Role of SEBI - an overview and recent developments. Role of RBI, SEBI in Financial Markets.	15

UNIT-II	Investment basics terms like need for investment, equity, derivative, mutual fund, depositories etc. and various options available for investment. Securities, securities market and how one can invest in securities and role of regulator - SEBI. Primary market, procedure for buying shares through IPO Depository, dematerialization and Rematerialization of securities.	15
UNIT-III	Secondary Market Introduction, stock exchange, stock trading, products in the secondary, equity investment, debt investment. Derivatives. Mutual funds and AMCs: Origin and growth of mutual funds in India, Constitution of MFs: Sponsors, Trustees, Custodians and AMCs. Types of mutual fund schemes debt mutual fund schemes, fixed maturity plans and Salient features of MF. Advantages and disadvantages of mutual fund investment. Recent trend in mutual fund investment in India.	15

Relevant case studies related to the topics should be discussed in classroom.

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB-2405.1	An overview of recent developments, constituents & function of Financial markets and Capital markets
CO2	BB-2405.2	To comprehend the need and concepts of various investment options thereby specifying the role SEBI in monitoring and governing the financial markets
CO3	BB-2405.3	To provide knowledge about recent trend in mutual fund investment in India and AMCs thereby enabling student understand the advantages and disadvantages of mutual fund investment
CO4	BB-2405.4	Analysis of Merchant banking, venture capital investment and its benefits to organizations which makes students aware about the concepts of plastic money & factors affecting use of plastic money in India.

Recommended Books:

- Vasant Desai 'Financial Markets and Financial Services' Himalaya Publications
- Gordon &Natarajan 'Financial Markets & Services' Himalaya Publications
- M Y Khan 'Financial Services' Tata McGraw-Hill
- V. A. Avdhani 'Financial Services in India' Himalaya Publications
- S Gurusamy 'Financial Services & System' Thomson Publications

SUBJECT: Verbal Communication

SUBJECT CODE: BB 2406

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Internal Assessment: 40

End Term Exam: 60

Objective

- To enable students to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.
- The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.

Contents of Syllabus :

Sr. No	Contents	Contact Hours
UNIT-I	Self-Development and communication -SWOT Analysis: Concept of Self-development, objectives of self-development, Interdependence between Self-development and Communication, SWOT Analysis: Basic elements of SWOT Analysis, Process of SWOT Analysis.	5
UNIT-II	Effective Presentation Skills: Goals of effective Presentation, stage fright, ways of delivering the message, Basic principles, Physical delivery, vocal delivery, adapting the style of delivery, final phase, visual aids	5
UNIT-III	Group Discussions: meaning, Purpose, Types, Importance of GD in Education and Learning, Importance of GD in business, Importance of GD in selection Process, guidelines for GD, advantages of GD.	10

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB-2406.1	To demonstrate his verbal and non-verbal communication ability through presentations
CO2	BB-2406.2	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar
CO3	BB-2406.3	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
CO4	BB-2406.4	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.

Recommended Books :

- Soft Skills- Know You and Know the World, Author-Dr.K.Alex.
- Communication Skills-Language in Use-Cambridge Edition

SUBJECT TITLE: Presentations on Contemporary Issues

SUBJECT CODE: BB 2407

SEMESTER: IV

CONTACT HOURS/WEEK :

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
-	-	6	3

I

Internal Assessment: 100

Instructions for the Teachers:

- To cover this course teacher can make it compulsory for the students to read newspaper and prepare news files.
- Group discussions in the class on various issues of business and economy
- Presentations on various topics by each Student.
- At the end teacher can evaluate the student through news file viva, presentation and GDs conducted throughout the semester

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB-2407.1	Inculcate awareness and knowledge of contemporary management issues in order to both enhance their understanding of the topics and to practice their analytical and debating skills.
CO2	BB-2407.2	Discuss and critically analyse the issues on managerial topics by expressing their idea
CO3	BB-2407.3	Demonstrate an ability to consider contemporary issues in relation to the perspectives of different social groups and stakeholders
CO4	BB-2407.4	Build confidence and experience of debating issues on the managerial agenda.

SUBJECT: Business Etiquettes & Corporate Grooming

SUBJECT CODE: BB2408

SEMESTER: IV

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

CONTACT HOURS/WEEK:
Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs
OBJECTIVES:

- To introduce the concept and importance of business ethics and corporate governance
- To know the facets of ethics management
- To know the ethical values and Indian ethos in Management methodology for covering syllabus
Class room lectures, Case studies, Role plays and Term projects

Sr. No	Contents	Contact Hours
UNIT-I	Business Etiquette: The ABC's of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behavior, and The Role of Good Manners in Business, Enduring Words Making Introductions and Greeting People: Greeting Components.	15
UNIT-II	Cultural Differences and their Effects on Business Etiquette. BUSINESS ETHICS: Meaning – Definition – Nature – Importance	15
UNIT-III	ETHICAL VALUES: Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.	15

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB-2408.1	To evolve various Soft skills, among students through debates, group discussions etc so that will help them to be globally acknowledged.
CO2	BB-2408.2	To teach Soft and critical and analytical skills to students that will help to learn about business scenario.
CO3	BB-2408.3	To make innovative, Utilize research and evolve ethical values among the students.
CO4	BB-2408.4	To develop critical thinking and creativity among the students.

TEXT BOOKS:

- Bhatia, S.K., Business Ethics and Corporate Governance. 2. Bowie Norman, Business

Ethics, Prentice Hall.

• **REFERENCES:**

- Chakraborty, S.K., Management by Values, Oxford Univ. Press.
- Balasubramanian, R., Corporate Governance, IIM Bangalore.
- Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.

Fifth Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
BB3501.	Business Environment	4	-	-	4	4	16	---	24	60	100	3Hrs
BB3502.	Management of Financial Systems	4	-	-	4	5	16	---	24	60	100	3Hrs
BB3503.	Operations Research	5	-	-	5	6	16	---	24	60	100	3Hrs
BB3504.	Advertising and Sales Management	4	-	-	4	4	16	---	24	60	100	3Hrs
BB3505.	Productions & Operations Management	3	-	-	3	3	16	---	24	60	100	3Hrs
BB3506.	Entrepreneurship & Small Business	3	-	-	3	3	60	---	---	40	100	---
BB3507.	Seminar on Training Report	-	-	6	3	3	60	---	---	40	100	---

BB3508.	Gender Justice	4	-	-	4	4	16	---	24	60	100	3Hrs
Total		27	-	6	30	32						

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Business Environment**SUBJECT CODE: BB3501****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs****Objectives**

- This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India.
- To enable Students to appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Business & Social Environment: Meaning, Salient Features, Significance, Internal & External Environment, Environment Scanning: Features, Process & Techniques, Social Responsibility of Business, Ecological Environment Protection Act.	15
UNIT-II	Political & Economic Environment: Three Political Institutions: Legislature, Executive & Judiciary, Salient Features of Economic System: Basic Philosophies of Capitalism, Socialism & Mixed Economy,	15

	Liberalization, Privatization & Globalization.	
UNIT-III	Competition Act 2002: Features, Objectives, Objectives, Anti-Competitive Agreement, Abuses of Dominance, Regulations of Combinations, Leniency Regulation, Foreign Exchange Management Act 1999 (FEMA): Features, Objectives, Application of The Act, FEMA Vs FERA.	15

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB3501.1	Highlight the meaning of business environment along with the assessment of a business's environment from a cultural, natural and social viewpoint
CO2	BB3501.2	To examine the economic and political elements of the business environment, such as globalization, privatization, and liberalization, under which a business organization operates.
CO3	BB3501.3	To facilitate an in-depth analysis of the regulatory framework under which a business functions and their implementation in the current scenario.
CO4	BB3501.4	To assess the technological, legal and regulatory elements of the business environment under which a business performs with a special emphasis on government policies and intellectual property rights.

Recommended Books :

- Dr Francis Cherunilam, 'Business Environment Text & Cases', Himalaya Publishing House
- S.K. Mishra and V.K. Puri, 'Economic Environment of Business', Himalaya Publishing House.
- Paul Justice, 'Business Environment- Text and Cases', Tata McGraw Hill Publishing.
- K. Aswathappa, 'Essential of Business Environment', Himalaya Publishing House.

SUBJECT TITLE: Management of Financial Systems
SUBJECT CODE: BB 3502
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs
Objectives:



- The objective of subject is to familiarize students with various financial market services and system of trading at stock exchange.
- To develop knowledge on the allocation, management and funding of financial resources.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Financial Services - Meaning, types and importance of financial services. Depository System in India– Introduction to depository system, depository participants in India, functioning of depository, benefits of depository system and process of switching over depository, Concept of Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system. Venture capital: concepts of venture capital, guidelines for venture capital investment in India. Plastic Money: Concept and different types of plastic money - credit and debit cards, advantages and disadvantages of plastic money. Factors affecting use of plastic money in India.	15
UNIT-II	Mutual funds and AMCs: Origin and growth of mutual funds in India, Constitution of MFs: Sponsors, Trustees, Custodians and AMCs. Types of mutual fund schemes, advantages and disadvantages of mutual fund investment, Calculation of Net Asset Value and pricing of mutual funds. Recent trend in mutual fund investment in India.	15
UNIT-III	Credit rating: Concept and objective of credit rating, various credit rating agencies in India, factors affecting credit rating & process of credit rating. Introduction to International credit rating agencies. Leasing: concept and system of leasing, leasing & hire purchase system, advantages & disadvantages of leasing. Tax related aspect of leasing.	10

Relevant case studies related to the topics should be discussed in classroom.

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB3502.1	To impart the knowledge about Financial Services, Depository System in India, Venture capital and Plastic Money where student can enhance their concepts and utilize their skill to resolve various business issues.
CO2	BB3502.2	To elucidate the advantages and disadvantages of mutual fund investment and trend in mutual fund investment in India thereby making a student's fully equipped with mutual fund knowledge can use these skills in their professional world.
CO3	BB3502.3	Introduction to Credit rating and leasing concepts in a way enabling the students to relate acquired skill set in a rational way to address business problems.
CO4	BB3502.4	To provide the awareness about the functions ,types and power of Insurance which gives students a strong vision to understand the importance of Insurance and grievance mechanism in insurance where the student can utilize their competencies in the insurance field and grasp the opportunities available to them and prove be a valuable asses to insurance industry.

Recommended Books :

- Vasant Desai 'Financial Markets and Financial Services' Himalaya Publications
- Gordon &Natarajan 'Financial Markets & Services' Himalaya Publications
- M Y Khan 'Financial Services' Tata McGraw-Hill
- V. A. Avdhani 'Financial Services in India' Himalaya Publications
- L M Bhole 'Financial Institutions & Markets' Tata McGraw- Hill
- S Gurusamy 'Financial Services & System' Thomson Publications

SUBJECT TITLE: Operations Research
SUBJECT CODE: BB3503
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

Internal Assessment: 40
End Term Exam: 60
Duration of Exam : 3 Hrs
Objectives:

- The main objective of the course is to acquaint the students with the applications of the operations research to business and industry.
- To help students grasp the significance of analytical approach to decision making

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Operations Research: Use, Scope and Applications of Operation Research in Managerial Decision Making. Linear Programming: Formulation of LPP Models, Graphical and simplex method of solving LP Problems.	15
UNIT-II	Assignment Problem: Formulation, optimal solution, variants of assignment problems. Transportation Problem: Various Methods of finding Initial Basic Feasible Solution and Optimal solution, (Unbalanced transportation problem, degeneracy).	15
UNIT-III	Game Theory: Concept of Game, Games with Pure and Mixed Strategies, Saddle Point, Odds method, Principle of Dominance, Sub Games method, Equal Gains Method.	15

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB3503.1	Introduction to Operations Research & various tools & techniques. Students will learn how to formulate Linear Programming Problem.
CO2	BB3503.2	Solving Linear Programming Problems with Graphic & Simplex Method.
CO3	BB3503.3	Enabling Student to make optimum utilization of Resources with the Techniques of Assignment & Transportation Problems.
CO4	BB3503.4	Enabling Student to face Business Competition with the technique of Game Theory and Network Analysis.

Recommended Books:

- A.Chawla, D.Gupta, A.Sharma, “Operation Research”, Kalyani publisher.
- Vohra, N.D., “Quantitative Techniques in Management”, Tata McGraw Hill, New Delhi.
- Taha, H.A., “Operations Research”, Prentice Hall of India, New Delhi.
- Kapoor, V.K., “Operation Research”, Sultan Chand and Sons.
- P.K. Gupta & D.S. Hira, S. Chand & Co. Ltd., New Delhi.
- M.P Gupta & J.K Sharma, “Operation Research for Management

SUBJECT TITLE: Advertising and Sales Management
SUBJECT CODE: BB 3504
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives:

- The aim of the subject is to provide fundamental knowledge and exposure to the concepts, various theories and practices in the field of management.
- The course will help students learn rules and techniques of effective advertising and to understand the sales management process and sales force management

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advertising: Definition, role and its importance. Advertising as a means	10

	of Communication, Setting advertising objectives , kinds of advertising, advertising appeals, advertising copy Creative copy strategies, message structures.	
UNIT-II	Advertising art & layout. Media planning & scheduling, Advertising Budget. Advertising agencies: Role, Types and Functions. Measuring advertising effectiveness: pre and post testing, Social, Ethical and Legal Aspect of Advertising.	15
UNIT-III	Sales Management: Definition, Nature, Scope and Importance of Sales Management, difference Between selling and marketing and sales management and marketing, Evolution of Sales Management, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.	10

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB3504.1	Explain use of advertising and sales promotion as a marketing tool.
CO2	BB3504.2	Understand the basic concepts of advertisements & the way these advertisements are created.
CO3	BB3504.3	Identify the concept and role of Sales management.
CO4	BB3504.4	Acquire knowledge about the type of media used and planning/ scheduling of media.

Recommended Books :

- Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
- Border, W.H, Advertising, John Wiley N.Y.
- Ogilvy D. Ogilvy on Advertising, Longman publication
- Chunnawala : Advertising Management, Himalaya Publishing

SUBJECT TITLE: Production and Operations Management
SUBJECT CODE: BB 3505
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives:

- It is a subject where a student learns various steps of product design, development, production, plant location, storage, production planning and control.

- The students will get motivated to apply concepts and principles of Productions Management to become more effective professionals.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Production Management - Nature, Scope, Importance and Functions. Introduction of Inventory Control, Static Inventory problem under risk. Dynamic Model under risk, policy coordinated, Replacement with discount. .Delphi. Methods, Statistical Quality Control Technique.	10
UNIT-II	Introduction to purchasing, Functions of purchasing, procedure of purchasing, Selection Sources of Supply, Negotiation with Suppliers. Work Study: Method study and time study, Work simplification. Productivity linked incentives. Work Measurement - Elements – Performance Rating - Allowances - Standard Time - Synthetic Time Standards – Work Sampling	15
UNIT-III	Production Order: Process Charts, Production Master Programmes, Operation & Route Sheets, Breakdown of the Production Order & preparation of various Cards.	15

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB3505.1	To know how manufacturing and service operations management has evolved as a discipline and be able to describe the strategic considerations that have a role in operational decisions.
CO2	BB3505.2	To understand the philosophies and ideas underlying just-in-time, MRP, and inventory management approaches, and be able to recognise the constraints and issues associated with actually using these techniques.
CO3	BB3505.3	To understand organisational structures, technology, operational activities, and competitiveness relate to one another.
CO4	BB3505.4	Be able to think about the idea of process management and its practical consequences;

Recommended Books:

- Mahadevan B, Operations Management : Theory and practice, 2nd edition, Pearson Education.
- Krajewski and Ritzman, Operations Management, 5th Edition, Pearson Education
- Buffa & Sarin, Modern production/operations Management, 8th edition, John Wiley
- Chary, Production and Operations Management, Tata Mc Graw Hill
- Johnston R et al : Cases in Operations Management, Pitman

SUBJECT TITLE: Entrepreneurship & Small Business
SUBJECT CODE: BB 3506
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives:

- Students who intent to start their own enterprise.
- To create the understanding of business this course will guide them throughout the process right from the idea generation till implementation of the idea.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Understanding Entrepreneurship: concept and definitions, entrepreneurial characteristics and skills, importance and significance of growth of entrepreneurial activity, classification and types of entrepreneurs; entrepreneurial competencies, theories of entrepreneurship, factor affecting entrepreneurial growth – economic, non-economic factors	5
UNIT-II	Entrepreneurial training; entrepreneurial success and failures, Ethics and Social Responsibility of an Entrepreneur. Entrepreneurial Process: search for best opportunity, Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing. Feasibility Analysis: Economic, Managerial competency. Marketing, Financial & Technical, Environmental Scanning and SWOT analysis	10
UNIT-III	Structure of Ownership: Definition of small, medium and large scale enterprises, role of small enterprises in economic development, government policies for SMEs, Steps in setting up a small unit, Sources of finance for SME's, Setting up of a small Business Enterprise; Objective & Scope; Role of SME in Economic Development of India, Identifying business opportunity in various sectors, Process of SME Registration; NOC from Pollution Board; Process of machinery and equipment selection; project report preparation; project planning and scheduling using networking techniques of PERT / CPM; Methods of Project Appraisal	15

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB3506.1	Explain role and functions of entrepreneur in economic development.
CO2	BB3506.2	Describing Family Business, Managing Business.
CO3	BB3506.3	Explain External environment analysis, Economic, Social and Technological analysis.

CO4	BB3506.4	Describing Need, Growth and development of women Entrepreneurship.
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Recommended Books:

- Vasant, Desai; Entrepreneurship, Himalaya Publishing House
- Taneja & S.L. Gupta.; Entrepreneurship Development,
- I.M.Pandey, Venture Capital –The Indian Experience, Prentice Hall of India,
- Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York
- Hisrich, Robert D and Peters, Michael P, Entrepreneurship, Tata McGraw Hill,

SUBJECT TITLE: Seminar on Training Report
SUBJECT CODE: BB 3507.
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	6	3

Internal Assessment: 60
End Term Exam: 40
Duration of Exam: 3 Hrs

Between the fourth and the fifth semester the students of BBA are required to undergo summer training in any organization.

The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB3507.1	Assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).
CO2	BB3507.2	Analyze the functioning of internship organization and recommend changes for improvement in processes.
CO3	BB3507.3	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
CO4	BB3507.4	Apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship

	organization.
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SUBJECT TITLE: GENDER JUSTICE

SUBJECT CODE: BB 3508.

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	1	0	4.5

Internal Assessment: 25

End Term Exam: 75

Duration of Exam: 3 Hrs

Objective:

- The paper aims at creating awareness as to importance and role of women & child in society through the medium of law. It also focuses on welfare laws.
- This course aims at questioning the understanding that law is universal, protects everybody equally and is accessible to all equally. It uses gender, particularly in relation to women and persons with non-heterosexuality as examples to show discrimination perpetuated by law and legal processes. It has long been recognised that law, lawyers and judges are insensitive and unaware of the problems and perspectives of women resulting in grave injustice to them in various ways.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	The Concept of Gender - the Biological Distinction Convention on Elimination of All Forms of Discrimination against Women, 1979 Indian Constitutional Safeguards Protection of Women from Domestic Violence	12
UNIT-II	Gender Justice and Personal Laws: Adoption and Guardianship Rights Property and Inheritance Rights Rights of Maintenance Uniform Civil Code towards Gender Justice	12
UNIT-III	Gender Related Crimes Child Marriage Prostitution and Trafficking Female Foeticide Sexual Harassment of Women at Home & workplace	12

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB3508.1	To understand about various legal provisions which deal with welfare of women and children in India
CO2	BB3508.2	To develop legal reasoning and skills amongst the students to analyse various statutory provisions relating to development of women in India
CO3	BB3508.3	To develop critical and analytical thinking among the students with regard child welfare legislations

CO4	BB3508.4	To have knowledge about the interrelationship that exists between the laws dealing with gender justice and constitution of India
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Recommended Books:

- S.C. Tripathi: Law Relating to Women and Children 2018
- S.R. Myneni: Women and Law 2018
- M.S. Nijjar and Manpreet Kaur: Law Relating to Property Rights of Hindu Women 2017
- Mamta Rao: Law Relating to Women and Children 2017
- C. Walikhanna & Nandita Rao : S.C. & H.C. Judgments Relating to Women & Children 2005
- Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013
- Prohibition of Child Marriage Act, 2006
- Report of the Committee on the Status of Women (Govt. of India) Chapter IV & Section IV: Gender Conclusions & Recommendations.

Sixth Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
Core Courses												
BB 3601	Strategic Management	4	-	-	4	5	16	---	24	60	100	3Hrs
BB 3602	Corporate Law	4	-	-	4	5	16	---	24	60	100	3Hrs

BB 3603	Services Marketing	4	-	-	4	4	16	---	24	60	100	3Hrs
BB 3604	International Business	4	-	-	4	4	16	---	24	60	100	3Hrs
Elective Course												
BB 3605	Managing Digital Business	4	-	-	4	4	16	---	24	60	100	3Hrs
Ability Enhancement Courses												
BB 3606	Business Leadership Skills	3	-	-	3	3	16	---	24	60	100	3Hrs
BB 3607	Research Project	3	-	-	3	3	16	---	24	60	100	3Hrs
Skill Enhancement Courses												
BB 3608	Indian Economic Problems	4	-	-	4	4	16	---	24	60	100	3Hrs
Total		27		3	30	32						

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Strategic Management**SUBJECT CODE: BB 3601****SEMESTER: VI****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs****Objectives**

- This course aims at enabling students conversant with a set of management guidelines which specify the firm's product-market position, the directions in which the firm seeks to grow and change the



competitive tools it will employ, the strengths it will seek to exploit and the weaknesses it will seek to avoid.

- To develop the strategic thinking and decision making abilities of students, especially in relation to understanding the employability of various strategies in different situations.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Definition, nature, scope, and importance of strategy & strategic management; Strategic decision-making. Process of strategic management and levels at which strategy operates. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.	10
UNIT-II	Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).Internal Appraisal – The internal environment, organizational capabilities in various functional areas and Strategic Advantage Profile. Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).	15
UNIT-III	Industry level analysis; Porters’ five forces model, Strategy implementation: Resource allocation, Organist ion structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility, Strategic Evaluation & control: Techniques of strategic evaluation.	15

Course Outcomes (CO)/Learning

On successful completion of this course, the learner will be able to

CO1	BB 3601.1	To clarify the concepts of Strategy & Strategic Management Process & sharing brief of vision, Mission, Business definition, Goals and Objectives of corporate houses with students such that they can relate these concepts and enhance their skills to face the situation of the corporate world
CO2	BB 3601.2	Identify Critical Success Factors, Key Performance Indicators and Key Result Areas for organization & Methods and techniques of organizational appraisal
CO3	BB 3601.3	To strengthen the potential of students by sharing concepts of Strategy implementation concerns & Procedural issues hence making students understand the integration of functional plans and various techniques of strategic evaluation& control such that their business analysis skills are sharpen and students prove to be a successful corporate leaders.
CO4	BB 3601.4	To demonstrate the importance Corporate and Business level strategies such that student understand the changing business environment and cope with the dynamic environment.

Recommended Books :

- Kazmi A. 'Business Policy & Strategic Management' Tata McGraw Hill
- Thomson & Strickland 'Strategic Management: Concept & Cases' Tata McGraw Hill
- S. Reddy, Strategic Management by Himalaya Publication
- Wheelen & Hungee 'Strategic Management & Business Policy' Addison- Wesley
- Johnson & Scholes 'Exploring Corporate Strategy' Prentice Hall India
- Jauch & Glueck 'Business Policy & Strategic Management' Tata McGraw Hill

SUBJECT TITLE: Corporate Law

SUBJECT CODE: BB-3602

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam : 3 Hrs

Objectives

- The aim is to provide an understanding of the basic of company law.
- The course is designed to make the student familiar with provisions of company law & to guide the students about different terms of corporate law.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Nature of a company: Definition of a company, Characteristics of a company, Lifting the corporate veil, Company distinguished from partnership. Kinds of companies: Classification on the basis of Incorporation; Classification on the basis of Liability ; Classification on the basis of number of members ;Classification on the basis of Control ;Classification on the basis of Ownership. Formation of a company: Steps involved in the formation and incorporation of a company.	10
UNIT-II	Memorandum of association: Meaning and Importance, Form and Contents, Alteration of Memorandum. Articles of association: Meaning, Relationship of and distinction between MOA and AOA. Prospectus: Meaning, Definition and contents, statutory requirements in relation to prospectus. Share capital: Kinds of share capital, Alteration of share capital, Ways for raising share capital, Allotment of shares, share certificate and share warrant, calls on shares, Forfeiture and surrender of shares, transfer of shares.	20
UNIT-III	Company Management: Definition of Director, appointment of director, position of a director, Restrictions on the appointment of director, Disqualifications of director, Meetings of directors, powers of directors, duties and liabilities of directors. Meetings: General meetings of shareholders, requisites of a valid meeting, proxies, voting and poll.	20

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB 3602.1	Understand basics of company, its types along with rules and regulations in relation to its formation. Help students to understand the nuance of Prospectus, Memorandum of association and Articles of association.
CO2	BB 3602.2	Learn provisions regarding Management of Companies, raising corporate finance and adaption of appropriate mechanism how company meetings are held.
CO3	BB 3602.3	Apprehend how decisions regarding winding up of companies are taken along with the provisions and roles of SEBI.
CO4	BB 3602.4	Analyze and interpret the provisions relating to corporate governance.

Recommended Books:

- **Singh Avtar:** Company Law; Eastern Book Co., Lucknow.
- **Kuchal M.C.:** Modern India Company Law; Shri Mahavir Books, Noida.
- **Kapoor N.D.:** Company Law -Incorporating the Provisions of the Companies, Amendment Act, 2000; Sultan Chand & Sons, New Delhi
- **Bagrial A.K.:** Company Law; Vikas Publishing House, New Delhi.

Subject: SERVICES MARKETING
Subject Code: BB 3603
SEMESTER: VI
CONTACT HOURS/WEEK

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam : 3 Hrs
Objective

- The subject emphasizes on imparting the knowledge, skills, tools and techniques involved in providing various services related to marketing activities and customer experience.
- To ensure that service quality for the customers match the industry levels and performance.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Services, Growth of service sector economy, Service Characteristics, Service Classification, Service Marketing Mix.	15



	Consumer Behaviour in Services: Customer Expectation of Service, Customer Perceptions of Service.	
UNIT-II	Building Customer Relationships. Service recovery and recovery strategies. Service development and design: Challenges of service design, types of new services, New service development process. Physical evidence and the Services capes.	10
UNIT-III	Delivering and performing service through Employees, Intermediaries and Customer Participation. Managing Demand and Capacity, Waiting Line Strategies Integrated Services Marketing Communications and Services marketing triangle.	10

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 3603.1	Explain Service Marketing Mix, Consumer Behavior in Services
CO2	BB 3603.2	Describing types of new services, Challenges of service design.
CO3	BB 3603.3	Explain Delivering and performing service through Employees, Intermediaries and Customer Participation
CO4	BB 3603.4	Describing Pricing Strategies, Pricing approaches.

Recommended Texts

- Zeithmal A Valarie and Bitner Mary, Services Marketing, Tata McGraw Hill, New Delhi.
- Lovelock, Christopher H. Services Marketing , Pearson Education , New Delhi

SUBJECT TITLE: INTERNATIONAL BUSINESS

SUBJECT CODE: BB-3604

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

Objectives

- This course emphasizes the knowledge and skills managers need to face global competition and evaluate international investment and business opportunities.

- To provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Globalization: Globalization - Forces, Meaning, dimensions and stages in Globalization - Drivers and Barriers of Global Business - Kenchi Ohmae Model of borderless world - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler – Porter’s competitive advantage of nations - The Changing nature of global economy, Rise of new economies like Japan, South East Asia and China, BRICS, impact of globalization on Indian economy.	5
UNIT-II	National Differences in Political Economy: Political, Economic and legal systems in the world – Determinants of the economic development of a nation – Foreign Exchange Market, The International Monetary System – International Trade - Tariff and Non-tariff Barriers - Regional Economic Integration, Trade blocks.	15
UNIT-III	Cross-Culture and dynamic market understanding: Differences in Culture: Meaning of the culture of a society, sources that lead to differences in social culture, Business and economic implications of differences in culture. Influence of social culture values in the work place, Economic and business implications of cultural change – Ethics in International Business, ethical issues faced by international businesses.	15

Relevant case studies related to the topics should be discussed:

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB 3604.1	Analyze the environmental factors and evaluate the impact of world issues on an organization's international business opportunities.
CO2	BB 3604.2	Appreciate the impact of multi-lateral organizations and present day status of the Indian economy and also the international financial markets.
CO3	BB 3604.3	Evaluate and apply business strategies in International market conditions
CO4	BB 3604.4	Apprehend the impact of legal environment on an organization's business initiatives.

Suggested Readings:

- Charles Hill, „International Business“ Tata Mc-graw Hill
- John D. Daniels, Lee H. Radebaugh and Daniel P. Sullivan Pearson, „International Business – Environments and Operations“ Pearson Publications
- Rakesh Mohan Joshi, „International Business“ Oxford Publications
- Graham, Cator and Gilly, „International Marketing“ published by McGraw Hill

SUBJECT TITLE: Managing Digital Business
SUBJECT CODE: BB-3605
SEMESTER: VI
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam:3 Hrs
Objectives

- The course will develop understanding of the essential elements of contract law including formation, termination, current issues/changes.
- This course is intended to make students understand various Acts applicable in business.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Digital Business Introduction, Background and current status, structure, mechanisms, and impacts. Difference between physical economy and digital economy, Opportunities and Challenges in Digital Business.	5
UNIT-II	Introduction to E-Commerce: Meaning, Features, Functions and Benefit of E-Commerce Definition Framework, History, Basics and Tools of E-Commerce, Forces Fueling E-commerce. E-Commerce in India: Status of E-Commerce in India, Problems and Opportunity in E-Commerce in India, , E-Commerce Practices Traditional Practice, , Limitations of E-Commerce, Precautions for secure E-Commerce, Proxy Services. Future of E-Commerce, Legal issues involved in E-Commerce.	15
UNIT-III	E-Business : Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India, Regulatory Aspects of E- Commerce. Social impact of E- Business, opportunities and Challenges. Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, E- Cheques, Credit Cards, Smart Cards, Electronic Purses and Debit Cards. Electronic Data Interchange.	15

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 3605.1	To shed light on the concepts of Digital Business followed by the differentiation between physical economy and digital economy which provide students to capture various opportunities and challenges in Digital Business
CO2	BB 3605.2	To impart the information about E-Commerce, its current statutes in India, Problems & Opportunities in E- Commerce in India
CO3	BB 3605.3	To introduce Regulatory Aspects of E- Commerce. Social impact of E-Business, opportunities and Challenges and providing knowledge to students about Electronic Payment System.
CO4	BB 3605.4	To demonstrate Socio- Economic impact of E-Commerce on Various Business Sectors and imparting knowledge to students about Security Issues in e-business

Recommended Books:

- K. Singh: Introduction to Database Management System, Pearson Education, New Delhi
- Ivan Bayross: Introduction to SQL
- Database system concept, Abraham Silberschatz, Henry Korth, S. Sudarshan, McGraw-Hill Education

SUBJECT TITLE: Business Leadership Skills

SUBJECT CODE: BB-3606

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

Objectives

- The course will let the student understand the impact and importance of becoming a leader, effective leadership behavior and styles.
- To enable students to develop group behavior and lead a team to achieve the individual, group and organizational goals.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<p>The nature and importance of leadership: The meaning of leadership. Leadership vs. management, the Impact of leadership on organizational performance</p> <p>Traits, Motives, and characteristics of leaders: Personality traits of effective leaders' leadership motives-cognitive factors and leadership.</p>	10
UNIT-II	Leadership styles: the leadership continuum: classical leadership styles – the boss-centered vs. employee-centered leadership continuum – the autocratic participative free rein continuum- the leadership grid styles	20
UNIT-III	Developing teamwork: team leadership vs. solo leadership – advantages and disadvantages of group work and team work	20

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB 3606.1	Enlighten the nature and importance of leadership and their impact on organization performance.
CO2	BB 3606.2	Analyze the dynamics of team leadership & group development.
CO3	BB 3606.3	Evaluate the skills and various development programmes.
CO4	BB 3606.4	Create the environment in the organizations through self-awareness and self-development programmes.

Recommended Texts:

- Guest R, Hersey P & Blanchard K : Organizational change this Effective Leadership, Prentice Hall, New Jersey, 1977.
- Yukl GA : Leadership in Organization, Prentice-Hall, New Jersey, 1981.
- E;ezmol A : The Dynamics of Inter-personnel Behaviour, John Wiley & Sons., Inc., New York, 1969.
- Adair John : Effective Leadership, Rupa & co.
- Davar, Rustom S : Creative Leadership, UBS Publishers“ Distributors Ltd

SUBJECT TITLE: RESEARCH PROJECT
SUBJECT CODE: BB-3607
SEMESTER: VI
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Total: 100 Marks
Duration of Exam: 3
Hrs

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group. The project viva of BB3607 will be conducted by external examiner.

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB 3607.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	BB 3607.2	Get in-depth understanding of academic theory and preparation of high-quality research projects pertinent to the field of study
CO3	BB 3607.3	Develop Research aptitude
CO4	BB 3607.4	Ability to support and participate in academic, government, and industrial research at an internationally competitive level

SUBJECT TITLE: INDIAN ECONOMIC PROBLEMS

SUBJECT CODE: BB-3608

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 Hrs
Objectives:

- To acquaint the students with the ability to understand the features and issues of India.
- With this subject students will analyse the performance and functioning of government, markets and institutions in the context of social and economic problems.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	STRUCTURE OF INDIAN ECONOMY: the concept of economic system, nature of Indian economy, major issues of development in Indian economy , problems of poverty ,malnutrition and inequalities in India , Problems pertaining to unemployment and rising prices, emergence of parallel economy, inequality and economic power in India. HUMAN RESOURCES: demographic features of Indian population, size and growth of population, occupational distribution of labour force.	15
UNIT-II	ECONOMIC PLANNING: role of planning in economic development, review of planning experience in India, problems of Indian planning, new economic policy. INDIAN INDUSTRIAL SECTOR: growth and problems of Indian industry, current industrial policy, cottage and small scale industries, agro based industries, industrial finance, public sector in India, privatization in India, current policy- disinvestment and divestment.	15
UNIT-III	BASIC ISSUES IN AGRICULTURE: role and nature of agriculture in India, trends in agriculture production and productivity, green revolution and food security, agricultural price policy, rural credit and rural indebted and subsidies (all these with particular reference to Punjab), natural resources, economic development and environment degradation .	15

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB 3608.1	To create concepts for the fundamental features of the Indian economy and its resource potential.
CO2	BB 3608.2	To understand the significance of the planning efforts made by the Indian government and be familiar with the many goals, setbacks, and successes that served as the cornerstone for subsequent planning and economic reforms.
CO3	BB 3608.3	Analyze the progress and changing nature of the agricultural sector and its contribution to the economy as a whole. Recognize that agriculture is the cornerstone of economic growth and development.



CO4	BB 3608.4	To explain the function, importance, and markets of foreign currency rates and how they affect different economic sectors.
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Recommended Books:

- Mishra, S. K. and Puri, “Indian Economy” Himalaya Publishers.
- Panagariya Arvind, “India: The Emerging Giant” Oxford University Press
- Datt, Ruddar and Sundharam, K. P. M. “Indian Economy”, S. Chand & Company Ltd.
- Kapila Uma, “Indian Economy: Performance and Policies”, Academic Foundation
- Anne O. Krueger, “Economic Policy Reforms and the Indian Economy”, The University of Chicago Press.
- Jain T. R. “ Indian Economy” V. K. Publications