

**SCHEME & SYLLABUS**  
**(Choice Based Credit System)**

**For**  
**BBA**  
**(w.e.f. Session 2018-2019)**

**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 172\* 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, unfailing 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)

<b>PEO1</b>	To build awareness about core areas related to the field Business Administration and Management.
<b>PEO2</b>	To understand and analyze concept of Business Management principles and impart skills of finance, marketing and human resource management
<b>PEO3</b>	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.
<b>PEO4</b>	To analyze and evaluate various business ethics and imparting problems resolving skills that occur at all levels of business

### PROGRAM OUTCOMES (POs)

<b>PO 1</b>	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
<b>PO 2</b>	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.
<b>PO 3</b>	Innovativeness and Entrepreneurship: To discover various concerns and problem which needs an apt solutions with novel ideas and superior entrepreneurial orientation
<b>PO 4</b>	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
<b>PO 5</b>	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
<b>PO 6</b>	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.
<b>PO 7</b>	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
<b>PO 8</b>	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.
<b>PO 9</b>	Soft skills and working skills: To comprehend, communicate and execute effectively and efficiently with the various stakeholders.
<b>PO 10</b>	Global citizenship: – To make students realize his and her roles as a universal citizen and endeavor towards its fulfillment

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>PSO 1</b>	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.
<b>PSO 2</b>	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**

<b>Induction Program (Mandatory)</b>	
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"><li>• University Tour</li><li>• Motivational Movies</li><li>• Business Games/ Quiz Show</li><li>• Expert talks</li><li>• Meditation and Yoga sessions</li><li>• Universal Human Values</li><li>• Creative Arts (like Talent Hunt activities)</li></ul>

**SEMESTER WISE SUMMARY OF THE PROGRAM: BBA**

<b>S. No.</b>	<b>Semester</b>	<b>No. of Contact Hours</b>	<b>Marks</b>	<b>Credits</b>
1	I	24	600	22
2	II	33	800	30
3	III	32	800	30
4	IV	32	800	30
5	V	32	800	30
6	VI	33	800	30
<b>Total</b>		186	4600	172

### COURSE CATEGORY-WISE CREDIT DISTRIBUTION

S. No.	Category	Number of Credits	Percentage Weightage
1	University Core	-	-
2	University Open	-	-
3	Program Core	99	57.56
4	Program Elective	20	11.62
5	Program Specialization	-	-
6	MOOCs	-	-
7	Project / Research Projects	3	1.74
8	Thesis / Dissertation	-	-
9	Training / Internships/ Field Trips	3	1.74
10	Professional Skills	43	25
11	Any Other (Fundamental)	4	2.34
<b>TOTAL CREDITS</b>		172	100

### EXAMINATION GRADING SCHEME

<b>Marks Percentage Range</b>	<b>Grade</b>	<b>Grade Point</b>	<b>Qualitative Meaning</b>
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	
<b>Core Subjects:</b>												
BB1101	Management concepts & practices	4			4	4	16	---	24	60	100	3Hrs
BB1102	B. Economics-I	5			5	5	16	---	24	60	100	3Hrs
BB1103	B law –I	5			5	6	16		24	60	100	3Hrs
<b>Basic Skills</b>												
BB1104	Basic communication	2			2	2	16		24	60	100	3Hrs
<b>Social concerns</b>												
BB1105	Environment and road safety awareness	2			2	2	16		24	60	100	3Hrs
<b>Ability /Skill Enhancement</b>												
BB1106	Computer application in business	3		2	4	5	16		24	60	100	3Hrs
Total		21		2	22	24						

**SECTION 6**

# Detailed Syllabus with Course Outcomes

**SUBJECT TITLE: Management Concept & Practices**
**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 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
<b>UNIT-I</b>	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.	<b>10</b>
<b>UNIT-II</b>	Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weakness. 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,	<b>15</b>
<b>UNIT-III</b>	Delegation, Span of Management: Factors determining effective span. Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Centralization and Decentralization. Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation,	<b>15</b>
<b>UNIT-IV</b>	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.	<b>10</b>

Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to		
CO1	BB1101.1	Acquire the basic knowledge on nature, scope and functions of management and the various theories pertaining to it.
CO2	BB1101.2	Familiarize the concept of planning and the various types of plan under it along with the concept of organizing and its different structures.
CO3	BB1101.3	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	BB1101.4	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

**Recommended Books:**

- 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: Business Economics -I**
**SUBJECT CODE: BB1102**
**SEMESTER: I**
**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:**

- 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
<b>UNIT-I</b>	Nature and Scope of Micro Economics; Consumer equilibrium; Utility Approach: 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.	<b>15</b>
<b>UNIT-II</b>	Law of Demand; Derivation of Law of Demand. Elasticity of Demand: its measurement: Price, Income and Cross Elasticity 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.	<b>15</b>
<b>UNIT-III</b>	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.	<b>15</b>
<b>UNIT-IV</b>	Equilibrium of Firm and Industry: Perfect Competition; Assumptions; Price Determination; Monopoly; Concept; Assumption; Price Determination; Monopoly Power, Control and Regulation; Discriminating Monopoly.	<b>10</b>

Course Outcomes(CO)/Learning Outcomes		
On successful completion of this course, the learner will be able to		
CO1	BB1102.1	Understanding of the concepts of Economics , Consumers Equilibrium , law of Diminishing Marginal Utility , Law of Equi Marginal Utility , Indifference Curve etc.
CO2	BB1102.2	Introduction to Law of Demand , Elasticity of Demand , Law of Variable proportions & Returns to Scale .
CO3	BB1102.3	Understanding of the concepts of Cost , Revenue , Break Even Analysis & Profit Forecasting .
CO4	BB1102.4	Introduction to Equilibrium of Firm & Industry , Perfect Competition & Monopoly.

**Recommended Books:**

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



**SUBJECT TITLE: Business Law-I**
**SUBJECT CODE: BB1103**
**SEMESTER: I**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5		0	5

**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
<b>UNIT-I</b>	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.	<b>15</b>
<b>UNIT-II</b>	Introduction to Sale of Goods Act.; Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange	<b>10</b>
<b>UNIT-III</b>	Cheque; Holder and holder in the due course; Crossing of a cheque , types of crossing. Law of Partnership: Introduction, formation, rights duties, liabilities of partners, Salient Features of RTI Act,	<b>15</b>
<b>UNIT-IV</b>	The Consumer Protection Act (1886): Defination of consumer, Features, Grievance redressal machinery	<b>10</b>

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB1103. 1	Students will gain knowledge of the fundamental legal framework governing commerce, trade, and business in India.
CO2	BB1103.2	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	BB1103. 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	BB1103.4	To recognize the duties of different types of business organizations as employers and their legal and financial structure.

**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: Basic Communication**

**SUBJECT CODE: BB1104**

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

**Internal Assessment: 40**

**End Term Exam: 60**

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

**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
<b>UNIT-I</b>	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	<b>10</b>
<b>UNIT-II</b>	Direct and indirect speech. Correct word usage – Homonyms, antonyms and synonyms. Business Communication – its meaning & importance. Barriers to effective Communication. Types of communication – Verbal communication and non- verbal Communication	<b>5</b>
<b>UNIT-III</b>	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.	<b>5</b>
<b>UNIT-IV</b>	Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing Business etiquettes: Email and net etiquettes,	<b>5</b>

	etiquette of the written word, etiquettes on the telephone, handling business meetings. Importance of non-verbal communication.	
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Course Outcomes(CO)/Learning Outcomes		
CO1	BB1104.1	To evolve various Soft skills, among students through debates, group discussions etc. so that will help them to be globally acknowledged.
CO2	BB1104.2	To teach Soft and critical and analytical skills to students that will help to learn about business scenario.
CO3	BB1104.3	To make innovative, Utilize research and evolve ethical values among the students.
CO4	BB1104.4	To develop critical thinking and creativity among the students.

**Recommended Books:**

- 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: Environmental and Road Safety Awareness**
**SUBJECT CODE: BB1105**
**SEMESTER: I**
**CONTACT HOURS/WEEK:**

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

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

- This course aims to give students an insight into concepts of environmental & road safety awareness.
- The basic topics to be covered in this course are: Environment studies, the multidisciplinary nature of environmental studies, Biodiversity and conservation Introduction.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	The multidisciplinary nature of environmental studies. Definition, scope and importance. Concept of Biosphere: Lithosphere, Hydrosphere, Atmosphere. Need for public awareness. Natural Resources – Renewable and non-renewable resources. Natural resources and associated problems: Forest resources: use and over exploitation, deforestation and its impact .Water resources: use and overutilization of surface and ground water and its impact. Mineral resources: use and effects on environment on over exploitation. Food resources: Effects modern agriculture, fertilizer-pesticide problem, water logging and salinity .Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources. Role of an individual in conservation of natural resources for sustainable development.	<b>10</b>
<b>UNIT-II</b>	Ecosystem and its components: Definition, structure and function; producer, consumer and decomposer .Types of Ecosystem (Introduction only).Food Chains, food web and ecological pyramids. Biodiversity and conservation Introduction – Definition: genetic, species and ecosystem diversity, value of biodiversity. Hot spots of biodiversity Threats to biodiversity: habitat loss, man-wildlife conflicts. Endangered and endemic species of India. Conservation of Biodiversity. Environmental Pollution Definition , causes, effects and control measures of Air pollution ,Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution ,Nuclear hazard. Role of an individual in prevention of pollution.	<b>5</b>
<b>UNIT-III</b>	Solid waste management: vermin-composting. Disaster management : Floods, earthquake, cyclone and landslides. Social Issues and the Environment Urban problems related to energy.Water conservation rain water harvesting, water shed management.Resettlement and rehabilitation of people: its problems and concerns.Climate changes, global warming, acid rain, ozone layer depletion.Consumerism and waste products.Population explosion – Family welfare programme.	<b>5</b>
<b>UNIT-IV</b>	Introduction to Environmental Protection Laws in India,Environmental Protection Act.,Air (Prevention and control of pollution) Act.,Water (Prevention and Control of pollution) Act.,Wild life Protection Act.Forest Conservation Act.Issues involved in the enforcement of environmental legislation. Road safety Awareness. Concept and significance of Road safety. Traffic signs.Traffic rules.Traffic Offences and penalties. How to obtain license, Role of first aid in Road Safety.	<b>5</b>

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB1105.1	To understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
CO2	BB1105.2	To appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and

		institutions.
CO3	BB1105.3	To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO4	BB1105.4	To reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

**Recommended Books:**

- Environmental Economics in Theory and Practice-Hanley, N. Shorgen,J,White,B
- Industrial Safety Health and Environmental Management-Jain R.K. Rao S.S
- Environmental Science: Earth as a living Planet, 9<sup>th</sup> ed. –Botkin, D. Keller, E. 2014
- Environmental Geology Facing the Challenges of Our Changing Earth-Erickson, J
- Environmental Geology–Keller A.Edward
- Earth Science–Tarbuck. J. Edward Lutgens K. Friederick

**SUBJECT TITLE: Computer Application in Business**
**SUBJECT CODE: BB1106**
**SEMESTER: I**
**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 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
<b>UNIT-I</b>	Computer: Introduction, characteristics, Application and Classification of Computer, generation 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, Understanding the control panel, Opening and exiting Windows applications.	<b>10</b>
<b>UNIT-II</b>	Introduction to MS Word: Basic Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and	<b>10</b>

	Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents.	
<b>UNIT-III</b>	Introduction to MS Power Point: Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.	<b>5</b>
<b>UNIT-IV</b>	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 internet and its applications: Search engines and email.	<b>10</b>

Course Outcomes(CO)/Learning Outcomes		
On successful completion of this course, the learner will be able to		
CO1	BB1106.1	To provide knowledge about fundamental concept of computers including input and output devices, computer languages, an operating system, use the Internet safely.
CO2	BB1106.2	Illustrate the documentation using MS Word, exploring various menu options and tools on the ribbon with formatting paragraph and working with tables.
CO3	BB1106.3	Describe working with worksheets in MS Excel by applying formula, functions and performed graphs and charts on the created table.
CO4	BB1106.4	Creation of Power point presentation along with multimedia, animation and transition effects.

**Recommended Books:**

- 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

### Second Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			C W A	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BB-1201</b>	Organization Behaviour	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB-1202</b>	Cost Accounting for Managers	5	-	-	5	6	16	---	24	60	100	3Hrs
<b>BB-1203</b>	Business Statistics	5	-	-	5	6	16	---	24	60	100	3Hrs
<b>BB-1204</b>	Fundamentals of Entrepreneurship	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BB-1205</b>	Macroeconomics	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BB-1206</b>	Business Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BB-1207</b>	Advanced Computers Skills	3	-	2	4	5	16	---	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BB-1208</b>	Human Values & Business Ethics	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>Total</b>		<b>29</b>	<b>-</b>	<b>2</b>	<b>30</b>	<b>33</b>						

**SUBJECT TITLE: Organization Behaviour**
**SUBJECT CODE: BB1201**
**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**

- 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
<b>UNIT-I</b>	<b>Introduction:</b> definition of organizational behavior and its relevance in today's business environment, contributing disciplines to Organization Behavior (OB), challenges and prospects for OB. <b>Perception</b> – nature, importance, perceptual selectivity, stereotyping, halo effect. <b>Learning:</b> philosophies of learning, behavior modification	<b>10</b>
<b>UNIT-II</b>	<b>Attitudes:</b> importance, components. <b>Personality:</b> meaning, self concept, self-esteem, major elements of personality. <b>Motivation:</b> types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, procedure of motivation.	<b>15</b>
<b>UNIT-III</b>	<b>Leadership:</b> nature & importance of leadership, theories of leadership, leadership traits, Behavioral Styles in leadership, Johari Window Model <b>Foundations of Group Behavior:</b> Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, <b>Teams</b> Difference between Group & Team, Creating effective team.	<b>15</b>
<b>UNIT-IV</b>	<b>Conflict Management;</b> conflict process; Individual & Group Level Conflict; Organization level Conflict; <b>Negotiations-</b> meaning & definition; Negotiations Process; Issues in Negotiations. <b>Stress Management:</b> meaning and concept of Stress, Stress in Organization. <b>Power and Politics in Organization:</b> nature & concepts, sources & types of Power, methods of Politics, <b>Organizational Culture:</b> meaning & concept, cultural differences & Business Ethics.	<b>10</b>

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB-1201.1	Explain challenges and prospects for OB, contributing disciplines to Organization Behavior (OB).
CO2	BB-1201.2	Describing Attitudes, Personality & Motivation.
CO3	BB-1201.3	Describing Behavioral Styles in leadership, Johari Window Model.



CO4	BB-1201.4	Explain Negotiations Process; Issues in Negotiations
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**Recommended 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: Cost Accounting for Managers**
**SUBJECT CODE: BB-1202**
**SEMESTER: II**
**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 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 and finally to have a general idea of cost accounting record rules & standards.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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	<b>10</b>
<b>UNIT-II</b>	Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.	<b>15</b>
<b>UNIT-III</b>	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.	<b>15</b>

<b>UNIT-IV</b>	Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate. Operation Costing, Service Costing, Cost Ledger Accounting, Integral Accounting, Reconciliation of Cost and Financial Accounts.	<b>10</b>
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Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to		
CO1	BB-1202.1	Introduction to Cost Accounting, Different Elements of Cost, Enabling students to prepare Cost Sheet.
CO2	BB-1202.2	Providing students in depth knowledge of various elements of Cost: Material, Labour & Overheads.
CO3	BB-1202.3	Introduction to the various techniques of Cost Control including Cost – Volume & Profit Analysis to enable them to take decisions.
CO4	BB-1202.4	Enable Students to prepare Budgets & make use of Budgetary Control & Standard Costing.

**Recommended Books :**

- 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: Business Statistics**
**SUBJECT CODE: BB1203**
**SEMESTER: II**
**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 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
<b>UNIT-I</b>	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	<b>10</b>

	measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation	
<b>UNIT-II</b>	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.	<b>15</b>
<b>UNIT-III</b>	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.	<b>15</b>
<b>UNIT-IV</b>	Interpolation and Extrapolation: Introduction, Utility, Assumptions, Methods of Interpolation, Extrapolation (formulae used). Probability & 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.	<b>10</b>

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB-1203.1	Emphasize the key terminology, concepts tools and techniques used in business statistical analysis.
CO2	BB-1203.2	To examine the concepts and practical application of concepts of correlation and regression analysis.
CO3	BB-1203.3	To facilitate the understanding of index numbers and time series analysis along with real-world examples.
CO4	BB-1203.4	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.
- Chandan J S, Statistics for Business and Economics Vikas Publications.

**SUBJECT TITLE: Fundamentals of Entrepreneurship**
**SUBJECT CODE: BB 1204**
**SEMESTER: II**
**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**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
<b>UNIT-I</b>	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	<b>10</b>
<b>UNIT-II</b>	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	<b>15</b>
<b>UNIT-III</b>	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	<b>15</b>
<b>UNIT-IV</b>	Institutional Supporting Small Business-Central / State level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and different aspects of Social Entrepreneurship-Definition, importance and social responsibilities-NGOs Problems of SMEs and prospects, Causes and Symptoms of sick industry – cures of sickness, Govt. policies & support for revival of sick units and remedial measures, Turnaround strategies for SMEs,	<b>10</b>

Course Outcomes(CO)/Learning Outcomes		
On successful completion of this course, the learner will be able to		
CO1	BB-1204.1	Understand basics of entrepreneurial ventures, differentiate a business idea and opportunity and to interpret the factors affecting entrepreneurial growth.
CO2	BB-1204.2	Evaluate the mechanism of entrepreneurial process.
CO3	BB-1204.3	Apply ethical and social aspects of an entrepreneur.
CO4	BB-1204.4	Apprehend causes and symptoms of sick industry and policies on how remedial measures for revival of sick units can be done.

**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: Macroeconomics**
**SUBJECT CODE: BB-1205**
**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
<b>UNIT-I</b>	Meaning, Nature and Scope of Macro Economics. <b>Some Concepts:</b> Stock and flow variables, General and Partial Equilibrium, Static and Dynamic analysis, Open and Closed Economy, Circular flow of Income and Expenditure.	<b>15</b>
<b>UNIT-II</b>	<b>National Income :</b> Concepts, methods of measurement, difficulties and importance. <b>Theory of Income and Employment:</b> Classical theory, Keynesian theory of output and employment.	<b>15</b>
<b>UNIT-III</b>	<b>Consumption Function:</b> Meaning, determinants and importance. Theories of Consumption: Absolute income hypothesis, Relative income hypothesis, permanent income hypothesis, life cycle hypothesis. <b>Investment Theories:</b> Meaning, types and determinants of investment, marginal efficiency of capital and internal rate of return.	<b>15</b>

<b>UNIT-IV</b>	<b>Theory of Multiplier:</b> Static and dynamic multiplier, tax multiplier, balanced budget multiplier, leakages from the multiplier. <b>Money:</b> Functions and role. Quantity theory of money . Keynesian views about money and prices. <b>Inflation:</b> Meaning and types of Inflation. <b>Stabilization policies :</b> Monetary and fiscal policies.	<b>10</b>
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Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to		
CO1	BB-1205.1	Familiarizing the students with the concepts relating to macroeconomics and national income.
CO2	BB-1205.2	Discover the fundamental concepts of Theory of Income and Employment, Consumption Function and theories of investment.
CO3	BB-1205.3	Gain knowledge about core concepts and terminology like Static and dynamic multiplier, tax multiplier, Keynesian theory etc.
CO4	BB-1205.4	Emphasize upon the topic and the varied components of Inflation along with its theories.

**Recommended Books:**

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

**SUBJECT TITLE: Business Communication**
**SUBJECT CODE: BB1206**
**SEMESTER: II**
**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 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
<b>UNIT-I</b>	<b>Listening Skills:</b> What is listening, Process of listening Types of Listening, Three Basic modes of Listening, Importance of Listening Skill, Ways to improve Listening skill, Barriers to Listening, Benefits of Effective Listening Skills.	<b>10</b>
<b>UNIT-II</b>	<b>Developing speaking skills</b> advantages and disadvantages, Conversation as communication, extempore, speaking skills required in meetings, Group communication: meaning, importance of group communication. Conference, Seminar, Symposium and Workshop.	<b>10</b>
<b>UNIT-III</b>	<b>Developing Reading Skills:</b> Purpose of Reading; Types of reading; Techniques for effective Reading ,Reading Comprehension	<b>5</b>
<b>UNIT-IV</b>	<b>Developing Writing skills:</b> planning, drafting, revision, editing, proofreading. Paragraph writing, Précis writing	<b>10</b>

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: Advanced Computers Skills**
**SUBJECT CODE: BB 1207**
**SEMESTER: II**
**CONTACT HOURS/WEEK:**

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

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

- This is a basic paper of IT to familiarize the students with computer and it's applications in the relevant fields and exposes them with its utility.
- To provide students with the understanding on the main basic tools of Data communication, Database system and Operating system programme used for the analysis of economic data.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Basics of Computer Network and Data Communication:</b> Meaning, components of Data Communication System, Computer Network, Advantages of computer network, Topologies, Physical communication Media, Transmission modes, World Wide Web, Internet and Intranet.	5
<b>UNIT-II</b>	<b>Introduction to Database System:</b> definition of data, information, uses & need of data in organizations. Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, People who deal with Database, Database Administrator.	10
<b>UNIT-III</b>	<b>Operating System Concept:</b> Introduction to Operating System; Function of OS, Types of Operating Systems, DOS: Elementary knowledge of DOS commands, Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, Renaming a File.	5
<b>UNIT-IV</b>	<b>Introduction to MS-Excel:</b> Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.	5

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB-1207.1	Familiarize the students with computer and it's applications in the relevant fields and exposes them with its utility.
CO2	BB-1207.2	Understand the concept of Data Communication and Usage of Internet.



CO3	BB-1207.3	Understand Concepts of Operating system and implement knowledge in handling Operating system
CO4	BB-1207.4	Learn and implement usage of Electronic Spreadsheet

- **Textbook:** Goyal, Anita, Computer Fundamentals, 1st Edition, Pearson Education.

**SUBJECT TITLE: Human Values & Business Ethics**

**SUBJECT CODE: BB-1208**

**SEMESTER: II**

**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:**

- To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- To raise moral and ethical rights among students regarding, duties and corporate governance between a business entity and the internal and external environment it deals in.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Course Introduction - Need, Basic Guidelines, Content and Process for Value Education :</b> Understanding the need, basic guidelines, content and process for Value Education , <b>Self Exploration</b> —what is it?- its content and process; Natural Acceptance and Experiential Validation- as the mechanism for self exploration , <b>Continuous Happiness and Prosperity</b> - A look at basic Human Aspirations , <b>Right understanding, Relationship and Physical Facilities</b> - the basic requirements for fulfillment of aspirations of every human being with their correct priority , Understanding Happiness and Prosperity correctly , Method to fulfill the above human aspirations: understanding and living in harmony at various levels.	<b>10</b>
<b>UNIT-II</b>	<b>Understanding Harmony in the Human Being - Harmony in Myself!</b> Understanding human being as a co-existence of the sentient " I " and the material "Body" , Understanding the needs of Self ("I") and "Body" - <b>Sukh and Suidha</b> , Understanding the Body as an instrument of "I" (I being the doer, seer and enjoyer), Understanding the characteristics and activities of "I" and harmony in "I" , Understanding the harmony of "I" with the Body: <b>Sanyam and Swasthya</b> ; correct appraisal of Physical needs, meaning of Prosperity in detail.	<b>5</b>
<b>UNIT-III</b>	<b>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship :</b> Understanding harmony in the Family- the basic unit of human interaction., Understanding values in human-human	<b>5</b>

	relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; <b>Trust</b> (Vishwas) and <b>Respect</b> (Samman) as the foundational values of relationship , Understanding the meaning of Vishwas; Difference between intention and competence , Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship Understanding the harmony in the society (society being an extension of family): <b>Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals</b> , Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha )- from family to world family!	
<b>UNIT-IV</b>	<b>Understanding Harmony in the Nature and Existence</b> - Whole existence as Co-existence Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature-recyclability and self regulation in nature , Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all pervasive space, Holistic perception of harmony at all levels of existence .	<b>5</b>

Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to		
CO1	BB-1208.1	Categorize and examine an ethical issue in the subject matter under investigation or in a relevant field.
CO2	BB-1208.2	Recognize the multiple ethical interests at stake in a real-world situation where student can assess their own ethical values and the social context of problems
CO3	BB-1208.3	Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects.
CO4	BB-1208.4	Apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research

**Recommended Books:**

- R R Gaur, R Sangal, G P Bagaria, , A Foundation Course in Value Education.
- B P Banerjee, Foundations of Ethics and Management, Excel Books.
- B L Bajpai, Indian Ethos and Modern Management, New Royal Book Co., Lucknow.

### Third Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BB 2301.</b>	Marketing Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB 2302.</b>	Human Resource Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB 2303.</b>	Financial Analysis for Decision Making-I	5	-	-	5	6	16	---	24	60	100	3Hrs
<b>BB 2304.</b>	Management Information System	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BB 2305.</b>	Insurance Management	5	-	-	5	5	16	—	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BB 2306.</b>	Professional Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BB 2307.</b>	IT in Business	2	-	2	3	4	16	—	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BB 2308.</b>	Sustainability & Corporate Social Responsibility	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>Total</b>		<b>29</b>	<b>-</b>	<b>2</b>	<b>30</b>	<b>32</b>						

**SUBJECT TITLE: Marketing Management**
**SUBJECT CODE: BB 2301.**
**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:**

- 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
<b>UNIT-I</b>	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.	<b>10</b>
<b>UNIT-II</b>	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.	<b>10</b>
<b>UNIT-III</b>	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	<b>15</b>
<b>UNIT-IV</b>	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	<b>15</b>

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB 2301.1	Explain various Concepts of Marketing. Analyzing Marketing Environment.
CO2	BB 2301.2	Describing Segmentation vs. mass marketing. Marketing mix
CO3	BB 2301.3	Describing different stages of PLC & Explain New Product Development.
CO4	BB 2301.4	Explain Wholesaling, Retailing, physical distribution system and its components

**Recommended Books :**

- 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: Human Resource Management**
**SUBJECT CODE: BB 2302.**
**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 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
<b>UNIT-I</b>	<b>Human Resources Management:</b> Nature, scope, role and significance of HRM, interaction with other functional areas, Human Resource Management practices in India, problems and challenges. <b>Human Resource Planning:</b> Meaning, Process and importance, methods of Human Resources Planning	<b>10</b>
<b>UNIT-II</b>	<b>Job analysis:</b> steps in analyzing job and methods of collecting job analysis information, Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.	<b>10</b>
<b>UNIT-III</b>	<b>Recruitment &amp; Selection:</b> Meaning & Concept, procedure & ways of recruitment & selection. Induction & Placement Process. <b>Training &amp; Development:</b> Meaning, methods of training & development, difference between training & development, <b>Performance Appraisal:</b> Meaning, methods & process of Performance Appraisal, <b>Quality of work life (QWL):</b> Meaning, Various Approaches of QWL, Techniques for improving QWL. Health, Safety & Employee Welfare, Social Security, Counseling and Monitoring.	<b>15</b>
<b>UNIT-IV</b>	<b>Collective Bargaining</b> - meaning, scope and objectives; issues and strategies. Participative Management, <b>Employee Grievances</b> and their	<b>15</b>

	Resolution – Model for Grievance Resolution Procedure. <b>Quality Circles:</b> Concept, Structure, Quality Circle in India, HR Audit, Contemporary Issues in HRM.	
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Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to		
CO1	BB 2302.1	Explain the fundamentals of Human Resource Management and study the evolution of HRM.
CO2	BB 2302.2	Review various functions of HRM that smooth the progress of employee hiring viz. planning, job analysis, recruitment and selection.
CO3	BB 2302.3	Recognize the role of T&D, career development and performance evaluation in human resource development.
CO4	BB 2302.4	Scrutinize the functions of reimbursement management namely, wages and salary administration, benefits and perks.

**Recommended Books :**

- C.B. Memoria, Personal Management, Himalaya Publications □
- Edwin B.Flippo, Personal Management, TataMcGraw Hill □
- K. Aswathappa, Human Resource Management, Tata McGrawHill□
- Dale Yoder, Personal Management & Industrial Relations, Tata McGraw Hill □
- C.B. Gupta, Human Resource Management, Sultan Chand and Sons □

**SUBJECT TITLE: Financial Analysis of Decision Making - I**
**SUBJECT CODE: BB 2303.**
**SEMESTER: III**
**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:**

- To study the basic concepts of Management Accounting relevant in Business and helping the students to understand the usage of Accounting in Financial Management.
- To make the students develop competence with their usage in managerial decision making and control.

- **Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Management Accounting : Meaning, Definition, Nature, Objectives, Scope and Functions of Management Accounting, Management Accounting and Financial Accounting, Management and Cost Accounting; Utility of Management Accounting, Role of Management	<b>10</b>

	Accounting in decision making; Management Accounting Tools; Advantages and Limitations of Management Accounting.	
<b>UNIT-II</b>	Financial Statements: Concept, Nature, Objectives of Financial Statements, Types of Financial Statements; Limitations of Financial Statements; Analysis and Interpretation of Financial Statements: Objectives, Types and Methods of Financial Statements Analysis : Comparative Statements, Common size statements, and Trend analysis.	<b>10</b>
<b>UNIT-III</b>	Ratio analysis : Meaning of Ratios, Classification of Ratios, Profitability ratios, Turnover ratios, Liquidity ratios, Solvency ratios; Calculation and interpretation of the ratios; Advantage of Ratio Analysis; Limitations of Accounting Ratios.	<b>15</b>
<b>UNIT-IV</b>	Fund Flow Analysis : Concept of Funds, Sources and Uses of Funds, Concept of Flow, Funds Flow Statement, Managerial uses of Funds Flow Analysis, Statement of Changes in working Capital, Funds Flow Statements. Cash Flow Analysis : Indian Accounting Standard – 3, Cash Flow Statement.	<b>15</b>

Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to-		
CO1	BB 2303.1	Demonstrate a comprehensive knowledge and understanding of concept of financial statements and their types
CO2	BB 2303.2	Demonstrate advanced knowledge about different methods available for analyzing the financial statements
CO3	BB 2303.3	Analyzing the financial data by using different financial tools to generate relevant information for providing guidance to take effective decision
CO4	BB 2303.4	Able to understand the structure of responsibility accounting and its uses and methods which helps to reduce cost and maximize profit

**Recommended Books:**

- Colin Drury, Management & Cost Accounting, Chapman & Hall
- S.N. Maheshwari : Principles of Management Accounting, Sultan Chand & Sons.
- A.P. Rao : Management Accounting – Everest Publishing House.
- Khan M.Y. & Jain P.K. : Management Accounting.
- Debarshi Bhattacharya : Management Accounting, Pearson

**SUBJECT TITLE: Management Information System**
**SUBJECT CODE: BB 2304.**
**SEMESTER: III**
**CONTACT HOURS/WEEK:**

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

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



- To familiarize students with different types of information systems used at different levels in organizations.
- To enable students to know the concepts and usage of different types of information systems at various managerial levels in the organizations.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	Information and System Concepts: Information: Definition; Types of Information (Strategic Information, Operational Information); Information Quality; Kinds of Systems (Abstract and Physical Systems, Deterministic and Probabilistic Systems, Open and Closed Systems, User-Machine Systems); Human as an Information Processing System (Information Filtering, Human Differences in Information Processing, Implications for Information Systems).	15
UNIT-II	Management Information Systems: Basic Framework & Importance of MIS; concept of MIS, Nature and Scope of MIS, Characteristics & Functions of MIS. Information System Processing Functions, Decision Support, Levels of Management Activities, Organizational Functions; Classifications of MIS Decision Support System (DSS), Executive Support System, Business Expert Systems (BESs)	15
UNIT-III	Decision Making and MIS: Decision-Making, Simon's Model of Decision-Making, Types of Decisions, Purpose of Decision-Making, Level of Management, Report Generation.	10
UNIT-IV	Implementation and Evaluation of MIS Reports: Implementation process, planning and implementation stages, acquisition of facilities and space planning, MIS Organization and procedure development, User training, acquisition of hardware and software, Creation of forms and database, Testing, Change Over; Evaluation of MIS system.	10

Course Outcomes(CO)/Learning Outcomes		
On successful completion of this course, the learner will be able to		
CO1	BB 2304.1	Highlight the meaning of Information System and <i>the role of information technology and decision support systems in business.</i>
CO2	BB 2304.2	To examine and relate the basic concepts and technologies used in the field of management information systems.
CO3	BB 2304.3	To facilitate managerial decision making using the concepts and techniques of MIS.
CO4	BB 2304.4	To assess the understanding of how various information systems work together to accomplish the objectives of an organization.

**Recommended Books:**

- Management Information Systems, Goyal, D.P., Third Edition, Macmillan.
- Management Information Systems, Oz, Effy, Thomson Press Indian Edition.
- Management Information Systems, Kanter, J., Third Edition, PHI.
- Management Information Systems, Davis, Gordan B. & Olson, M.H, Second Edition



**SUBJECT TITLE: INSURANCE MANAGEMENT**
**SUBJECT CODE: BB 2305**
**SEMESTER: III**
**CONTACT HOURS/WEEK:**

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

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

- To familiarize the students with the Basic Principles, functions and Importance of insurance management.
- To familiarize with the relevance and provisions of IRDA Act, 1999.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Risk and its management, Types of risk facing businesses and individuals, Risk management – process – methods, Insurance and risk management, Overview of insurance: Elements, Life, Identification and quantification of risk exposures in enterprises, Assessing enterprises financial ability to bear risk and designing insurance programmes needed , Rating insurance covers and containing insurance costs , Purchase of Insurance and Insurance Administration.	15
<b>UNIT-II</b>	History of insurance, Definition, nature, role and importance of insurance. Insurance contract. Kinds of insurance, process of insurance. Nature of life insurance contract, principles, policy conditions and policies of life insurance. Life insurance in India-Its organization and management.	15
<b>UNIT-III</b>	General insurance – Nature and Its role in economy. Principles and policies of fire and marine insurance. Practice of fire, life, marine, and miscellaneous insurance. General insurance in India, its organization and management. Insurance and capital market in India. Insurance and taxation.	15
<b>UNIT-IV</b>	Applications of management concept in India in the field of insurance. Marketing of insurance policies. Business planning. Attitude toward insurance cover. Problem and prospect of insurance in India, Privatization of insurance in India, Role of information technology in insurance sector. Impact of IRDA Act, 1999 on insurance sector in India.	10

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB 2305.1	To enable students to describe the insurance market, market participants, and roles of market participants.
CO2	BB 2305.2	To demonstrate knowledge of the three critical functions of an insurer:

		marketing, underwriting, and claim settlement among students.
CO3	BB 2305.3	To emphasize on the concept of insurance and the regulatory framework concerned inculcating a deeper view for risk management in the minds of student.
CO4	BB 2305.4	To introduce various insurance plans and to present the students with technical elements of insurance, such as financial analysis and valuation.

**Recommended Books:**

- Dorfman S. Mark, Introduction to risk management and insurance, Prentice hall India
- Ganguly, A., Insurance Management, New age International
- Gupta, P. K., Insurance and Risk Management, Himalaya publishing house
- Harrington E. Scott and Niehaus R. Gregory, Risk management and insurance, Mc Graw Hill Education, New Delhi
- Mishra . M. N., Insurance Principles and Practice.
- Periasamy, P. ,Principles and Practice of Insurance, Himalaya publishing house

**SUBJECT TITLE: Professional Communication**
**SUBJECT CODE: BB 2306**
**SEMESTER: III**
**CONTACT HOURS/WEEK:**

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

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

- At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.
- 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
<b>UNIT-I</b>	<b>Corporate Communication:</b> How to prepare a Press Release; disseminating relevant information to investors, community and staff, Company achievements and CSR activity. To prepare an Advertisement for recruitment and inviting franchisee. Preparation of Agenda and Minutes of meeting, Preparing an appointment	10

	and severance letter.	
<b>UNIT-II</b>	<b>Resume Writing and Interview Skills:</b> Preparation for Interview, Appearing in interviews; Conducting interviews, Writing Resume: what is resume, guidelines for writing a resume, contents of a Resume, and Letter for job Application: characteristics of a good job application letter, types of job application letter.	20
<b>UNIT-III</b>	<b>Business Letters:</b> Importance & Essentials of Business Letters Types of letter-, formal/informal letters, Application Letter , Complaint Letter , Inquiry Letter, Order Placing Letters.	20
<b>UNIT-IV</b>	<b>Digital Communication-</b> Email etiquette, Advantages & Characteristics of Emails, E-mail-Format, Drafting, Sending, Forwarding E-mails and reply to the E-mails, Internal communication: Notice, Circular, Memo, External Communication – Asking for Quotations, Correspondence with Banks & Financial Institutions Reports, Essay Writing.	10

Course Outcomes(CO)/Learning Outcomes		
On successful completion of this course: Students will be able to:		
CO1	BB 2306.1	Understand and apply communication theory
CO2	BB 2306.2	Display competence in oral, written, and visual communication
CO3	BB 2306.3	Understand how word choice, syntax, grammar and text structure may vary with context and purpose
CO4	BB 2306.4	Interact skillfully and ethically

**Recommended Texts**

- Soft Skills- Know You and Know the World, Author-Dr.K.Alex.
- 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: IT IN BUSINESS**
**SUBJECT CODE: BB 2307.**
**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

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

- To develop skill among students in applications of internet in business & commerce education.
- Be able to apply information technology principles to real-world problems. Have the skills to work effectively within an organization.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Internet: Brief History and Development, Working, Control Mechanism, WWW: Hypertext and Hyperlinks, Websites and web pages, URL, IP addressing and Domain Naming System. Internet and WWW tools and Applications: Browser, FTP, Telnet, Email, Information and Knowledge sharing using IT tools, computer networks and the Internet.	15
<b>UNIT-II</b>	E-Commerce: Introduction, Comparison between Traditional commerce and E-commerce; Advantages & disadvantages of e-commerce, Buying & Selling on Internet, Issues in implementing Electronic Commerce. Information Technology applied to various functional areas of management such as Production/Operations, Human Resource, Marketing, Finance and Materials Management.	15
<b>UNIT-III</b>	B2B E-commerce; e-procurement, supply chain coordination; on-line research; organizing for online marketing, Internet retailing; Mobile Commerce: Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework; Internet advertising	15
<b>UNIT-IV</b>	Software Packages for Office Applications, Word Processing using MS Word: Basic features, formatting text, creating and managing tables, inserting images and graphs, mail merge, managing page layout and printing. Spreadsheets using MS-Excel: Spreadsheet features, uses and advantages, autofill features, inserting formulas and functions, Inserting charts and graphs, macros, managing page layouts and printing. Presentations using MS Powerpoint: Basics of presentations, conventions and advantages, managing different views, adding and managing animations, managing slide transitions, managing slide templates, setting up slide shows.	10

**Course Outcomes(CO)/Learning Outcomes**

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

CO1	BB 2307.1	Understanding the concept of input and output devices of Computers.
CO2	BB 2307.2	Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices.

CO3	BB 2307.3	Understand an operating system and its working, and solve common problems related to operating systems.
CO4	BB 2307.4	Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.

**Recommended Books:**

- Basandra SK, Computers Today, Galgotia Publications
- Cyganski, Information Technology: Inside and Outside, Pearson Edu.
- Kakkar DN, Goyal R, Computer Applications in Management, New Age Publications
- Leon A and Leon M, Introduction to Computers, Leon Vikas
- Peter Norton, Introduction to Computers, TMH, New Delhi
- Rajaraman, Introduction to Information Technology, PHI, New Delhi.

**SUBJECT TITLE: Sustainability & Corporate Social Responsibility**
**SUBJECT CODE: BB 2308**
**SEMESTER: III**
**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**
**Objective:**

- The objective of the paper is to enable the student to understand the concept of corporate governance;
- Impart knowledge of corporate social responsibility and accountability; and Give information about the corporate governance reforming committee reports in India.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Concept of Business Ethics, Corporate Code of Ethics: Environment, Accountability, Diversity, and Discrimination. Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection.	<b>10</b>
<b>UNIT-II</b>	Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading, Rating Agencies, Whistle Blowing, Corporate Governance Reforms; Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance	<b>5</b>
<b>UNIT-III</b>	Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992 , Greenbery Committee (UK), 1995, Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, Smith Report, 2003 (UK).	<b>10</b>
<b>UNIT-IV</b>	Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and	<b>5</b>

	Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000.	
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<b>Course Outcomes (CO)/Learning</b> On successful completion of this course, the learner will be able to		
CO1	BB 2308.1	Describe and assess the idea of corporate responsibility and emerging trends about the place of corporations in society.
CO2	BB 2308.2	Analyze and comprehend the social impact of a firm on society, the workplace, the market, the environment, and politics.
CO3	BB 2308.3	Examine and implement frameworks and concerns related to ethics and accountability in business
CO4	BB 2308.4	Critically assess corporate-responsibility performance by utilizing corporate responsibility and accountability theories and Laws.

**Recommended Books:**

- Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
- J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
- Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
- Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.
- Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi.
- Daniel Albuquerque, Business Ethics, Principles and Practices (Indian Edition), Oxford University Press, New Delhi.

### 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	
<b>Core Courses</b>												
<b>BB -2401</b>	Consumer Behavior	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB -2402</b>	Industrial Relations	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB -2403</b>	Financial Analysis for Decision Making-II	5	-	-	5	6	16	---	24	60	100	3Hrs
<b>BB -2404</b>	Data Analysis & Interpretation	4	-	-	4	5	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BB -2405</b>	Introduction to Financial Markets	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BB -2406</b>	Verbal Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BB -2407</b>	Issues on Contemporary Thought	3	-	-	3	3	---	---	---	---	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BB -2408</b>	Business Etiquettes & Corporate Grooming	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Total</b>		<b>30</b>	<b>-</b>	<b>-</b>	<b>30</b>	<b>32</b>						

**SUBJECT TITLE: Consumer Behavior**
**SUBJECT CODE: BB 2401**
**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:**

- 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 an understanding among students towards the development of marketing strategy.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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.	<b>10</b>
<b>UNIT-II</b>	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.	<b>10</b>
<b>UNIT-III</b>	Family: Functions of family, Family decision making, Family Life Cycle social class & its measurement Culture & sub culture: definition & influence	<b>15</b>
<b>UNIT-IV</b>	Consumer Decision Making: Introduction. Leadership & leadership Process. Diffusion of innovations: Diffusion Process, Adoption Process.	<b>15</b>

**Course Outcomes(CO)/Learning Outcomes**

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.



**Recommended Books :**

- Schiffman&Kanuk: Consumer Behaviour, Pearson Education
- Engel, Black well, &Miriard: 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: Industrial Relations**
**SUBJECT CODE: BB 2402**
**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 and outcome of course:**

- The aim of this course is to help students to understand basics of industrial relations applicable in various business houses.
- To enable students to understand the important causes & impact of industrial disputes along with the elaboration of Industrial Dispute settlement procedures.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Industrial Relations-Concept , Theories and Evolution, System approach to IR-Actors, Context, Web of Rules & Ideology, Trade UNIONSIM, impact of trade unions on wages, The Trade unions Act ,1926 {with amendments}	<b>10</b>
<b>UNIT-II</b>	Grievance Handling, Tripartite and bipartite bodies, Anatomy of Industrial disputes, Conciliation , arbitration and adjudication, Sexual Harassment	<b>15</b>
<b>UNIT-III</b>	Collective Bargaining : Concept, meaning and objectives, Approaches, technique & Strategies to collective Bargaining, Process of Collective Bargaining, Impact of CB and workers participation in management on IR	<b>15</b>
<b>UNIT-IV</b>	Industrial relations in U, K & USA, Japan & Russia, The industrial	<b>10</b>

	Disputes Act,1947{with amendments}, Factories Act{with Amendments}	
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Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to		
CO1	BB -2402.1	Understand the conceptual framework of Industrial Relations.
CO2	BB -2402.2	Identify the heated issues which might take the form of disputes in the workplace.
CO3	BB -2402.3	Elaborate the Concept, evolution, implementation & Challenges of Worker's Participation in Management
CO4	BB -2402.4	Explain the concept, evolution and implementation of Collective Bargaining

**Recommended Books :**

- Arun Monappa & J.T., Dunlop Industrial System, TATA McGraw Hill
- C.N.Patil, Collective Bargaining, University press
- Pramod verma, Industrial Relations, Tata McGraw Hill
- S.C.Srivastava, Industrial Relation& Labor Laws, Vikas Publications
- Singh and Sinha, Labour Laws in Brief, Excel Books

**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**
**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
<b>UNIT-I</b>	Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit	<b>10</b>

	Maximization vs. Wealth Maximization, Sources of Long term Financing.	
<b>UNIT-II</b>	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	<b>10</b>
<b>UNIT-III</b>	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.	<b>15</b>
<b>UNIT-IV</b>	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.	<b>15</b>

Course Outcomes(CO)/Learning Outcomes		
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

**..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
<b>UNIT-I</b>	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.	<b>15</b>
<b>UNIT-II</b>	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.	<b>15</b>
<b>UNIT-III</b>	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.	<b>15</b>
<b>UNIT-IV</b>	Probability and Non probability Sampling Techniques, Limitation of Sampling Techniques. Preparation of questionnaire. Steps involved in preparation of Questionnaire, case study methods , Observation Method , Participation Method of collecting Data.	<b>10</b>

Course Outcomes(CO)/Learning Outcomes		
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
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**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
<b>UNIT-I</b>	<b>Financial markets</b> : 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 <b>Capital markets</b> – primary and secondary market ; Government securities markets ; Role of SEBI - an overview and recent developments. Role of RBI, SEBI in Financial Markets.	<b>15</b>
<b>UNIT-II</b>	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.	<b>15</b>
<b>UNIT-III</b>	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.	<b>15</b>
<b>UNIT-IV</b>	Merchant Banking: Concept of merchant banking in India, Benefits of	<b>10</b>

	merchant banking to organizations. Venture capital: concepts of venture capital, guidelines for venture capital investment in India. Debt Securitization: Meaning, Features, Scope and process of securitization. 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.	
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**Relevant case studies related to the topics should be discussed in classroom.**

Course Outcomes(CO)/Learning Outcomes 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)
2	-	-	2

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**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
<b>UNIT-I</b>	<b>Self-Development and communication -SWOT Analysis:</b> 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.	<b>5</b>
<b>UNIT-II</b>	<b>Effective Presentation Skills:</b> 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	<b>5</b>
<b>UNIT-III</b>	<b>Group Discussions:</b> 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.	<b>10</b>
<b>UNIT-IV</b>	<b>Ways to communicate in different scenarios-</b> job interview, business meeting, project submission/proposal, formal and informal gathering. <b>Speech writing:</b> advantages and disadvantages of speech.	<b>5</b>

Course Outcomes(CO)/Learning Outcomes  
On successful completion of this course:

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: Issues on Contemporary Thought**
**SUBJECT CODE: BB 2407**
**SEMESTER: IV**
**CONTACT HOURS/WEEK :**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**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 Outcomes		
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**
**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 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
<b>UNIT-I</b>	Business Etiquette: The ABC's of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behavior, The Role of Good Manners in Business, Enduring Words Making Introductions and	<b>15</b>



	Greeting People: Greeting Components.	
<b>UNIT-II</b>	Cultural Differences and their Effects on Business Etiquette. BUSINESS ETHICS: Meaning – Definition – Nature – Importance	<b>15</b>
<b>UNIT-III</b>	ETHICAL VALUES: Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.	<b>15</b>
<b>UNIT-IV</b>	CORPORATE GOVERNANCE: Meaning – Code of Corporate Governance – Audit Committee – Corporate Excellence – Role of Independent Directors – Protection of Stakeholders – Corporate Social Responsibility – Changing Roles of Corporate Boards with changing times – Corporate Governance for Market capitalism.	<b>10</b>

Course Outcomes(CO)/Learning Outcomes		
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:**
  1. Chakraborty, S.K., Management by Values, Oxford Univ. Press. 2. Balasubramanian, R., Corporate Governance, IIM Bangalore. 3. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.
- **WEB RESOURCES:**
  1. [www.business-ethics.com](http://www.business-ethics.com) 2. [www.oecd.org](http://www.oecd.org) 3. [www.corpgov.net/news](http://www.corpgov.net/news)

### Fifth Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BB 3501</b>	Business Environment	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB 3502</b>	Management of Financial Services	4	-	-	4	5	16	---	24	60	100	3Hrs
<b>BB 3503</b>	Operations Research	5	-	-	5	6	16	---	24	60	100	3Hrs
<b>BB 3504</b>	Advertising & Sales Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BB 3505</b>	Production & Operations Management	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BB 3506</b>	Entrepreneurship & Small Business	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>BB 3507</b>	Seminar on Training Report	3	-	-	3	3	16	—	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BB3508</b>	Gender Justice	4	-	-	4	4	16	—	24	60	100	3Hrs
<b>Total</b>		<b>30</b>	<b>-</b>	<b>-</b>	<b>30</b>	<b>32</b>						

**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
<b>UNIT-I</b>	Business & Social Environment: Meaning, Salient Features, Significance, Internal & External Environment, Environment Scanning: Features, Process & Techniques, Social Responsibility of Business, Ecological Environment Protection Act.	<b>15</b>
<b>UNIT-II</b>	Political & Economic Environment: Three Political Institutions: Legislature, Executive & Judiciary, Salient Features of Economic System: Basic Philosophies of Capitalism, Socialism & Mixed Economy, Liberalization, Privatization & Globalization.	<b>15</b>
<b>UNIT-III</b>	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.	<b>15</b>
<b>UNIT-IV</b>	Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient Features of Intellectual Property Rights and Trademarks, New Industrial Policy & its Implication in India, Disinvestment of Public Enterprises- Rationale, and Objectives & Implications fiscal Policy: Types, Instruments: Taxation & Public Expenditure & Their impact on Economy Monetary Policy: Types, Instruments, EXIM Policy.	<b>10</b>

**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
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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 Services**
**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
<b>UNIT-I</b>	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.	<b>15</b>
<b>UNIT-II</b>	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.	<b>15</b>

	Recent trend in mutual fund investment in India.	
<b>UNIT-III</b>	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.	<b>10</b>
<b>UNIT-IV</b>	Insurance: Concept, Nature of Insurance, Functions of Insurance, Types of Insurance (Life and Non-Life), Importance of Insurance, Principles of Insurance Contract-Features of Life and Nonlife Insurance. Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA, Composition and Grievance Mechanism and Insurance Ombudsman.	<b>10</b>

**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
<b>UNIT-I</b>	<b>Operations Research:</b> Use, Scope and Applications of Operation Research in Managerial Decision Making. <b>Linear Programming:</b> Formulation of LPP Models, Graphical and simplex method of solving LP Problems.	15
<b>UNIT-II</b>	<b>Assignment Problem:</b> Formulation, optimal solution, variants of assignment problems. <b>Transportation Problem:</b> Various Methods of finding Initial Basic Feasible Solution and Optimal solution, (Unbalanced transportation problem, degeneracy).	15
<b>UNIT-III</b>	<b>Game Theory:</b> Concept of Game, Games with Pure and Mixed Strategies, Saddle Point, Odds method, Principle of Dominance, Sub Games method, Equal Gains Method.	15
<b>UNIT-IV</b>	<b>Project Management:</b> Rules for Drawing the Network Diagram, Applications of CPM and PERT Techniques in Project Planning and Control.	10

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
<b>UNIT-I</b>	Advertising: Definition, role and its importance. Advertising as a means of Communication, Setting advertising objectives, kinds of advertising, advertising appeals, advertising copy Creative copy strategies, message structures.	<b>10</b>
<b>UNIT-II</b>	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.	<b>15</b>
<b>UNIT-III</b>	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.	<b>10</b>
<b>UNIT-IV</b>	Sales Force: Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information Technology in Sales Management.	<b>15</b>

**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.
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**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
<b>UNIT-I</b>	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.	<b>10</b>
<b>UNIT-II</b>	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	<b>15</b>
<b>UNIT-III</b>	Production Order: Process Charts, Production Master Programmes, Operation & Route Sheets, Breakdown of the Production Order & preparation of various Cards.	<b>15</b>
<b>UNIT-IV</b>	Facilities Location & Layout – Strategic importance - Factors affecting location & layout - Installation of facilities – Single location, multi-location decisions. Basic EOQ Model: Re-order Level: ABC Analysis. Supply chain management.	<b>10</b>



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, 2<sup>nd</sup> edition, Pearson Education.
- Krajewski and Ritzman, Operations Management, 5<sup>th</sup> Edition, Pearson Education
- Buffa & Sarin, Modern production/operations Management, 8<sup>th</sup> 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
<b>UNIT-I</b>	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	<b>5</b>

<b>UNIT-II</b>	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	<b>10</b>
<b>UNIT-III</b>	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	<b>15</b>
<b>UNIT-IV</b>	Institutional Supporting Small Business-Central / State level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and different aspects of Social Entrepreneurship-Definition, importance and social responsibilities-NGOs Problems of SMEs and prospects, Causes and Symptoms of sick industry – cures of sickness, Govt. policies & support for revival of sick units and remedial measures, Turnaround strategies for SMEs,	<b>10</b>

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.

**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)
3	-	-	3

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.

**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
<b>UNIT-I</b>	<b>The Concept of Gender - the Biological Distinction</b> Convention on Elimination of All Forms of Discrimination against Women, 1979 Indian Constitutional Safeguards Protection of Women from Domestic Violence	<b>12</b>
<b>UNIT-II</b>	<b>Gender Justice and Personal Laws:</b> Adoption and Guardianship Rights Property and Inheritance Rights Rights of Maintenance Uniform Civil Code towards Gender Justice	<b>12</b>
<b>UNIT-III</b>	<b>Gender Related Crimes</b> Child Marriage Prostitution and Trafficking Female Foeticide Sexual Harassment of Women at Home & workplace	<b>12</b>
<b>UNIT-IV</b>	<b>Gender Justice Issues</b> Women and Work Women and Health Women and Education	<b>12</b>

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

**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	
<b>Core Courses</b>												
<b>BB -3601</b>	Strategic Management	4	-	-	4	5	16	---	24	60	100	3Hrs
<b>BB -3602</b>	Corporate Law	4	-	-	4	5	16	---	24	60	100	3Hrs
<b>BB -3603</b>	Services Marketing	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BB -3604</b>	International Business	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BB -3605</b>	Managing Digital Business	4	-	-	4	5	16	—	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BB -3606</b>	Business Leadership Skills	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>BB -3607</b>	Research Project	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BB -3608</b>	Indian Economic Problems	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Total</b>		<b>27</b>		<b>3</b>	<b>30</b>	<b>33</b>						

**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
<b>UNIT-I</b>	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.	<b>10</b>
<b>UNIT-II</b>	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).	<b>15</b>
<b>UNIT-III</b>	Industry level analysis; Porters' five forces model, Strategy implementation: Resource allocation, Organization structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility, Strategic Evaluation & control: Techniques of strategic evaluation.	<b>15</b>
<b>UNIT-IV</b>	Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Business level strategies—Porter's framework of competitive strategies; Differentiation and Focus strategies. Strategic Analysis and choice—Corporate level analysis (BCG, GE Nine cell, Hofer's product market evolution and Shell Directional policy Matrix).	<b>10</b>

**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
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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
<b>UNIT-I</b>	<b>Nature of a company:</b> Definition of a company, Characteristics of a company, Lifting the corporate veil, Company distinguished from partnership. <b>Kinds of companies:</b> 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. <b>Formation of a company:</b> Steps involved in the formation and incorporation of a company.	10



<b>UNIT-II</b>	<b>Memorandum of association:</b> Meaning and Importance, Form and Contents, Alteration of Memorandum. <b>Articles of association:</b> Meaning, Relationship of and distinction between MOA and AOA. <b>Prospectus:</b> Meaning, Definition and contents, statutory requirements in relation to prospectus. <b>Share capital:</b> 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
<b>UNIT-III</b>	<b>Company Management:</b> 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. <b>Meetings:</b> General meetings of shareholders, requisites of a valid meeting, proxies, voting and poll.	20
<b>UNIT-IV</b>	<b>Auditors:</b> audit committee; appointment of auditors; rights, powers and duties of auditors. <b>Winding Up:</b> Meaning of winding up; modes of winding up; consequences of winding up; procedure of winding up by the court; voluntary winding up.	10

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
- Bagriyal 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
<b>UNIT-I</b>	Introduction to Services, Growth of service sector economy, Service Characteristics, Service Classification, Service Marketing Mix. Consumer Behaviour in Services: Customer Expectation of Service, Customer Perceptions of Service.	<b>15</b>
<b>UNIT-II</b>	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 Servicescapes.	<b>10</b>
<b>UNIT-III</b>	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.	<b>10</b>
<b>UNIT-IV</b>	Pricing of services: Pricing approaches, Pricing Strategies. Service Quality: Integrated gaps model of service quality. Prescriptions for closing quality gaps.	<b>10</b>

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
<b>UNIT-I</b>	<b>Introduction to Globalization:</b> 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
<b>UNIT-II</b>	<b>National Differences in Political Economy:</b> 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
<b>UNIT-III</b>	<b>Cross-Culture and dynamic market understanding:</b> 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
<b>UNIT-IV</b>	<b>The Strategy &amp; Organization of International Business:</b> Entry Strategies and Strategic Alliances, Ethno centric, poly centric, geocentric and region centric approaches of MNE’s - Relevance between strategy and structure in the MNE – Introduction to Global Manufacturing, Materials Management and Marketing, Accounting & International Finance.	10

**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
<b>UNIT-I</b>	<b>Introduction to Digital Business</b> Introduction, Background and current status, structure, mechanisms, and impacts. Difference between physical economy and digital economy, Opportunities and Challenges in Digital Business.	5
<b>UNIT-II</b>	<b>Introduction to E-Commerce:</b> 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

<b>UNIT-III</b>	<b>E-Business</b> : 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. <b>Electronic Payment System:</b> Types of Payment System — E-Cash and Currency Servers, E- Cheques, Credit Cards, Smart Cards, Electronic Purses and Debit Cards. Electronic Data Interchange.	15
<b>UNIT-IV</b>	Changing Structure of Organization – The Impact of E-Commerce on Various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. Socio- Economic Impacts of E-Commerce <b>Security Issues in e-business:</b> Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates.	10

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
<b>UNIT-I</b>	<b>The nature and importance of leadership:</b> The meaning of leadership. Leadership vs. management, the Impact of leadership on organizational performance <b>Traits, Motives, and characteristics of leaders:</b> Personality traits of effective leaders' leadership motives-cognitive factors and leadership.	10
<b>UNIT-II</b>	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
<b>UNIT-III</b>	<b>Developing teamwork:</b> team leadership vs. solo leadership – advantages and disadvantages of group work and team work	20
<b>UNIT-IV</b>	<b>Leadership development, succession and the future:</b> development through self-awareness and self-discipline – leadership development programmes.	10

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)
-	-	3	3

**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
<b>UNIT-I</b>	<b>STRUCTURE OF INDIAN ECONOMY:</b> 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. <b>HUMAN RESOURCES:</b> demographic features of Indian population, size and growth of population, occupational distribution of labour force.	15
<b>UNIT-II</b>	<b>ECONOMIC PLANNING:</b> role of planning in economic development, review of planning experience in India, problems of Indian planning, new economic policy. <b>INDIAN INDUSTRIAL SECTOR:</b> 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
<b>UNIT-III</b>	<b>BASIC ISSUES IN AGRICULTURE:</b> 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
<b>UNIT-IV</b>	<b>EXTERNAL SECTOR:</b> Indian foreign trade-volume ,composition and direction of foreign trade, balance of payment problem, Indian trade policy, foreign capital, foreign and collaborations, role of multinational corporations-mergers and acquisitions , liberalization-from FERA to FEMA.	10

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.

**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