

SCHEME & SYLLABUS
(Choice Based Credit System)

For
BBA
(w.e.f. Session 2019-2020)

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 152* 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)

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

PROGRAM OUTCOMES (POs)

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

PROGRAMME SPECIFIC OUTCOMES (PSO)

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

SECTION 5

Curriculum / Scheme with Examination Grading Scheme

INDUCTION PROGRAM

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

SEMESTER WISE SUMMARY OF THE PROGRAM: BBA

S. No.	Semester	No. of Contact Hours	Marks	Credits
1	I	29	800	26
2	II	29	800	28
3	III	27	800	25
4	IV	27	800	26
5	V	23	600	22
6	VI	27	700	25
Total		162	4500	152

COURSE CATEGORY-WISE CREDIT DISTRIBUTION

S. No.	Category	Number of Credits	Percentage Weightage
1	University Core	-	-
2	University Open	-	-
3	Program Core	91	59.87
4	Program Elective	22	14.47
5	Program Specialization	-	-
6	MOOCs	-	-
7	Project / Research Projects	2	1.32
8	Thesis / Dissertation	-	-
9	Training / Internships/ Field Trips	-	1.74
10	Professional Skills	37	24.34
11	Any Other (Fundamental)	-	-
TOTAL CREDITS		172	100

EXAMINATION GRADING SCHEME

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

Percentage Calculation: CGPA*10

First Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)			Exam Duration (Hours)
Code	Title	L	T	P			Internal	External	Total	
Core Courses										
BB1101	Mercantile Law	3	-	-	3	3	40	60	100	3Hrs
BB 1102	Introduction to Accounting	3	2	-	5	6	40	60	100	3Hrs
BB 1103	Managerial Economics-I	4	-	-	4	4	40	60	100	3Hrs
BB 1104	Principles & Practices of Management	3	-	-	3	3	40	60	100	3Hrs
Elective Course										
BB 1105	Business Mathematics	3	2	-	4	5	40	60	100	3Hrs
Ability Enhancement Compulsory Courses										
BB 1106	Foundation Course in Communication	2	-	-	2	2	40	60	100	3Hrs
BB 1107	Fundamentals of Computers & Information Technology	2	-	2	3	4	40	60	100	3Hrs
Skill Enhancement Compulsory Courses										
BB 1108	Environment Science	2	-	-	2	2	40	60	100	3Hrs
Total		23	4	2	26	29				

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

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

SECTION 6

Detailed Syllabus with Course Outcomes

SUBJECT TITLE: Mercantile Law
SUBJECT CODE: BB1101
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3		0	3

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Law of Contract (1872): Introduction to nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for breach of contract.	15
UNIT-II	Introduction to Sale of Goods Act.; Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange	10
UNIT-III	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,	15
UNIT-IV	The Consumer Protection Act (1886): Defination of consumer, Features, Grievance redressal machinery	10

Course Outcomes (CO)/Learning

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

CO1	BB 1101. 1	Students will gain knowledge of the fundamental legal framework governing commerce, trade, and business in India.
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CO2	BB 1101.2	To explain theoretical concepts of contract creation, performance, discharge, legal remedies for breach of contract, and other contract kinds pertaining to trade, business, and industry.
CO3	BB1101. 3	To understand the ability to write and comprehend legal agreements as well as a grasp of their legal rights and obligations within a contract.
CO4	BB 1101.4	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: Introduction to Accounting
SUBJECT CODE: BB 1102
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
3	2	-	5

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, users of accounting information and limitations of Financial Accounting. Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India.	10
UNIT-II	Recording of Transactions: Voucher System;- Accounting Process, Journal, Ledger, Trial Balance Subsidiary Books, Cash Book, Bank Reconciliation Statement. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV &SLM).	20

UNIT-III	Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business. Introduction to Company Final Accounts: Important provisions of Companies Act,1956 in respect of preparation of final accounts of a company.	20
UNIT-IV	Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)	10

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

Recommended Books:

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

SUBJECT TITLE: Managerial Economics- I
SUBJECT CODE: BB1103
SEMESTER: I
CONTACT HOURS/WEEK:

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

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

- This course will cover the area of economics commonly defined as microeconomics encompassing individual parts of the economy such as individual firms or industries, individual consumers, and individual products.

- The course aims at providing an introduction to the economic theory. Starting with the basic concepts of microeconomics, utility functions, production functions, demand and supply, & price determination.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Nature and Scope of 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.	15
UNIT-II	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.	15
UNIT-III	Theory of Cost: Short and Long Period Costs, Concepts of Total Cost, Marginal and Average Cost. Concept of Revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Elasticity of Demand: Break Even Analysis and Profit Forecasting in Short Run.	15
UNIT-IV	Equilibrium of Firm and Industry: Perfect Competition; Assumptions; Price Determination; Monopoly; Concept; Assumption; Price Determination; Monopoly Power, Control and Regulation; Discriminating Monopoly.	10

Course Outcomes (CO)/Learning

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

CO1	BB1103.1	Understanding of the concepts of Economics , Consumers Equilibrium , law of Diminishing Marginal Utility , Law of Equi Marginal Utility , Indifference Curve etc.
CO2	BB1103.2	Introduction to Law of Demand , Elasticity of Demand , Law of Variable proportions & Returns to Scale .
CO3	BB1103.3	Understanding of the concepts of Cost , Revenue , Break Even Analysis & Profit Forecasting .
CO4	BB1103.4	Introduction to Equilibrium of Firm & Industry , Perfect Competition & Monopoly.

Recommended Books:

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

SUBJECT TITLE: Principles & Practices of Management
SUBJECT CODE: BB1104
SEMESTER: I
CONTACT HOURS/WEEK:

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Principles of management, Scientific Management. Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo & Peter Drucker to the management thought.	10
UNIT-II	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,	15
UNIT-III	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,	15
UNIT-IV	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.	10

Course Outcomes (CO)/Learning

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

CO1	BB1104.1	Acquire the basic knowledge on nature, scope and functions of management and the various theories pertaining to it.
CO2	BB1104.2	Familiarize the concept of planning and the various types of plan under it along with the concept of organizing and its different structures.

CO3	BB1104.3	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	BB1104.4	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 MATHEMATICS
SUBJECT CODE : BB1105
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 :

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

Contents of syllabus:

Sr.No	Contents	Contact Hours
UNIT-I	(ALGEBRA-1):Arithmetic progression (A.P),Geometric Progression (G.P),And Harmonic Progression with simple practical applications in real life business environment ,Set theory and its real life practical applications.	15
UNIT-II	(ALGEBRA-2): Permutations and Combinations,Binomial Theorem , Determinants with simple applications for solutions of linear simultaneous equations using Cramer's Rule,Matrices with simple	15

	applications for solution of linear simultaneous using matrix inversion method.	
UNIT-III	(CALCULUS): Real number systems, constants and variables ,functions,Graphical representations of functions, limits and continuity of functions,first principle of differential calculus,Derivatives of simple algebraic functions and applications of derivatives in Economic and Commerce,Maximum and Minimum.	15
UNIT-IV	(CO-ORDINATE GEOMETRY): Rectangular cartesian Co-Ordinates in a plane, Equations of straight lines and the concept of gradient with its practical applications in real life business problems.	15

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 1105.1	Describe the ideas and apply mathematical expressions, relationships, and formulae in a range of circumstances
CO2	BB 1105.2	Use your skills of algebra, matrices, and calculus to solve practical business challenges.
CO3	BB 1105.3	Analyze and exhibit the mathematical abilities needed in fields like Economics and Business that need a lot of math.
CO4	BB 1105.4	Integrate the operation of global trade with international business ideas

RECOMMENDED BOOKS:

- Mathematics for Economics and Business by R.S.Bhardwaj.
- Business Mathematics by Padmalochan Hazarika.
- Business Mathematics by D.C.Sancheti and V.K.Kapoor.
- Mathematical Economics by Dowling,T.Edword.
- Mathematics Analysis for Economics by Allen,RGD.

SUBJECT TITLE: Foundation Course in Communication
SUBJECT CODE: BB1106
SEMESTER: I
CONTACT HOURS/WEEK:

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

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

- The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.

- This course is designed to make student conversant with the basic forms, formats and techniques of business communications.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, Articles, Tenses: introduction, uses of present, past and future tense, Preposition, Use of punctuations. Types of sentence: simple compound and complex, transformation of sentence: active and passive, Direct and indirect speech.	10
UNIT-II	Correct word usage – Homonyms, antonyms and synonyms. Vocabulary building: idioms, one word substitution. Communication – its meaning & importance. Types of communication – Verbal communication and non-verbal communication, upward communication, downward communication, internal and external communication. Communication Process.	5
UNIT-III	Basic models of Communication: Shannon and Weaver's model of communication, Berlo's S-M-C-R model. Essentials of effective business communication – 7C's of communication.	5
UNIT-IV	Barriers to effective Communication: How do Barriers Arise? Types of Barriers, Overcoming Barriers. Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings..	5

Course Outcomes (CO)/Learning

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

CO1	BB 1106.1	To evolve various Soft skills, among students through debates, group discussions etc so that will help them to be globally acknowledged.
CO2	BB 1106.2	To teach Soft and critical and analytical skills to students that will help to learn about business scenario.
CO3	BB 1106.3	To make innovative, Utilize research and evolve ethical values among the students.
CO4	BB 1106.4	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: Fundamentals of Computers and Information Technology
SUBJECT CODE: BB1107
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
UNIT-I	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.	10
UNIT-II	Introduction to MS Word: Basic Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents.	10
UNIT-III	Introduction to MS Power Point: Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.	5
UNIT-IV	Introduction to MS Excel: Creating spread sheets by entering text formulas and numbers Making Graphs in Excel, Sorting data in Excel, Basic introduction to Internal and its applications: Search Engines and email.	10

Course Outcomes (CO)/Learning

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

CO1	BB 1107.1	To provide knowledge about fundamental concept of computers including input and output devices, computer languages, an operating system, use the Internet safely.
CO2	BB 1107.2	Illustrate the documentation using MS Word, exploring various menu options and tools on the ribbon with formatting paragraph and working with tables.

CO3	BB 1107.3	Describe working with worksheets in MS Excel by applying formula, functions and performed graphs and charts on the created table.
CO4	BB 1107.4	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

SUBJECT TITLE: Environmental Science
SUBJECT CODE: BB1108
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
UNIT-I	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.	10
UNIT-II	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.	5
UNIT-III	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.	5

UNIT-IV	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.	5
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Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 1108.1	To understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
CO2	BB 1108.2	To appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO3	BB 1108.3	To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO4	BB 1108.4	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, 9th 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

Second Semester:

Subject	Contact Hours/Week	Credit	Contact	Evaluation Scheme	Exam Duration
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Code	Title	L	T	P	Hrs.	(% of Total Marks)			(Hours)	
						Internal	External	Total		
Core Courses										
BB 1201	Human Resource Management	3	-	-	3	3	40	60	100	3Hrs
BB 1202	Cost Accounting for Managers	3	2	-	4	5	40	60	100	3Hrs
BB 1203	Business Statistics	5	-	-	5	5	40	60	100	3Hrs
BB 1204	Fundamentals of Entrepreneurship	4	-	-	4	4	40	60	100	3Hrs
Elective Course										
BB 1205	Macroeconomics	4	-	-	4	4	40	60	100	3Hrs
Ability Enhancement Compulsory Courses										
BB 1206	Business Communication	2	-	-	2	2	40	60	100	3Hrs
BB 1207	Advanced Computers Skills	3	-	2	4	4	40	60	100	3Hrs
Skill Enhancement Compulsory Courses										
BB 1208	Human Values & Business Ethics	2	-	-	2	2	40	60	100	3Hrs
Total		26	2	2	28	29				

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

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

SUBJECT TITLE: Human Resource Management

SUBJECT CODE: BB 1201

SEMESTER: II
CONTACT HOURS/WEEK:

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Human Resources Management: Nature, scope, role and significance of HRM, interaction with other functional areas, Human Resource Management practices in India, problems and challenges. Human Resource Planning: Meaning, Process and importance, methods of Human Resources Planning	10
UNIT-II	Job analysis: 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.	10
UNIT-III	Recruitment & Selection: Meaning & Concept, procedure & ways of recruitment & selection. Induction & Placement Process. Training & Development: Meaning, methods of training & development, difference between training & development, Performance Appraisal: Meaning, methods & process of Performance Appraisal, Quality of work life (QWL): Meaning, Various Approaches of QWL, Techniques for improving QWL. Health, Safety & Employee Welfare, Social Security, Counseling and Monitoring.	15
UNIT-IV	Collective Bargaining - meaning, scope and objectives; issues and strategies. Participative Management, Employee Grievances and their Resolution – Model for Grievance Resolution Procedure. Quality Circles: Concept, Structure, Quality Circle in India, HR Audit, Contemporary Issues in HRM.	15

Course Outcomes (CO)/Learning

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

CO1	BB1201.1	Explain the fundamentals of Human Resource Management and study the evolution of HRM.

CO2	BB1201.2	Review various functions of HRM that smooth the progress of employee hiring viz. planning, job analysis, recruitment and selection.
CO3	BB1201.3	Recognize the role of T&D, career development and performance evaluation in human resource development.
CO4	BB1201.4	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: Cost Accounting for Managers
SUBJECT CODE: BB1202
SEMESTER: II
CONTACT HOURS/WEEK:

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

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

- The 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
UNIT-I	Introduction: Nature, Scope and Advantages of Cost Accounting , Difference between Cost and Financial Accounting, Classification of Costs. Preparation of Cost Sheet .	10
UNIT-II	Material: Pricing & control techniques. Labour: Meaning and Components of Labour Cost, Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover.	10
UNIT-III	Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution) . Methods of Cost Determination: Unit Costing ,Job Costing, Batch Costing, Contract Costing .	15
UNIT-IV	Process Costing (including joint and by products). Accounting Systems: Integral and non-integral systems, Reconciliation of cost and financial accounts.	10

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1202.1	Introduction to Cost Accounting, Different Elements of Cost, Enabling students to prepare Cost Sheet.
CO2	BB1203.2	Providing students in depth knowledge of various elements of Cost: Material, Labour & Overheads.
CO3	BB1204.3	Introduction to the various techniques of Cost Control including Cost – Volume & Profit Analysis to enable them to take decisions.
CO4	BB1205.4	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
- Kishore Ravi M: Cost and management Accounting, Taxmann
- M.Y.Khan & P.K.Jain, Management Accounting, TMH

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
UNIT-I	Statistics: Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution. Measures of Central Tendency and Dispersion : Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation	10
UNIT-II	Regression Analysis: Introduction, Utility, Method of Least Squares, Coefficient of Regression, Standard Error of Estimate, Coefficient of	15

	Determination. Correlation: Meaning of correlation, types of correlation positive and Measurement of Correlation: Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation.	
UNIT-III	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.	15
UNIT-IV	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.	10

Course Outcomes (CO)/Learning 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
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives:

- Students who intent to start their own enterprise.

- To create the understanding of business this course will guide them throughout the process right from the idea generation till implementation of the idea.

Contents of Syllabus:

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

Course Outcomes (CO)/Learning

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

CO1	BB1204.1	Understand basics of entrepreneurial ventures, differentiate a business idea and opportunity and to interpret the factors affecting entrepreneurial growth.
CO2	BB1204.2	Evaluate the mechanism of entrepreneurial process.
CO3	BB1204.3	Apply ethical and social aspects of an entrepreneur.
CO4	BB1204.4	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: BB1205
SEMESTER: II
CONTACT HOURS/WEEK:

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Meaning, Nature and Scope of Macro Economics, Importance & Limitations of Macro Economics Some Concepts: Stock and flow variables, General and Partial Equilibrium, Static and Dynamic analysis, Open and Closed Economy, Circular flow of Production & Income. National Income : Concepts, methods of measurement, difficulties and importance	15
UNIT-II	Theory of Income and Employment: Say's Law of Market, Classical & Keynesian theory of output and employment. Consumption Function: Meaning, determinants and importance. Theories of Consumption: Absolute income hypothesis, Relative income hypothesis, permanent income hypothesis & life cycle hypothesis. Investment Theories: Meaning, types and determinants of investment, marginal efficiency of capital and internal rate of return	15
UNIT-III	Theory of Multiplier: Static and dynamic multiplier, tax multiplier, balanced budget multiplier, leakages from the multiplier. The Paradox of thrift & multiplier. Money: Definition, types & significance of money in a modern economy, Keynesian theory of money & prices.	15
UNIT-IV	Inflation: Meaning and types of Inflation. Classical & Keynesian theory of inflation, Inflation & unemployment- Phillips curve. Stabilization policies: Monetary and fiscal policies & their instruments.	10

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1205.1	Familiarizing the students with the concepts relating to macroeconomics and national income.
CO2	BB1205.2	Discover the fundamental concepts of Theory of Income and Employment, Consumption Function and theories of investment.
CO3	BB1205.3	Gain knowledge about core concepts and terminology like Static and dynamic multiplier, tax multiplier, Keynesian theory etc.
CO4	BB1205.4	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
- 3. Stonnies & Hauge: A Textbook of Economic Theory
- Shapiro, Edward, Macro Economics, Mc Graw Hills Edu.
- D.N. Dwivedi, Managerial Economics, Mc Graw Hills Edu.
- Mishra & Puri, Modern Macro Eco Theory

SUBJECT TITLE: Business Communication
SUBJECT CODE: BB1206
SEMESTER: II

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

CONTACT HOURS/WEEK:
Internal Assessment: 40
End Term Exam: 60
Duration of Exam: 3 hrs
Objectives

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Listening Skills: 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.	10
UNIT-II	Developing speaking skills advantages and disadvantages, Conversation as communication, extempore, speaking skills required in meetings, Group communication: meaning, importance of group communication. Conference, Seminar, Symposium and Workshop.	10
UNIT-III	Developing Reading Skills: Purpose of Reading; Types of reading; Techniques for effective Reading ,Reading Comprehension	5
UNIT-IV	Developing Writing skills: planning, drafting, revision, editing, proofreading. Paragraph writing, Précis writing	10

Course Outcomes (CO)/Learning

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

CO1	BB1206.1	Understand and apply communication theory
CO2	BB1206.2	Display competence in oral, written, and visual communication
CO3	BB 1206.3	Understand how word choice, syntax, grammar and text structure may vary with context and purpose
CO4	BB 1206.4	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

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
UNIT-I	Basics of Computer Network and Data Communication: 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
UNIT-II	Introduction to Database System: 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
UNIT-III	Operating System Concept: 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
UNIT-IV	Introduction to MS-Excel: 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

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.
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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: BB1208
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
UNIT-I	Course Introduction - Need, Basic Guidelines, Content and Process for Value Education : Understanding the need, basic guidelines, content and process for Value Education , Self Exploration —what is it?- its content and process; Natural Acceptance and Experiential Validation- as the mechanism for self exploration , Continuous Happiness and Prosperity - A look at basic Human Aspirations , Right understanding, Relationship and Physical Facilities - 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 Understanding Harmony in the Human Being - Harmony in Myself! Understanding human being as a co-existence of the sentient “ I ” and the material “Body” , Understanding the needs of Self (“I”) and “Body” - Sukh and Suvidha , 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: Sanyam and Swasthya ; correct appraisal of Physical needs, meaning of Prosperity in detail.	10

UNIT-II	Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship : Understanding harmony in the Family- the basic unit of human interaction., Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (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): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals ,Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!	5
UNIT-III	Understanding Harmony in the Nature and Existence - 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	5
UNIT-IV	Implications of the above Holistic Understanding of Harmony on Professional Ethics- Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems, Ability to identify and develop appropriate technologies and management patterns for above production systems. Case studies of typical holistic technologies, management models and production systems. Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and managers, At the level of society: as mutually enriching institutions and organizations.	5

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB1208.1	Categorize and examine an ethical issue in the subject matter under investigation or in a relevant field.
CO2	BB1208.2	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	BB1208.3	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	BB1208.4	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 Hrs.	Evaluation Scheme (% of Total Marks)			Exam Duration (Hours)
Code	Title	L	T	P			Internal	External	Total	
Core Courses										
BB 2301	Marketing Management	3	2	-	4	5	40	60	100	3Hrs
BB 2302	Organization Behavior	3	-	-	3	3	40	60	100	3Hrs
BB 2303	Financial Analysis of Decision Making	3	2	-	4	5	40	60	100	3Hrs
BB 2304	Management Information System	3	-	-	3	3	40	60	100	3Hrs
Elective Course										
BB 2305	Introduction to Financial Markets	3	-	-	3	3	40	60	100	3Hrs
Ability Enhancement Compulsory Courses										
BB 2306	Professional Communication	3	-	-	3	3	40	60	100	3Hrs
BB 2307	Indian Economic Problems	3	-	-	3	3	40	60	100	3Hrs
Skill Enhancement Compulsory Courses										
BB 2308	Business Etiquettes & Corporate Grooming	2	-	-	2	2	100	-	100	3Hrs
Total		23	4	-	25	27				

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

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

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
UNIT-I	Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro Environment.	10
UNIT-II	Market segmentation: need, concept, nature, basis and strategies, mass marketing vs. Segmentation. Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting.	10
UNIT-III	Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions Pricing decisions: importance, objectives, designing strategies, Pricing Techniques	15
UNIT-IV	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	15

Course Outcomes (CO)/Learning

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
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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: Organization Behaviour
SUBJECT CODE: BB2302
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
Objectives

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: definition of organizational behavior and its relevance in today's business environment, contributing disciplines to Organization Behavior (OB), challenges and prospects for OB. Perception – nature, importance, perceptual selectivity, stereotyping, halo effect. Learning: philosophies of learning, behavior modification	10
UNIT-II	Attitudes: importance, components. Personality: meaning, self-concept, self-esteem, major elements of personality. Motivation: Types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, procedure of motivation.	15
UNIT-III	Leadership: nature & importance of leadership, theories of leadership, leadership traits, Behavioral Styles in leadership, Johari Window Model Foundations of Group Behavior: Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Teams Difference between	15

	Group & Team, Creating effective team.	
UNIT-IV	Conflict Management ; conflict process; Individual & Group Level Conflict; Organization level Conflict; Negotiations - meaning & definition; Negotiations Process; Issues in Negotiations. Stress Management : meaning and concept of Stress, Stress in Organization. Power and Politics in Organization : nature & concepts, sources & types of Power, methods of Politics, Organizational Culture : meaning & concept, cultural differences & Business Ethics.	10

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 2302.1	Explain challenges and prospects for OB, contributing disciplines to Organization Behavior (OB).
CO2	BB 2302.2	Describing Attitudes, Personality & Motivation.
CO3	BB 2302.3	Describing Behavioral Styles in leadership, Johari Window Model.
CO4	BB 2302.4	Explain Negotiations Process; Issues in Negotiations

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: Financial Analysis of Decision Making
SUBJECT CODE: BB 2303
SEMESTER: III
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 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
UNIT-I	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 Accounting in decision making; Management Accounting Tools; Advantages and Limitations of Management Accounting.	10
UNIT-II	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.	10
UNIT-III	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.	15
UNIT-IV	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.	15

Course Outcomes (CO)/Learning		
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)
3	0	0	3

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

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, Gordon B. & Olson, M.H, Second Edition

SUBJECT TITLE: Introduction to Financial Markets
SUBJECT CODE: BB 2305
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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Financial markets : Money market- meaning, constituents & function ; Money market instruments – call money, treasury bills, and certificate of deposits, Commercial bills, and trade bills, Acceptance of Bill, Discounting of Bill Capital markets – primary and secondary market ; Government securities markets ; Role of SEBI - an overview and recent developments. Role of RBI, SEBI in Financial Markets.	15
UNIT-II	Investment basics terms like need for investment, equity, derivative, mutual fund, depositories etc. and various options available for investment. Securities, securities market and how one can invest in securities and role of regulator - SEBI. Primary market, procedure for buying shares through IPO Depository, dematerialization and Rematerialization of securities.	15
UNIT-III	Secondary Market Introduction, stock exchange, stock trading, products in the secondary, equity investment, debt investment. Derivatives. Mutual funds and AMCs: Origin and growth of mutual funds in India, Constitution of MFs: Sponsors, Trustees, Custodians and AMCs. Types of mutual fund schemes debt mutual fund schemes, fixed maturity plans and Salient features of MF. Advantages and disadvantages of mutual fund investment. Recent trend in mutual fund investment in India.	15
UNIT-IV	Merchant Banking: Concept of merchant banking in India, Benefits of 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	10

	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 On successful completion of this course, the learner will be able to		
CO1	BB 2305.1	An overview of recent developments, constituents & function of Financial markets and Capital markets
CO2	BB 2305.2	To comprehend the need and concepts of various investment options thereby specifying the role SEBI in monitoring and governing the financial markets
CO3	BB 2305.3	To provide knowledge about recent trend in mutual fund investment in India and AMC's thereby enabling student understand the advantages and disadvantages of mutual fund investment
CO4	BB 2305.4	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 TITLE: Professional Communication

SUBJECT CODE: BB 2306

SEMESTER: III

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:

- 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
UNIT-I	Corporate Communication: 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 and severance letter.	10
UNIT-II	Resume Writing and Interview Skills: 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
UNIT-III	Business Letters: Importance & Essentials of Business Letters Types of letter-, formal/informal letters, Application Letter , Complaint Letter , Inquiry Letter, Order Placing Letters.	20
UNIT-IV	Digital Communication- 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		
On successful completion of this course, the learner 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.

SUBJECT TITLE: INDIAN ECONOMIC PROBLEMS
SUBJECT CODE: BB-2307
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

Objectives:

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	STRUCTURE OF INDIAN ECONOMY: the concept of economic system, nature of Indian economy, major issues of development in Indian economy , problems of poverty ,malnutrition and inequalities in India , Problems pertaining to unemployment and rising prices, emergence of parallel economy, inequality and economic power in India. HUMAN RESOURCES: demographic features of Indian population, size and growth of population, occupational distribution of labour force.	15
UNIT-II	ECONOMIC PLANNING: role of planning in economic development, review of planning experience in India, problems of Indian planning, new economic policy. INDIAN INDUSTRIAL SECTOR: growth and problems of Indian industry, current industrial policy, cottage and small scale industries, agro based industries, industrial finance, public sector in India, privatization in India, current policy- disinvestment and divestment.	15
UNIT-III	BASIC ISSUES IN AGRICULTURE: role and nature of agriculture in India, trends in agriculture production and productivity, green revolution and food security, agricultural price policy, rural credit and rural indebted and subsidies (all these with particular reference to Punjab), natural resources, economic development and environment degradation .	15
UNIT-IV	EXTERNAL SECTOR: 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 2307.1	To create concepts for the fundamental features of the Indian economy and its resource potential.
CO2	BB 2307.2	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 2307.3	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 2307.4	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

SUBJECT: Business Etiquettes & Corporate Grooming
SUBJECT CODE: BB2408
SEMESTER: III
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 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.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Business Etiquette: The ABC’s of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behavior, The Role of Good Manners in Business, Enduring Words Making Introductions and Greeting People: Greeting Components.	15
UNIT-II	Cultural Differences and their Effects on Business Etiquette. BUSINESS ETHICS: Meaning – Definition – Nature – Importance	15
UNIT-III	ETHICAL VALUES: Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.	15
UNIT-IV	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.	10

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 2308.1	To evolve various Soft skills, among students through debates, group discussions etc so that will help them to be globally acknowledged.
CO2	BB 2308.2	To teach Soft and critical and analytical skills to students that will help to learn about business scenario.
CO3	BB 2308.3	To make innovative, Utilize research and evolve ethical values among the students.
CO4	BB 2308.4	To develop critical thinking and creativity among the students.

TEXT BOOKS:

- Bhatia, S.K., Business Ethics and Corporate Governance. 2. Bowie Norman, Business Ethics, Prentice Hall.
- **REFERENCES:**
 Chakraborty, S.K., Management by Values, Oxford Univ. Press. 2. Balasubramanian, R., Corporate Governance, IIM Bangalore. 3. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.
- **WEB RESOURCES:**
www.business-ethics.com 2. www.oecd.org 3. www.corpgov.net/news

Fourth Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)			Exam Duration (Hours)
		L	T	P			Internal	External	Total	
Code	Title									
Core Courses										
BB 2401	Consumer Behavior	3	-	-	3	3	40	60	100	3Hrs
BB 2402	Training & Development	3	-	-	3	3	40	60	100	3Hrs
BB 2403	Cost Management	3	2	-	4	5	40	60	100	3Hrs
BB 2404	Data Analysis & Interpretation	4	-	-	4	4	40	60	100	3Hrs
Elective Course										
BB 2405	Productions & Operations Management	4	-	-	4	4	40	60	100	3Hrs
Ability Enhancement Compulsory Courses										
BB 2406	Verbal Communication	3	-	-	3	3	40	60	100	3Hrs
BB 2407	Contemporary Issues in Business Management	3	-	-	3	3	100	-	100	3Hrs
Skill Enhancement Compulsory Courses										
BB 2408	Gender Justice & Women Empowerment	2	-	-	2	2	40	60	100	3Hrs
Total		25	2	-	26	27				

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

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

SUBJECT TITLE: Consumer Behavior
SUBJECT CODE: BB 2401
SEMESTER: IV
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:

- 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
UNIT-I	Consumer behaviour: nature, scope & application. Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour. Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs.	10
UNIT-II	Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with reference to consumer behavior. Consumer in social & cultural setting: Reference groups: concepts, factors affecting reference groups.	10
UNIT-III	Family: Functions of family, Family decision making, Family Life Cycle social class & its measurement Culture & sub culture: definition & influence	15
UNIT-IV	Consumer Decision Making: Introduction. Leadership & leadership Process. Diffusion of innovations: Diffusion Process, Adoption Process.	15

Course Outcomes (CO)/Learning

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

CO1	BB 2401.1	Explain consumer decision making process, factors affecting buying behaviour.
CO2	BB 2401.2	Describing Elements of Perception and Attitude with reference to consumer behaviour.

CO3	BB 2401.3	Explain Family decision making, Family Life Cycle, social class & its measurement
CO4	BB 2401.4	Describing Diffusion of innovations: Diffusion Process, Adoption Process.

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: Training & Development
SUBJECT CODE: BB 2402
SEMESTER: IV
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:

- To familiarize the students with the concept and practice of training and management development in the modern organizational.
- To understand the need and process of training need analysis in organizations.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Training and Development: Concept Meaning & Importance of Training &Development, Process and Significant of T&D, Need Identification for Training, Methods of measuring Training needs, Principles and theories of Learning.	10
UNIT-II	Types of Training & Development, Training and Development System in India, Training &Development Centers, Role of External Agency in Training and Development, Training for change, Barriers in Training.	10
UNIT-III	Effective Trainer development, Implementing Training Programs &Process of Designing Training programs. Various Approaches for Management Development, Team Building Exercises, Management Games, Simulations.	15
UNIT-IV	Evaluation of Training and Development Programs, Basic Criteria, Identification of Problems. Steps Involved in Evaluation. Models used for evaluation: CIRO Model, Kirkpatrick Model of Evaluation, Analyzing Cost-Benefit of Training. Issues and Challenges in Training and Development in India.	15

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 2402.1	Widen an understanding of the evolution of training & development from a planned function
CO2	BB 2402.2	Provide an approach into what motivates to learn and use the suitable pedagogies to impart training to them.
CO3	BB 2402.3	Create a training module and to accomplish it.
CO4	BB 2402.4	Examine various strategies used by organizations to measure the performance & rewards for the same.

Recommended Books :

- BiswajeetPattanayak : Human Resources Management
- Dayal ,I ‘Manpower Training in organizations’ Prentice Hall of India, New Delhi
- Craig ,Robert ‘Training and Development’ McGraw Hill, New York
- Reddy ‘Effective Human Resource Training and Development Strategy’ Himalaya Publications
- Lynton,R.P and U.Pareek ‘Training and Development’ IrwineDoresy, Hopwood

SUBJECT TITLE: Cost Management
SUBJECT CODE: BB 2403
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 make understanding among students towards the basis of conventional and contemporary costing systems.
- To enable students to prepare plans and budgets and analyse variances from standard cost to pinpoint areas that need control and provide recommendations for decision making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Cost Management: Need Significance and Different Areas of Cost Management and Application. Strategic Total Cost Management , Cost Control and Cost Reduction , Behavioural Consequences of Using Cost Accounting Controls.	10

UNIT-II	Contemporary Concepts: Activity Based Costing, Target Costing, Life Cycle Costing, Value Chain Analysis. Concept of JIT , Continuous improvement and Cost of Quality Reporting .	10
UNIT-III	Basic Idea of Value Analysis , Balanced Score Card , EVA , Total Quality Management (TQM), Kaizen Costing and Backflush Costing .	15
UNIT-IV	Learning Curves and their use in Predicting Product / Service Costs. Basic Knowledge of Cost Accounting Record Rules & Cost Accounting Standards . Cost Audit.	15

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 2403.1	Introduction to cost Management, Cost Control and Cost Reduction , Areas of application of Cost Management , Cost Control & reduction.
CO2	BB 2403.2	To introduce the student with Activity Based Costing , Target Costing , Life Cycle Costing ,Value Chain Analysis , JIT .
CO3	BB 2403.3	Introduction to Balanced Score Card , EVA , Total Quality Management (TQM), Kaizen Costing and Backflush Costing
CO4	BB 2403.4	To provide basic Knowledge of Cost Accounting Record Rules & Cost Accounting Standards , Cost Audit etc.

Recommended Books :

- 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
- Kishore Ravi M: Cost and management Accounting, Taxmann
- M.Y.Khan & P.K.Jain, Management Accounting, TMH

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

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

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

Objective

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Definition, Importance Scope of Research. Types of Research, Objectives of Research, Research methods and Research methodology. Variables and Parameters. Research Design, Types of Research Designs. Research and Market Research-Product Research, Advertisement and sales Promotion Research, sales control Research. Basic statistics-Definition of statistics. Statistics Types. Measures of Central Tendency-Mean Median and Mode.	15
UNIT-II	Dispersion Its Meaning, Types of Dispersion, Mean Deviation and Standard Deviations, Coefficient of Variations. Simple correlation and Regression Analysis..Data, definition nature and scope. Types of data-Primary and secondary data.	15
UNIT-III	Data Collection, editing, coding, Tabulation and cross Tabulation of data Data presentation-Diagrammatic and Graphic methods of Presentation. Sample and sampling Techniques, Definition of Sample, sampling, sample design Sample Size , methods of sampling, Sampling Techniques.	15
UNIT-IV	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.	10

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

Recommended Books :

- C.R. Kothari: Research Methodology cases and Text, wiley eastern < new Delhi

- S.P. Gupta statistics
- Rigby Paul H.(1968) Conceptual Foundation of Business Research ,Wiley

SUBJECT TITLE: Production and Operations Management

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

Objectives:

- It is a subject where a student learns various steps of product design, development, production, plant location, storage, production planning and control.
- The students will get motivated to apply concepts and principles of Productions Management to become more effective professionals.

Contents of Syllabus:

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

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 2405.1	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	BB 2405.2	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	BB 2405.3	To understand organisational structures, technology, operational activities, and competitiveness relate to one another.
CO4	BB 2405.4	Be able to think about the idea of process management and its practical consequences;

Recommended Books:

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

SUBJECT: Verbal Communication
SUBJECT CODE: BB 2406
SEMESTER: IV
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

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

Contents of Syllabus :

Sr. No	Contents	Contact Hours
UNIT-I	Self Development and communication -SWOT Analysis: Concept of Self development, objectives of self development, Interdependence	5

	between Self development and Communication, SWOT Analysis: Basic elements of SWOT Analysis, Process of SWOT Analysis.	
UNIT-II	Effective Presentation Skills: Goals of effective Presentation, stage fright, ways of delivering the message, Basic principles, Physical delivery, vocal delivery, adapting the style of delivery, final phase, visual aids	5
UNIT-III	Group Discussions: meaning, Purpose, Types, Importance of GD in Education and Learning, Importance of GD in business, Importance of GD in selection Process, guidelines for GD, advantages of GD.	10
UNIT-IV	Ways to communicate in different scenarios- job interview, business meeting, project submission/proposal, formal and informal gathering. Speech writing: advantages and disadvantages of speech.	5

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

Recommended Books :

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

SUBJECT TITLE: Contemporary Issues in Business Management
SUBJECT CODE: BB 2407
SEMESTER: IV
CONTACT HOURS/WEEK :

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

I
Internal Assessment: 100
Instructions for the Teachers:

- To cover this course teacher can make it compulsory for the students to read newspaper and prepare news files.
- Group discussions in the class on various issues of business and economy
- Presentations on various topics by each Student.

- At the end teacher can evaluate the student through news file viva, presentation and GDs
 Conducted throughout the semester.

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

SUBJECT TITLE: GENDER JUSTICE & WOMEN EMPOWERMENT
SUBJECT CODE: BB 2408
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	2	0	4.5

Internal Assessment: 25
End Term Exam: 75
Objective:

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

Contents of Syllabus:

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

Course Outcomes (CO)/Learning		
On successful completion of this course, the learner will be able to		
CO1	BB 2408.1	To understand about various legal provisions which deal with welfare of women and children in India
CO2	BB 2408.2	To develop legal reasoning and skills amongst the students to analyse various statutory provisions relating to development of women in India
CO3	BB 2408.3	To develop critical and analytical thinking among the students with regard child welfare legislations
CO4	BB 2408.4	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.

Fifth Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)			Exam Duration (Hours)
		L	T	P			Internal	External	Total	
Code	Title									
Core Courses										
BB 3501	Business Environment	4	-	-	4	4	40	60	100	3Hrs
BB 3502	Management of Financial Services	4	-	-	4	4	40	60	100	3Hrs
BB 3503	Operations Research	3	2	-	4	5	40	60	100	3Hrs
BB 3504	Services Marketing	4	-	-	4	4	40	60	100	3Hrs
Elective Course										
BB 3505	Introduction to Investment Analysis & Portfolio Management	3	-	-	3	3	40	60	100	3Hrs
Ability Enhancement Compulsory Courses										
BB 3506	Indian Company Analysis & CSR	3	-	-	3	3	100	-	100	3Hrs
Total		21	2	4	22	23				

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

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

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Business & Social Environment: Meaning, Salient Features, Significance, Internal & External Environment, Environment Scanning: Features, Process & Techniques, Social Responsibility of Business, Ecological Environment Protection Act.	15
UNIT-II	Political & Economic Environment: Three Political Institutions: Legislature, Executive & Judiciary, Salient Features of Economic System: Basic Philosophies of Capitalism, Socialism & Mixed Economy, Liberalization, Privatization & Globalization.	15
UNIT-III	Competition Act 2002: Features, Objectives, Objectives, Anti-Competitive Agreement, Abuses of Dominance, Regulations of Combinations, Leniency Regulation, Foreign Exchange Management Act 1999 (FEMA): Features, Objectives, Application of The Act, FEMA Vs FERA.	15
UNIT-IV	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.	10

Course Outcomes (CO)/Learning

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

CO1	BB 3501.1	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	BB 3501.2	To examine the economic and political elements of the business environment, such as globalization, privatization, and liberalization, under which a business organization operates.
CO3	BB 3501.3	To facilitate an in-depth analysis of the regulatory framework under which a business functions and their implementation in the current scenario.
CO4	BB 3501.4	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
UNIT-I	Financial Services - Meaning, types and importance of financial services. Depository System in India– Introduction to depository system, depository participants in India, functioning of depository, benefits of depository system and process of switching over depository, Concept of Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system. Venture capital: concepts of venture capital, guidelines for venture capital investment in India. Plastic Money: Concept and different types of plastic money - credit and debit cards, advantages and disadvantages of plastic money. Factors affecting use of plastic money in India.	15
UNIT-II	Mutual funds and AMCs: Origin and growth of mutual funds in India, Constitution of MFs: Sponsors, Trustees, Custodians and AMCs. Types	15

	of mutual fund schemes, advantages and disadvantages of mutual fund investment, Calculation of Net Asset Value and pricing of mutual funds. Recent trend in mutual fund investment in India.	
UNIT-III	Credit rating: Concept and objective of credit rating, various credit rating agencies in India, factors affecting credit rating & process of credit rating. Introduction to International credit rating agencies. Leasing: concept and system of leasing, leasing & hire purchase system, advantages & disadvantages of leasing. Tax related aspect of leasing.	10
UNIT-IV	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.	10

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

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 3502.1	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	BB 3502.2	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	BB 3502.3	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	BB 3502.4	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

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: V

3	2	-	4
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CONTACT HOURS/WEEK:
Internal Assessment: 40
End Term Exam: 60
Duration of Exam : 3 Hrs
Objectives:

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Operations Research: Use, Scope and Applications of Operation Research in Managerial Decision Making. Linear Programming: Formulation of LPP Models, Graphical and simplex method of solving LP Problems.	15
UNIT-II	Assignment Problem: Formulation, optimal solution, variants of assignment problems. Transportation Problem: Various Methods of finding Initial Basic Feasible Solution and Optimal solution, (Unbalanced transportation problem, degeneracy).	15
UNIT-III	Game Theory: Concept of Game, Games with Pure and Mixed Strategies, Saddle Point, Odds method, Principle of Dominance, Sub Games method, Equal Gains Method.	15
UNIT-IV	Project Management: 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	BB 3503.1	Introduction to Operations Research & various tools & techniques. Students will learn how to formulate Linear Programming Problem.
CO2	BB 3503.2	Solving Linear Programming Problems with Graphic & Simplex Method.
CO3	BB 3503.3	Enabling Student to make optimum utilization of Resources with the Techniques of Assignment & Transportation Problems.
CO4	BB 3503.4	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: SERVICES MARKETING
Subject Code: BB 3504
SEMESTER: V
CONTACT HOURS/WEEK

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Services, Growth of service sector economy, Service Characteristics, Service Classification, Service Marketing Mix. Consumer Behaviour in Services: Customer Expectation of Service, Customer Perceptions of Service.	15
UNIT-II	Building Customer Relationships. Service recovery and recovery strategies. Service development and design: Challenges of service design, types of new services , New service development process. Physical evidence and the Servicescapes.	10
UNIT-III	Delivering and performing service through Employees, Intermediaries and Customer Participation. Managing Demand and Capacity, Waiting Line Strategies Integrated Services Marketing Communications and Services marketing triangle.	10
UNIT-IV	Pricing of services: Pricing approaches, Pricing Strategies. Service Quality: Integrated gaps model of service quality. Prescriptions for closing quality gaps.	10

Course Outcomes (CO)/Learning

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

CO1	BB 3504.1	Explain Service Marketing Mix, Consumer Behavior in Services
CO2	BB 3504.2	Describing types of new services, Challenges of service design.
CO3	BB 3504.3	Explain Delivering and performing service through Employees, Intermediaries and Customer Participation
CO4	BB 3504.4	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: INTRODUCTION TO INVESTMENT ANALYSIS & PORTFOLIO 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:

- The objective of the course is to establish a conceptual frame work for the study of security analysis and portfolio management.
- This course will provide the student the ability to understand and utilise the skill of optimising returns.
- The focus at different places is to build models and discuss their validity and application to practical situations.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Investment- Meaning, Return and Risk, Asset Allocation decision, selecting investment in global market, Organization and Functioning of security market.	5
UNIT-II	Valuation model of equity shares, preference shares and debenture. Investment Analysis, Fundamental analysis : Economy Analysis, Industry Analysis & Company Analysis, Technical Analysis	10

UNIT-III	Portfolio Management- Concept, Objective & significance Portfolio Theories Markowitz model, Sharpe model, Arbitrage Pricing theory. Techniques of portfolio revision.	15
UNIT-IV	Financial Derivatives: Futures, Options, Portfolios of futures and options synthetics, Exotics and Financially engineered products. Case Studies in security analysis, portfolio construction and performance evaluation are required to be discussed.	15

Course Outcomes (CO)/Learning On successful completion of this course, the learner will be able to		
CO1	BB 3505.1	To familiarize the students about the basic concepts, various investment avenues, process of investment and market microstructure of financial markets,
CO2	BB 3505.2	To enable students to understand the need & significance of Valuation models of various types of securities & a deep knowledge about Fundamental, Economy Analysis, Industry Analysis and analytical skills about Technical Analysis
CO3	BB 3505.3	To gain an insight about the concepts, process and techniques for portfolio construction, evaluation and revision
CO4	BB 3505.4	To familiarize the students about the financial derivatives and Financially engineered products

Recommended Books:

- Fischer E. Donald " Security Analysis & Portfolio Management" Prentice Hall.
- Bhatt Sudhindra " Security Analysis Portfolio Management" Excel Books
- Singh D.R., "Security Analysis" Kalyani Publication
- Bhalla V.K. "Investment Management" Sultan Chand

SUBJECT TITLE: Indian Company Analysis & Corporate Social Responsibility
SUBJECT CODE: BB 3506
SEMESTER: V
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:

- This Paper introduces students to the relationship between business and CSR, and.
- Tries students to understand how CSR could influence management decisions.

- It also signifies the concept of Sustainability and its implications on business.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Corporate Social Responsibility: Concept, Definition, Need, Arguments in favour of and against CSR. Historical Phases of Corporate Social Responsibility, Perspectives of CSR. Models of CSR, Drivers of CSR, Corporate Governance, Business Ethics and CSR.	10
UNIT-II	Corporate Social Responsibility and Corporate Sustainability: Meaning, Need and importance of Sustainability, Sustainability Case Studies-Triple Bottom Line (TBL).	20
UNIT-III	Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	20
UNIT-IV	Corporate Social Responsibility within the organisation, CSR and Society, Strategic Planning and CSR, Environmental Aspects of CSR, CSR under the Companies Act, 2013, CSR Practices in India, Case Studies of Major CSR Initiatives. Corporate Governance: Introduction, Need, Models	10

Course Outcomes (CO)/Learning

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

CO1	BB 3506.1	Describe and assess the idea of corporate responsibility and emerging trends about the place of corporations in society.
CO2	BB 3506.2	Analyze and comprehend the social impact of a firm on society, the workplace, the market, the environment, and politics.
CO3	BB 3506.3	Examine and implement frameworks and concerns related to ethics and accountability in business
CO4	BB 3506.4	Critically assess corporate-responsibility performance by utilizing corporate responsibility and accountability theories and Laws.

Recommended Texts

- Fernando, A. C. (2010). Business Ethics and corporate governance. Pearson Education.
- Velasquez, M. G. (2011). Business Ethics: Concepts and Cases.. PHI Learning.
- Gosh, B. N. (2009). Business Ethics and Corporate Governance. Tata McGraw Hill. T
- Thomas M. Garrett - Business Ethics - The times of India Press Bombay.
- Peter Pratley - The essence of Business Ethics - prentice Hall of India (P) Ltd., New Delhi.
- Chackraborty S.K. - Ethics in Management - Vedantic Perspectives – Oxford University Press, Delhi.
- Keith Davis Business and Society Mc Graw Hill.

Sixth Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)			Exam Duration (Hours)
Code	Title	L	T	P			Internal	External	Total	
Core Courses										
BB 3601	Strategic Management	4	-	-	4	4	40	60	100	3Hrs
BB 3602	Corporate Law	4	-	-	4	4	40	60	100	3Hrs
BB 3603	International Human Resource Management	4	-	-	4	4	40	60	100	3Hrs
BB 3604	Retailing & Logistics Management	4	-	-	4	4	40	60	100	3Hrs
Elective Course										
BB 3605	Managing Digital Business	4	-	-	4	4	40	60	100	3Hrs
Ability Enhancement Compulsory Courses										
BB 3606	Business Leadership Skills	3	-	-	3	3	40	60	100	3Hrs
BB 3607	Research Project	-	-	4	2	4	40	60	100	3Hrs
Total		23	-	4	25	27				

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

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

SUBJECT TITLE: Strategic Management

SUBJECT CODE: BB 3601

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: VI

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

- This course aims at enabling students conversant with a set of management guidelines which specify the firm's product-market position, the directions in which the firm seeks to grow and change the competitive tools it will employ, the strengths it will seek to exploit and the weaknesses it will seek to avoid.
- To develop the strategic thinking and decision making abilities of students, especially in relation to understanding the employability of various strategies in different situations.

Contents of Syllabus:

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

Course Outcomes (CO)/Learning

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

CO1	BB 3601.1	To clarify the concepts of Strategy & Strategic Management Process & sharing brief of vision, Mission, Business definition, Goals and Objectives of corporate houses with students such that they can relate these concepts and enhance their skills to face the situation of the corporate world
CO2	BB 3601.2	Identify Critical Success Factors, Key Performance Indicators and Key Result Areas for organization & Methods and techniques of

		organizational appraisal
CO3	BB 3601.3	To strengthen the potential of students by sharing concepts of Strategy implementation concerns & Procedural issues hence making students understand the integration of functional plans and various techniques of strategic evaluation& control such that their business analysis skills are sharpen and students prove to be a successful corporate leaders.
CO4	BB 3601.4	To demonstrate the importance Corporate and Business level strategies such that student understand the changing business environment and cope with the dynamic environment.

Recommended Books :

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

SUBJECT TITLE: Corporate Law
SUBJECT CODE: BB-3602
SEMESTER: VI
CONTACT HOURS/WEEK:

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Nature of a company: Definition of a company, Characteristics of a company, Lifting the corporate veil, Company distinguished from partnership. Kinds of companies: Classification on the basis of Incorporation; Classification on the basis of Liability ; Classification on the basis of number of members ;Classification on the basis of Control ;Classification on the basis of Ownership. Formation of a company: Steps involved in the formation and incorporation of a company.	10
UNIT-II	Memorandum of association: Meaning and Importance, Form and Contents, Alteration of Memorandum. Articles of association: Meaning,	20

	Relationship of and distinction between MOA and AOA. Prospectus: Meaning, Definition and contents, statutory requirements in relation to prospectus. Share capital: Kinds of share capital, Alteration of share capital, Ways for raising share capital, Allotment of shares, share certificate and share warrant, calls on shares, Forfeiture and surrender of shares, transfer of shares.	
UNIT-III	Company Management: Definition of Director, appointment of director, position of a director, Restrictions on the appointment of director, Disqualifications of director, Meetings of directors, powers of directors, duties and liabilities of directors. Meetings: General meetings of shareholders, requisites of a valid meeting, proxies, voting and poll.	20
UNIT-IV	Auditors: audit committee; appointment of auditors; rights, powers and duties of auditors. Winding Up: 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 TITLE: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
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
Objectives:

- The aim is to make student understand HR Policies in Global settings.

- Familiarizing the students about the implications of the globalization process, challenges that changes in the international economy and manage the diversity of HRM in an international context.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to cross cultural management: Significance of Culture for International Management. Culture dimensions, impact of cross culture on organizations, role of culture in Strategic Decision-Making. Influence of National Culture on Organizational Culture. Comparing Culture: Cultural and behavioral differences in different countries, various models for comparing cultural- Hofstede. GLOBE, Kluchohm & Stood beck. Shift in Culture: Culture as a factor in a people's Response to Change, significance of shift in Culture, Economic Factors and Shifts in National Culture, Foreign Intervention and influence on shifts in Local Cultures.	10
UNIT-II	Cross-Cultural Communication: Role of effective communication for international and cross-cultural management and in the field of international marketing, Cross, Cultural Verbal Non-Verbal communication across cultures, managing Culture, Specific Perception , Responding the Demographic Change.	20
UNIT-III	Cross Cultural Human Resources Management –Staffing and Training for Global Operations Global Staffing Choices, Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams.	20
UNIT-IV	Cross –cultural Negotiation & Decision making: Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context, Negotiations across culture, Cross culture Negotiation Process with two illustrations from multi cultural context {India-Europe / India –US setting, for instance}. Cross-culture ethics: Ethics values across cultures and Ethics dilemma, Overview of culture and management in Asia (India, China and Japan), US and Europe.	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 3603.1	Critically Evaluate Current IHRM Theory and Practice and Have the Ability to Question It
CO2	BB 3603.2	Recognize and Assess Social, Cultural, Ethical, And Environmental Obligations and Problems in International Contexts.
CO3	BB 3603. 3	Understand and Explain the Differences Between Domestic and International HRM
CO4	BB 3603.4	Analyze How Cultural and Contextual Elements Have Influenced MNCs' Use of Human Resources.

Recommended Books:

- Singh Avtar:** Company Law; Eastern Book Co., Lucknow.

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

SUBJECT TITLE: Retail & logistic management

SUBJECT CODE: BB 3604

SEMESTER: VI

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:

- To make aware students with the activities that are related to the planning, execution and control of the smooth and consistent flow of goods.
- To attain knowledge of retailing strategy and financial and human resource management in retailing.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordion Theory, Emerging Trends in Retailing, Career options in retailing, Retail Structure in India. E-retail & retail sales	15
UNIT-II	Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays. Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy.	15
UNIT-III	Logistics: Definition, History and Evolution, Objectives, Elements, activities importance, the work of logistics, Logistics interface with marketing, Retail logistics. Logistics Management: Definition, Evolution of the concept, model, process, activities.	15
UNIT-IV	Achievement of competitive advantage through logistics framework, Role of logistics management, Integrated Logistics Management. Logistics Strategies: Strategic role of logistics, Definition, Role of logistics managers in strategic decisions; Strategy options: Lean, Agile & other strategies; Designing & implementing logistical strategy; emerging concepts in logistics.	10

Course Outcomes (CO)/Learning

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

CO1	BB 3604.1	Understand basics of retail. Emerging trends in e-retail.
CO2	BB 3607.2	Analyze the strategies regarding merchandise designing, pricing, transportation, promotion and communication mix.
CO3	BB 3607.3	Apprehend the foundation of Logistics and its interface with retail.
CO4	BB 3607.4	Interpret the strategic and competitive advantage of Logistics.

Recommended Books:

- Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
- Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGraw Hill.
- Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP).

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Digital Business Introduction, Background and current status, structure, mechanisms, and impacts. Difference between physical economy and digital economy, Opportunities and Challenges in Digital Business.	5
UNIT-II	Introduction to E-Commerce: Meaning, Features, Functions and Benefit of E-Commerce Definition Framework, History, Basics and Tools of E-Commerce, Forces Fueling E-commerce. E-Commerce in	15

	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.	
UNIT-III	E-Business : Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India, Regulatory Aspects of E- Commerce. Social impact of E- Business, opportunities and Challenges. Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, E- Cheques, Credit Cards, Smart Cards, Electronic Purses and Debit Cards. Electronic Data Interchange.	15
UNIT-IV	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 Security Issues in e-business: 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
4	-	-	4

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	The nature and importance of leadership: The meaning of leadership. Leadership vs. management, the Impact of leadership on organizational performance Traits, Motives, and characteristics of leaders: Personality traits of effective leaders' leadership motives-cognitive factors and leadership.	10
UNIT-II	Leadership styles: the leadership continuum: classical leadership styles – the boss-centered vs. employee-centered leadership continuum – the autocratic participative free rein continuum-the leadership grid styles	20
UNIT-III	Developing teamwork: team leadership vs. solo leadership – advantages and disadvantages of group work and team work.	20
UNIT-IV	Leadership development, succession and the future: 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	BB3606.1	Enlighten the nature and importance of leadership and their impact on organization performance.
CO2	BB3606.2	Analyze the dynamics of team leadership & group development.
CO3	BB3606.3	Evaluate the skills and various development programmes.

CO4	BB3606.4	Create the environment in the organizations through self awareness and self development programmes
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Recommended Texts:

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

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

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

Total: 100 Marks
Duration of Exam: 3 Hrs

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

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

The project viva of BB3607 will be conducted by external examiner.

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