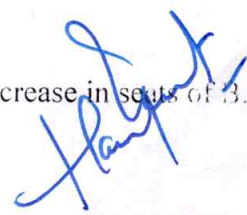
 <p>AMRITSAR GROUP OF COLLEGES</p> <p>NAAC Grade 'A' 3rd Cycle Under Autonomous Category</p> <p>Autonomous College (Since 2014) Confirmed by UGC</p>	AGENDA FOR 17th BOARD OF STUDIES MEETING	Department of Management Studies
	Ref. No.- AGC/DMS/2026/225 Date: 08/05/2026	

Agenda for 17th BoS Meeting to be held in May, 2026

1. To approve the minutes of Previous Meeting of BoS.
2. To discuss and finalize the study scheme from 5th to 6th semester of B. Com (Hons) to be applicable for 2024 admitted Batches and onward.
3. To discuss and finalize the study scheme from 5th to 6th semester of BBA to be applicable for 2024 admitted Batches and onward.
4. To discuss the study scheme from 3rd to 6th semester of B. Com (Hons) and finalize the Study Scheme of 3rd and 4th semester of B. Com (Hons) to be applicable for 2025 admitted Batches and onward.
5. To discuss the study scheme from 3rd to 6th semester of BBA and finalize the study scheme of 3rd and 4th semester of BBA to be applicable for 2025 admitted Batches and onward.
6. To discuss and finalize the detailed syllabi and Course outcomes for 5th and 6th semester of BBA/B.Com. (Hons) to be applicable for 2024 admitted batch and onwards.
7. To discuss and finalize the detailed syllabi and Course outcomes for 3rd and 4th semester of BBA/B.Com. (Hons) to be applicable for 2025 admitted batch and onwards.
8. To consider and approve the Programme Outcomes (POs) and Programme Educational Objectives (PEOs) of BBA and B. Com (Hons.) programmes.
9. To offer upto 40% of total courses in a semester in online mode through SWAYAM platform for MBA/BBA and B.Com (Hons.) 3rd semester students applicable to 2025 admitted batch and onwards.
10. To offer upto 40% of total courses in a semester in online mode through SWAYAM platform for MBA/BBA/B.Com (Hons.) 5th semester students applicable to 2024 admitted batch and onwards.
11. To consider and approve the inclusion and implementation of a mandatory 'Entrepreneurship Mindset Curriculum' in BBA and B.Com (Hons) as per the directions of the Government of Punjab through IKGPTU for BBA and B.Com (Hons.) students admitted from the session 2025 and onwards.
12. Regarding inclusion of Subject of Disaster Management and Preparedness in BBA curriculum as per the direction of AICTE.
13. To apprise the BoS of the result of Nov 2025 examinations.
14. To apprise the members of the Board of Studies regarding the increase in seats of B.Com (Hons.) from 60 to 120 from the upcoming academic session.



15. To apprise the members of the Board of Studies regarding the introduction of the following new courses and adoption of curriculum as per IKGPTU.

- a) B.A. (Computer Science) – 60 Seats
- b) Master in Hospital Administration – 30 Seats
- c) B. Voc (E-Commerce & Digital Marketing) – 25 Seats

16. To apprise the BoS of the new academic initiatives taken during Jan-May 2026.

- Major activities/events organized by the department.
- Students' Placements.
- MoU with Bajaj Finserv for providing Certificate Program in Banking Finance & Insurance for MBA/BBA/B. Com (Hons) students
- MoU with Krisha Foundation providing Skill based training program 30 hours course duration to the MBA/BBA/B. Com (Hons) students.

17. Any other agenda with the permission of the chair.

Pooja

Dr. Pooja Puri

Chairperson, Board of Studies

Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

Raun

HR



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Ref. No. AGC/DMS/2026/226

Date: 8/5/2026

Mr. Ravish Malhotra
Project Manager,
Wipro, Greater Noida

Subject: Invitation for 17th Meeting of Board of Studies (BoS) (online).

Respected Sir,

This is for your kind information that the Department of Management Studies has scheduled a 17th meeting of Board of Studies (BoS) (offline) on 13/05/2026 at 11.30 A.M.. You are requested to make it convenient to attend the above meeting to discuss the enclosed agenda. Honorarium will be paid as per institute rules.

You are further required to confirm your participation in the said meeting by email at hod.mba@acetedu.in

With Regards

Dr. Pooja Kuri

Head,
Dept. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

Chairperson, Board of Studies (DMS)
Professor & Head (DMS)

Copy to:

OSD to Chairman
PA to Principal
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Dean Academics





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Formerly known as
Amritsar College of Engineering & Technology | Amritsar Pharmacy College

Ref. No. AGC/DMS/2026/229

Date: 8/5/2026

Prof. Sanjay Kaushik
Vice-Chancellor,
Gurugram University,
Gurugram, Haryana


Subject: Invitation for 17th Meeting of Board of Studies (BoS) (offline).

Respected Sir,

This is for your kind information that the Department of Management Studies has scheduled a 17th meeting of Board of Studies (BoS) (offline) on 13/05/2026 at 11.30 AM. You are requested to make it convenient to attend the above meeting to discuss the enclosed agenda. Honorarium will be paid as per institute rules.

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With Regards


Dr. Pooja Puri
Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

Chairperson, Board of Studies (DMS)
Professor & Head (DMS)

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Formerly known as
Amritsar College of Engineering & Technology | Amritsar Pharmacy College

Ref. No. AGC/DMS/2026/231

Date: 8/5/2026

Mr. Naresh Kapoor
Chief Manager,
The Times Group, Chandigarh


Subject: Invitation for 17th Meeting of Board of Studies (BoS) (offline).

Respected Sir,

This is for your kind information that the Department of Management Studies has scheduled a 17th meeting of Board of Studies (BoS) (offline) on 13/05/2026 at 11.30 AM. You are requested to make it convenient to attend the above meeting to discuss the enclosed agenda. Honorarium will be paid as per institute rules.

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With Regards


Dr. Pooja Puri
Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

Chairperson, Board of Studies (DMS)
Professor & Head (DMS)

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Ref. No. AGC/DMS/2026/228

Date: 8/5/2026

Dr. Vikram Sandhu
Professor,
UBS, GNDU, Amritsar.

Subject: Invitation for 17th Meeting of Board of Studies (BoS) (offline).


Respected Sir,

This is for your kind information that the Department of Management Studies has scheduled a 17th meeting of Board of Studies (BoS) (offline) on **13/05/2026** at **11.30 AM**. You are requested to make it convenient to attend the above meeting to discuss the enclosed agenda. Honorarium will be paid as per institute rules.

You are further required to confirm your participation in the said meeting by email at hod.mba@acetedu.in

With Regards

Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.


Dr. Pooja Buri

Chairperson, Board of Studies (DMS)
Professor & Head (DMS)

Copy to:

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PA to Principal
Registrar
Dean Academics



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Ref. No. AGCIDMS/2026/207

Date: 8/5/2026

Dr. Harpreet Kaur
Associate Professor,
IIM, Amritsar.


Subject: Invitation for 17th Meeting of Board of Studies (BoS) (offline).

Respected Madam,

This is for your kind information that the Department of Management Studies has scheduled a 17th meeting of Board of Studies (BoS) (offline) on **13/05/2026** at **11.30 AM**. You are requested to make it convenient to attend the above meeting to discuss the enclosed agenda. Honorarium will be paid as per institute rules.

You are further required to confirm your participation in the said meeting by email at hod.mba@acetedu.in

With Regards

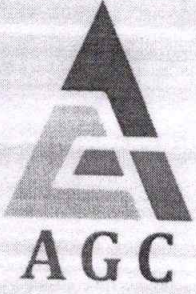

Dr. Pooja Puri

Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

Chairperson, Board of Studies (DMS)
Professor & Head (DMS)

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(2009-2012 & 2016-2018)

Formerly known as
Amritsar College of Engineering & Technology | Amritsar Pharmacy College

Ref. No. AGCIDMS/2026/230

Date: 8/5/2026

Mr. Ajaypal Singh,
Manager,
IndusInd Bank, Amritsar


Subject: Invitation for 17th Meeting of Board of Studies (BoS) (offline).

Respected Sir,

This is for your kind information that the Department of Management Studies has scheduled a 17th meeting of Board of Studies (BoS) (offline) on 13/05/2026 at 11.30 AM. You are requested to make it convenient to attend the above meeting to discuss the enclosed agenda. Honorarium will be paid as per institute rules.

You are further required to confirm your participation in the said meeting by email at hod.mba@acetedu.in

With Regards


Dr. Pooja Puri
Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

Chairperson, Board of Studies (DMS)
Professor & Head (DMS)

Copy to:

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PA to Principal
Registrar
Dean Academics



Pooja Puri <hod.mba@acetedu.in>

Invitation for 17th BoS Meeting (OFFLINE) AJAYPAL SINGH

1 message

Pooja Puri <hod.mba@acetedu.in>

Fri, May 8, 2026 at 2:55 AM

To: Ajaypal Singh <ajaypals18@gmail.com>, singhz13@yahoo.com

Dear Sir,

Greetings from Amritsar Group of Colleges!!!

This is for your kind information that the Department of Management Studies has scheduled the **17th meeting of the Board of Studies (BoS) (offline)**. As a member of the Board of studies you are cordially invited to attend the meeting.

Date: 13th May, 2026 (WEDNESDAY)

Timing: 11.30 AM

Mode: Physical Mode

Kindly confirm your presence by email.

The agenda and invitation letter is enclosed herewith

Thanks & Regards

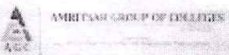
Dr. Pooja Puri

Professor & Head

Department of Management Studies

AGC, Amritsar

2 attachments



AJAYPAL.jpg
1071K



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292K



Pooja Puri <hod.mba@acetedu.in>

Invitation for 17th BoS Meeting (OFFLINE) MR. NARESH KAPOOR

2 messages

Pooja Puri <hod.mba@acetedu.in>

Fri, May 8, 2026 at 3:01 AM

To: Naresh.Kapoor1@timesgroup.com, naresh.kapoor@timegroup.com

Dear Sir,

Greetings from Amritsar Group of Colleges!!!

This is for your kind information that the Department of Management Studies has scheduled the **17th meeting of the Board of Studies (BoS) (offline)**. As a member of the Board of studies you are cordially invited to attend the meeting.

Date: 13th May, 2026 (WEDNESDAY)

Timing: 11.30 AM

Mode: Physical Mode

Kindly confirm your presence by email.

The agenda and invitation letter is enclosed herewith

Thanks & Regards

Dr. Pooja Puri

Professor & Head

Department of Management Studies

AGC, Amritsar

2 attachments



NARESH KAPOOR.jpg
1103K



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292K

postmaster@timesgroup.com <postmaster@timesgroup.com>
To: hod.mba@acetedu.in

Fri, May 8, 2026 at 3:02 AM

Delivery has failed to these recipients or groups:

Naresh.Kapoor1@timesgroup.com

The email address you entered couldn't be found. Please check the recipient's email address and try to resend the message. If the problem continues, please contact your email admin.



Pooja Puri <hod.mba@acetedu.in>

Invitation for 17th BoS Meeting (OFFLINE) MR. RAVISH MALHOTRA

1 message

Pooja Puri <hod.mba@acetedu.in>
To: Ravish Malhotra <ravish.jk@gmail.com>

Fri, May 8, 2026 at 3:06 AM

Dear Sir,

Greetings from Amritsar Group of Colleges!!!

This is for your kind information that the Department of Management Studies has scheduled the **17th meeting of the Board of Studies (BoS) (offline)**. As a member of the Board of studies you are cordially invited to attend the meeting.

Date: 13th May, 2026 (WEDNESDAY)

Timing: 11.30 AM

Mode: Physical Mode

Kindly confirm your presence by email.

The agenda and invitation letter is enclosed herewith

Thanks & Regards

Dr. Pooja Puri
Professor & Head
Department of Management Studies
AGC, Amritsar

2 attachments



RAVISH MALHOTRA.jpg
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Pooja Puri <hod.mba@acetedu.in>

Invitation for 17th BoS Meeting (OFFLINE) DR VIKRAM SANDHU GNDU

3 messages

Pooja Puri <hod.mba@acetedu.in>
To: sandhu.vikram@yahoo.com, vikram.ubs@gndu.ac.in

Fri, May 8, 2026 at 2:59 AM

Dear Sir,

Greetings from Amritsar Group of Colleges!!!

This is for your kind information that the Department of Management Studies has scheduled the **17th meeting of the Board of Studies (BoS) (offline)**. As a member of the Board of studies you are cordially invited to attend the meeting.

Date: 13th May, 2026 (WEDNESDAY)

Timing: 11.30 AM

Mode: Physical Mode

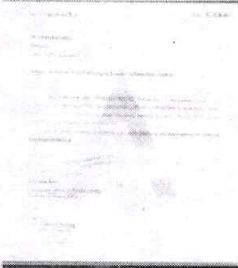
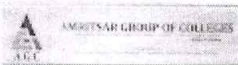
Kindly confirm your presence by email.

The agenda and invitation letter is enclosed herewith


Thanks & Regards

Dr. Pooja Puri
Professor & Head
Department of Management Studies
AGC, Amritsar

2 attachments



DR VIKRAM GNDU.jpg
1112K

 BoS Agenda 2026 May.pdf
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Pooja Puri <hod.mba@acetedu.in>
To: vikram.ubs@gndu.ac.in, sandhu.vikram@yahoo.com

Tue, May 12, 2026 at 9:33 PM

Thanks & Regards

Dr. Pooja Puri
Professor & Head
Department of Management Studies
AGC, Amritsar

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2 attachments



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DR. VIKRAM SANDHU <vikram.ubs@gndu.ac.in>
To: Pooja Puri <hod.mba@acetedu.in>
Cc: sandhu.vikram@yahoo.com

Tue, May 12, 2026 at 9:39 PM

Respected mam
I hereby give my consent for the meeting

Thanks and regards.
Dr. VIKRAM SANDHU
Professor & Placement Incharge
University Business School
Guru Nanak Dev University
Amritsar, Punjab, India.
Ph. +91-9855609786

[Quoted text hidden]

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Invitation for 17th BoS Meeting (OFFLINE) DR. HARPREET KAUR IIM An



Pooja Puri

Dear Madam, Greetings from Amritsar Group of Colleges!!! This is for your kind information that the Department of Mar



Harpreet Kaur

to me

Dear Madam,

I confirm my availability and will be there on time. Thanks & Regards

Warm Regards,

Harpreet Kaur

Associate Professor (Operations Management and Quantitative Methods)

Indian Institute of Management, Amritsar

Village Manawala, PO- Jandiala Guru SO

Amritsar, Punjab 143115

Phone: 9650826457 (M)



भारतीय प्रबंध संस्थान अमृतसर

Indian Institute of Management Amritsar

I will attend.

I will attend the meeting.

Thanks, I will be there.

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Invitation for 17th BoS Meeting (OFFLINE) DR. HARPREET KAUR IIM An

P Pooja Puri <hod.mba@acetedu.in>
to harpreetk

Dear Madam,

Greetings from Amritsar Group of Colleges!!!

This is for your kind information that the Department of Management Studies has scheduled the 17th meeting of the Board of Stu

Date: 13th May, 2026 (WEDNESDAY)

Timing: 11.30 AM

Mode: Physical Mode

Kindly confirm your presence by email.

The agenda and invitation letter is enclosed herewith

Thanks & Regards

Dr. Pooja Puri
Professor & Head
Department of Management Studies
AGC, Amritsar

2 Attachments • Scanned by Gmail Add all to Drive



BoS Agenda 2026.

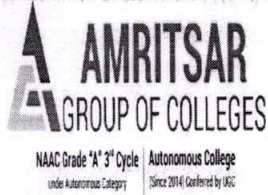
h Harpreet Kaur
to me

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**CONSENT FOR ATTENDING
17th BOARD OF STUDIES
MEETING**

**Department of
Management Studies**

Date: 13th May, 2026

This is for your kind information that the Department of Management Studies has scheduled the 17th meeting of Board of Studies (BoS) on 13th May, 2026 at 11.30 AM. Mr. Ravish Malhotra, Project Manager, Wipro, Grater Noida and Mr. Naresh Kapoor, Chief Manager, The Times Group, Chandigarh have given the telephonic consent to attend this meeting in online mode.

Dr. Pooja Puri

Chairperson, Board of Studies (DMS)

Professor & Head (DMS)



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Invitation for 17th BoS Meeting (OFFLINE) DR. HARPREET KAUR IIM Am

External → Inbox x



Pooja Puri

Dear Madam, Greetings from Amritsar Group of Colleges!!! This is for your kind information that the Department of Mar



Harpreet Kaur

to me ▾

10:01AM (

Dear Madam,

I confirm my availability and will be there on time. Thanks & Regards

Warm Regards,

Harpreet Kaur

Associate Professor (Operations Management and Quantitative Methods)

Indian Institute of Management, Amritsar

Village Manawala, PO- Jandiala Guru SO

Amritsar, Punjab 143115

Phone: 9650826457 (M)



भारतीय प्रबंध संस्थान अमृतसर

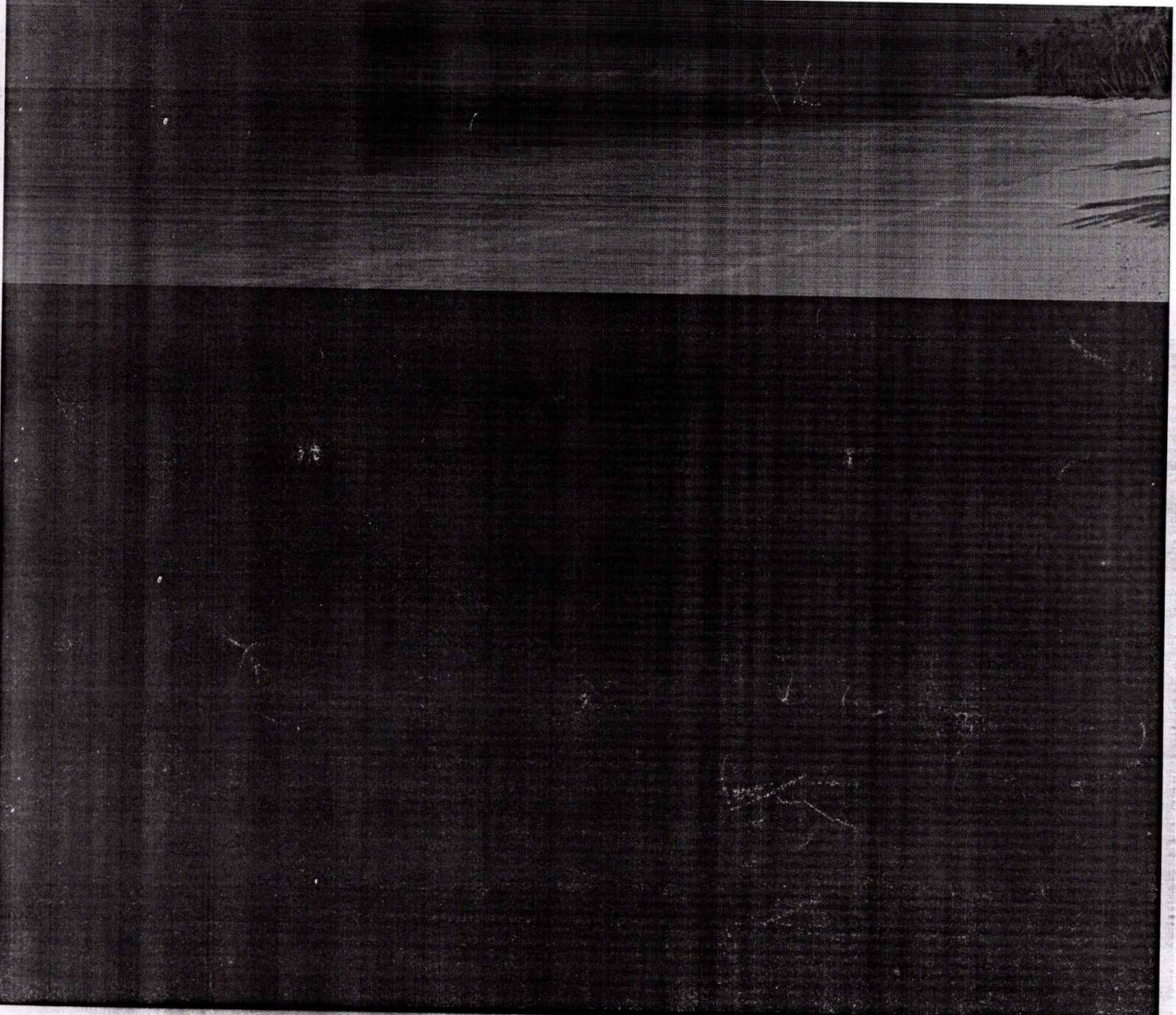
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**17th BOARD OF STUDIES MEETING
(OFFLINE) ATTENDANCE**

Date: 13th May, 2026

**Department
of
Management
Studies**

S. No.	Name	Designation	Signature
1.	Dr. Harpreet Kaur Associate Professor, IIM, Amritsar	Expert	
2.	Dr. Vikram Sandhu Professor, UBS, GNDU, Amritsar	Expert	Joined online
3.	Prof. Sanjay Kaushik Vice-Chancellor, Gurugram University, Gurugram, Haryana	Expert	—
4.	Mr. Ravish Malhotra Project Manager, Wipro Greater Noida	Industry Expert	Joined online
5.	Mr. Naresh Kapoor Chief Manager, The Times Group Chandigarh	Industry Expert	Join online
6.	Ms. Swati Jain Workforce Manager, Wipro Ltd. Greater Noida	Alumni	—
7.	Mr. Ajaypal Singh , Manager, IndusInd Bank, Amritsar	Alumni	Join online
8.	Dr. Pooja Puri	Professor & Head	
9.	Dr. Hardeep Singh	Professor	
10.	Ms. Arjinder Kaur	Associate Professor	
11.	Ms. Gurveen Kaur	Assistant Professor	
12.	Ms. Harpreet Kaur	Assistant Professor	
13.	Ms. Sharanjot Kaur	Assistant Professor	—
14.	Ms. Simran Kaur	Assistant Professor	—
15.	Mr. Paramjeet Singh	Assistant Professor	
16.	Ms. Bhawna Mehra	Assistant Professor	
17.	Dr. Archana Kumari	Assistant Professor	—
18.	Ms. Sanmeet Kaur	Assistant Professor	
19.	Ms. Gagandeep Kaur Bumrah	Assistant Professor	
20.	Ms. Kamaljit Kaur	Assistant Professor	
21.	Ms. Diksha	Assistant Professor	
22.	Dr. Sahil Chauhan	Assistant Professor	
23.	Dr. Namrita Kalia	Associate Professor	
24.	Mr. Hardev Singh	Assistant Professor	
25.	Ms. Pardeep Kaur	Assistant Professor	

Dr. Pooja Puri
Professor & Head (DMS)
Chairperson, BoS (DMS)

 <p>AMRITSAR GROUP OF COLLEGES</p> <p>NAAC Grade "A" 3rd Cycle under Autonomous Category</p> <p>Autonomous College (Since 2014) Certified by UGC</p>	Proceedings 17th BoS Meeting	Department of Management Studies
	Ref. No.: AGC/DMS/2026/ 237 Date: 13 May, 2026	

MINUTES OF THE MEETING OF BOARD OF STUDIES
(13 May, 2026)

17th Meeting of Board of Studies in Department of Management Studies, Amritsar Group of Colleges was held on 13.05.2026 at 11.30 AM. The following members attended the meeting:

1. Dr. Pooja Puri, Professor & HoD, DMS, AGC, Amritsar - in Chair
 2. Dr. Vikram Sandhu, Professor, UBS, GNDU, Amritsar - External Member (Joined Online)
 3. Dr. Harpreet Kaur, Associate Professor, IIM, Amritsar - IKG PTU Nominee
 4. Mr. Ravish Malhotra, Project Manager, Wipro Greater Noida - Industrial Expert (Joined Online)
 5. Mr. Naresh Kapoor, Chief Manager, The Times Group Chd. - Industrial Expert (Joined Online)
- All Faculty Members of Department of Management Studies, AGC, Amritsar. Member

The following members could not attend the meeting:

1. Prof. Sanjay Kaushik, VC, Gurugram Uni. - External Member (Absent)
2. Mr. Ajay Pal Singh, Manager, IndusInd Bank, Amritsar - Alumnus, AGC (Absent)
3. Ms. Swati Jain, Workforce Manager, Wipro Ltd. Greater Noida - Alumnus AGC (Absent)


Minutes of the meeting are as follows:

1. The minutes of the previous Board of Studies meeting were placed before the members. After detailed discussion, the minutes were unanimously approved and confirmed.
2. The proposed study scheme for B.Com (Hons.) 5th and 6th semesters of the 2024 admitted batch onwards was presented before the Board. The members discussed the structure, course distribution and credits. The study scheme was finalized and approved for implementation. The detailed syllabi and Course Outcomes (COs) for B.Com. (Hons) 5th and 6th semesters for 2024 admitted batch and onwards were also presented before the Board. The members reviewed the course contents, after discussion, the syllabi and COs were approved. (ANNEXURE-I)
3. The Board discussed the proposed study scheme of BBA for 5th and 6th semesters of the 2024 admitted batch onwards. The scheme was approved for implementation. The detailed syllabi and Course Outcomes (COs) for BBA 5th and 6th semesters for 2024 admitted batch and onwards were also presented before the Board. The members reviewed the course contents, after discussion, the syllabi and COs were approved. (ANNEXURE-II)
4. The Board reviewed the proposed study scheme for B.Com (Hons.) 3rd to 6th semesters of the 2025 admitted batch onwards. The study scheme for 3rd and 4th semesters was finalized and approved for implementation. The Board also reviewed the proposed detailed syllabi and Course Outcomes for B.Com. (Hons) 3rd and 4th semesters for 2025 admitted batch and onwards. The Board approved the syllabi and Course Outcomes. (ANNEXURE-III)
5. The Board reviewed the proposed study scheme for BBA 3rd to 6th semesters of the 2025 admitted batch onwards. The study scheme for 3rd and 4th semesters was finalized and approved for implementation. The Board also reviewed the proposed detailed syllabi and Course Outcomes for BBA 3rd and 4th semesters for 2025 admitted batch and onwards. The Board approved the syllabi and Course Outcomes (ANNEXURE-IV)
6. The Programme Outcomes and Programme Educational Objectives for BBA and B.Com (Hons.) programmes were presented before the Board. The Board unanimously approved the POs and PEOs of BBA/BCom (Hons). (ANNEXURE-V)
7. 40% of total courses in a semester in online mode through SYAWAM platform for 3rd semester students of MBA/BCom (Hons)/BBA applicable to 2025 admitted batch was approved for the semester July-December 2026.

[Signature]


[Signature]

Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) Certified by AICTE</small>	Proceedings 17th BoS Meeting	Department of Management Studies
	Ref. No.: AGC/DMS/2026/ 237	

8. 40% of total courses in a semester in online mode through SYAWAM platform for 5th semester students of MBA/BCom (Hons)/BBA applicable to 2024 admitted batch was approved for the semester July-December 2026.
9. The Board discussed the directions received from Government of Punjab and IKGPTU regarding implementation of Entrepreneurship Mindset Curriculum. The members appreciated the initiative aimed at promoting entrepreneurial competencies among students. The proposal was approved for implementation from session 2025 onwards.
10. The Board discussed the AICTE guidelines regarding inclusion of Disaster Management and Preparedness in the BBA curriculum. It was resolved to incorporate the subject appropriately in the curriculum as per regulatory norms.
11. The result of November 2025 examinations of BBA, B.Com. (Hons) and MBA was apprised. The members of BoS appreciated the result. (Annexure- VI)
12. The Board was informed about the increase in intake capacity of B.Com (Hons.) from 60 to 120 seats from the forthcoming academic session. The members welcomed the decision and appreciated the growing demand for the programme.
13. The members appreciated the expansion of academic offerings and adoption of curriculum as per IKGPTU guidelines. The following courses were apprised by the board:
 - a) B.A. (Computer Science) – 60 Seats
 - b) Master in Hospital Administration – 30 Seats
 - c) B. Voc (E-Commerce & Digital Marketing) – 25 Seats
14. The members of BoS were apprised the following departmental initiatives conducted during the January-May 2026 session.

Sr. No	Activity Name	Teacher Coordinator	Date
1	Guest Lecture on Career Opportunities & Career Planning in the Current Scenario	Ms. Arjinder Kaur	29.01.2026
2	Guest Lecture on FinHouse – A Gamified Financial Literacy Session	Mr. Hardev Singh	3-2-2026
3	BIZ QUIZ CHAMP (Literary Club)	Dr. Namrita Kalia Ms. Sharanjot Kaur	11-2-2026
4	5 Days Management Development Training Programme	Ms. Harpreet Kalra Mr. Hardev Singh	16.02.2026 to 20.02.2026
5	Guest Lecture on The Role of value System in Success	Dr. Hardeep Singh	18.02.2026
6	Certificate Programme in Banking, Finance & Insurance	Dr. Hardeep Singh	23.02. 2026 to 30.04. 2026
7	Virtonomics (Virtual Business Plan Competition)	Ms. Gagandeep Kaur	27.02.2026
8	Info Cons Social Media Campaign on world Consumer Rights Day	Mr. Paramjeet Singh	18.03.2026

 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle Autonomous College <small>(Since 2014) Certified by UGC</small> </small>	Proceedings 17th BoS Meeting		Department of Management Studies
	Ref. No.: AGC/DMS/2026/ 237	Date: 13 May, 2026	

9	Mehndi Competition	Ms. Bhawna Mehra Ms. Diksha	25.03.2026
10	Group Discussion	Dr. Namrita Kalia Ms. Sharanjot Kaur	7.4.2026
11	Flameless Cooking Competition	Dr. Archana Kumari Ms. Simran Kaur	10.04.2026
12	Industrial Visit MIST	Ms. Bhawna Mehra	10.04.2026
13	Vaisakhi Festival	Ms. Harpreet Kalra Mr. Hardev Singh	13.04.2026
14	Badminton Competition	Ms. Kamaljit Kaur	15.04.2026
15	DMS Cricket League	Dr. Sahil Chouhan	22.4.2026
16	Industry Visit RBI Chandigarh/Economics Times	Mr. Paramjeet Singh Ms. Gagandeep Kaur	24.4.2026
17	NUKKAD NATAK	Ms. Sanmeet Kaur	27.4.2026

15. The members appreciated the efforts made by the department towards placement, academic and professional development of students.

S. No.	Roll No	Student Name	Branch	Company Name	Annual Package (in Lakhs)
1	2333521	Aaryan Sharma	B.Com	AJ Mohan & Associates	1.8
2	2333547	Rohit Kumar	B.Com	AJ Mohan & Associates	1.8
3		Jasleen Kaur	B.Com	Lemon Tree	30000.00
4	2342021	Simranpreet Kaur	B.Com	TDS Capital	1.2
5		Mandeep Kaur	B.Com	ITC Welcome	60000.00
6	2333548	Sehajpreet Kaur	B.Com	AJ Mohan & Associates	1.80
7	2333533	Jasmeet Kaur	B.Com	AJ Mohan & Associates	1.20
8	2333534	Komalpreet Kaur	B.Com	AJ Mohan & Associates	1.80
9		Jasleen Kaur	B.Com	Shree Dhanwantri Herbals	1.76
10	2333539	Mohit Kumar	B.Com	Shree Dhanwantri Herbals	1.76
11	2333525	Anmolpreet Kaur	B.Com	Maxicus Technologies Pvt. Ltd.	2.16
12	2333631	Vishali Devi	BBA	Zeal Insurance Brokers Pvt. Ltd.	1.20
13	2333620	Shilpy Ranjan	BBA	Mentors Daily	1.20
14		Jasmeet Kaur	BBA	TDS Capital	1.2
15		Komal Sandhu	BBA	AJ Mohan & Associates	1.20
16	2333601	Praveen Kumar Raj	BBA	Catechu Health Care Pvt. Ltd.	1.98

Proceedings of 17th Meeting of Board of Studies (13/05/2026)


JK

Paramjeet Singh

Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.

17	2333570	Himanshu Raj	BBA	Senior Packaging Machinery Mfg. Co.	3.60
18	2333595	Nikita Kumari	BBA	Cogent E-Services	2.40
19	2333626	Smriti Kumari	BBA	NetAmbit	3.00
20	2333554	Aditya Kumar	BBA	Muthoot Microfin	2.28
21	2333577	Manoj Kumar	BBA	Fast World Legal	1.98
22		Jasleen Kaur	BBA	ICICI Bank	5
23	2412600	Shailesh	MBA	Anarock	1.20
24		Akriti	MBA	TDS Capital	1.2
25	2412571	Khushboo Kumari	MBA	Airtel	2.16
26	2412589	Priyanka	MBA	Regenta Central Amritsar	1.92
27	2412601	Shivam Sharma	MBA	Roman Hi-Tech Pvt Ltd	1.92
28	2412592	Rishabh Raj Tiwari	MBA	Justdial	2.00
29	2412567	Jaskirat	MBA	Kamal Exports	1.50
30	2412601	Ashutosh Kumar	MBA	Kamal Exports	1.50
31	2412548	Akhilesh	MBA	Kamal Exports	1.50
32	2412574	Krishma	MBA	Anarock	1.20
33	2412582	Navroop Kaur	MBA	Gem Lab	1.68
34	2412598	Saurabh Kumar	MBA	Anarock	1.20
35	2412570	Khksham Parween	MBA	Cyfuture India Pvt. Ltd.	1.88
36	2412599	Seema Kumari	MBA	Kochar Tech	96000.00

The meeting ended with a vote of thanks to the Chair.


Dr. Pooja Puri

Chairman, Board of Studies
Department of Management Studies,
AGC, Amritsar

Head,
Deptt. of Management Studies,
Amritsar Group of Colleges,
Amritsar.





AMRITSAR GROUP OF COLLEGES
DEPARTMENT OF MANAGEMENT STUDIES

STUDY SCHEME AND SYLLABUS OF
BACHELOR OF COMMERCE
BATCH 2024 ONWARDS
as per NEP 2020

BACHELOR OF COMMERCE
B.COM(Hons)

Pen

Prag

XK

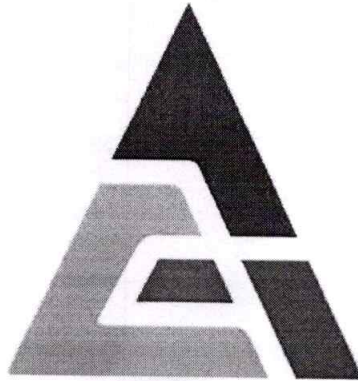
Study Scheme and Syllabus

5th and 6th Semester

BACHELOR OF COMMERCE

B.Com (Hons)

For Batch 2024 onwards



Department of Management Studies
Amritsar Group of Colleges, Amritsar

for

byz JK

Fifth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 24501	Major 9	Corporate Accounting	5	0	0	40	60	100	5
BCOM 24502	Major 10	Indian Economy	4	0	0	40	60	100	4
BCOM 24503	Minor 11	E-Commerce	4	0	0	40	60	100	4
BCOM 24504-x	Minor 5	Elective - III	4	0	0	40	60	100	4
BCOM 24505	Internship	Seminar on Summer Training Report	-	-	-	50	-	50	4
Total			17	0	0	210	240	450	21

List of Courses (Elective -III)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 24504-A	Minor 5	Security Analysis & Portfolio Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 24504-B	Minor 5	Banking Laws & Services	4	0	0	40	60	100	4

Sixth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 24601	Major 12	Industrial Relations and Labour Law	4	0	0	40	60	100	4
BCOM 24602	Major 13	Operation Research	5	0	0	40	60	100	5
BCOM 24603	Minor 14	Goods and Services Tax	4	0	0	40	60	100	4
BCOM 24604	Major 15	Entrepreneurship Development	4	0	0	40	60	100	4
BCOM 24605-x	Minor 6	Elective - IV	4	0	0	40	60	100	4
Total			21	0	0	200	300	500	21

List of Courses (Elective -IV)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 24605-A	Minor 6	Advanced Financial Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 24605-B	Minor 6	Risk Management & Insurance	4	0	0	40	60	100	4





5 th Semester	BCOM 24501		Corporate Accounting		
Internal Marks	40		L	T	P
External Marks	60		5	0	0
Total Marks	100		Credits		5

Course Objective: To provide a basic knowledge of the concepts, principles and practices in Corporate Accounting. To enable the students to have an understanding about the provisions of the Companies Act, 2013 relating to preparation of financial statements of companies.

Course Outcomes: After studying the course, students will be able to:

CO1	Apply accounting procedures for share capital transactions, including issue, forfeiture, reissue, buyback, and book building.
CO2	Analyze accounting treatment for redemption of preference shares and debentures, including underwriting concepts.
CO3	Apply knowledge to prepare final accounts of companies as per the provisions of the Companies Act.
CO4	Analyze and prepare financial statements of companies using statutory provisions
CO5	Evaluate consolidation procedures for holding and subsidiary companies, including minority interest and cost of control
CO6	Evaluate corporate financial reporting practices and auditing, fraud detection, and risk assessment

Unit	Content	CO
I	Corporate Accounting: Meaning and Importance of Corporate Accounting, Accounting for Share Capital: Issue of Shares at Par, Discount and Premium, Forfeiture and Re-issue of Shares, Book Building. Buyback of Equity Shares, Right Issue and Bonus Shares	CO1
II	Accounting for Redemption of Preference Share and Debenture: Types of Preference Shares, Types of Debentures: Different terms of issue of preference shares and debenture, Redemption of Debentures. Basics of Underwriting of Shares.	CO2
III	Final Accounts of Limited Liability Companies: Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet in accordance with the provisions of the existing Companies Act (Excluding Managerial Remuneration).	CO3
IV	Preparation of Financial Statements of a Company: Provisions regarding preparation of Statement of Profit and Loss and Balance Sheet, AI in Financial Data Processing: Automation of bookkeeping, data entry, and preparation of financial statements.	CO4
V	Consolidation of Accounts as per Companies Act, 2013: Holding Company, Subsidiary Companies. Pre-Acquisition and Post Acquisition Profits, Minority Interest, Cost of Control or Capital Reserve, Unrealized Profit, Mutual Indebtedness, and Preparation of Consolidated Balance Sheet.	CO5
VI	Corporate Financial Reporting: Requirements of Corporate Reporting; Recent trends in Financial Reporting. AI in Audit: AI in auditing, fraud detection, risk assessment	CO6

Pass *Pass* *XK*

References:

Arunachalam, M.A. & Raman, K.S., *Corporate Accounting*, Himalaya Publishing House.

Goyal, V.K., *Corporate Accounting*, PHI

Iyengar S.P., *Advanced Accountancy*, Sultan Chand and Sons, New Delhi.

Maheshwari, S.N. and Maheshwari, S.K., *Corporate Accounting*, Vikas Publication, New Delhi.

Mukherjee and Hanif, *Corporate Accounting*, Tata McGraw Hill, New Delhi

Shukla ,M.C., Grewal, T.S. and , Gupta S.C., *Corporate Accounting*, Sultan Chand
And Co.,Delhi.

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5 th Semester	BCOM 24502		Indian Economy		
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The purpose of this course is to familiarize the students with various aspects of Indian economy. It also aims to develop a perspective on the different problems and approaches to economic planning and development in India.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the nature, structure, and key features of the Indian economy along with the concept of economic development and growth.
CO2	Analyze demographic features and major economic problems such as poverty, unemployment, inflation, and inequality, along with the impact of employment and income distribution.
CO3	Evaluate sectoral composition and policies related to agriculture, industry, MSMEs, and the public sector in India.
CO4	Analyze policy making, economic forecasting, and governance in the Indian economy.
CO5	Analyze financial relations, globalization, and India's foreign trade including balance of payments.
CO6	Evaluate export promotion strategies, import substitution policies, and India's role in WTO.

Unit	Content	CO
I	Concept of Indian Economy: Nature and Structure of Indian Economy, Basic Features and Problems of Indian Economy. Concept of Economic Development: Difference between Economic Growth and Economic Development. Role of Artificial Intelligence AI in Economic Development and Growth.	CO1
II	Demographic: Features of Indian Population. Hurdles created by Population Explosion in India. Effects of Population Explosion. Problems of Poverty, Unemployment, Inflation, income inequality, Black money in India. Impact of AI on Employment, Income Distribution, and Economic Inequality.	CO2
III	Sectoral composition of Indian Economy: Issues in Agriculture sector in India, land reforms Green Revolution and agriculture policies of India, Industrial development, MSMEs and cottage industries, Industrial Policy, Public sector in India.	CO3
IV	Concept of Economic Planning: Nature and Features of Economic Planning, Objectives of Indian Planning. Planning commission v/s NITI Aayog, Monetary Policy and Fiscal Policy in India, Use of AI in Policy Making, Economic Forecasting, and Governance.	CO4
V	Centre State Finance Relations, Finance commission in India. Liberalisation, Privatisation and Globalisation. Impact of Globalization on Indian Economy. India's Foreign Trade- Value, Composition and Direction, Balance of Trade Vs. Balance of Payments. Disequilibrium in Balance of Payments.	CO5

VI	Export Promotion: Need for Export Promotion in India, Role of Government in Export Promotion. Obstacles in Export Promotion. Suggestions for Export Promotion. Import Substitution-Suggestions to Improve Import Substitution. WTO and India.	CO6
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References:

Shukla, M.B., Taxmann Publications, New Delhi.
Jain, T.R., Trehan, Mukesh and Trehan, Ranju, "Indian Economy" VK Global Publications Pvt.Ltd., New Delhi.
Dutt Rudder and K.P.M Sunderam (2001): Indian Economy, S Chand & Co. Ltd. New Delhi.
Mishra S.K & V.K Puri (2001) "Indian Economy and –Its development experience", Himalaya Publishing House.

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5 th Semester	BCOM 24503		E-Commerce		
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to provide an understanding of e-commerce concepts, evolution, and the role of the digital economy. It introduces various e-commerce and revenue models, emerging trends, and digital strategies. The course also covers internet infrastructure, e-commerce platform development, security issues, and payment systems. Further, it develops insights into online consumer behavior and digital marketing strategies, and highlights the role of social commerce and influencer marketing in modern e-commerce.

Course Outcomes: After studying the course, students will be able to:

CO1	Describe the concept, scope, evolution, and digital transformation of e-commerce in the modern digital economy.
CO2	Apply different e-commerce business and revenue models to solve digital business problems and improve customer experience.
CO3	Analyze the impact of internet technologies, web infrastructure, cloud computing, and big data on e-commerce business strategies and operations.
CO4	Evaluate the effectiveness of e-commerce website development processes, electronic payment systems, and security measures in protecting online transactions.
CO5	Analyze online consumer behavior and assess the effectiveness of digital marketing strategies used in B2C and B2B e-commerce environments.
CO6	Evaluate the role of social commerce, online communities, influencer marketing, and emerging technologies in shaping future e-commerce practices.

Unit	Content	CO
I	Introduction to E-Commerce: Concept, scope, and evolution of e-commerce; digital revolution and organizing themes; transition from traditional to digital business; introduction to AI in e-commerce and its role in transforming the digital economy.	CO1
II	E-Commerce Business Models: B2C, B2B, C2C, and D2C models; revenue models (subscription, freemium, marketplace); emerging e-commerce trends; AI-enabled strategies such as personalized recommendations, dynamic pricing, and customer segmentation.	CO2
III	Internet & Web Infrastructure: Internet and World Wide Web concepts; technology and architecture; impact on business strategy, structure, and processes; future infrastructure (Internet II); role of AI, cloud computing, and big data in enhancing e-commerce systems.	CO3
IV	E-Commerce Platforms & Security: Steps in building e-commerce websites; security environment and threats (hacking, phishing); technology solutions (encryption, SSL); payment systems and e-billing.	CO4
V	Consumer Behaviour & E-Marketing: Online consumer behavior and digital marketing concepts; B2C and B2B marketing strategies; e-tailing and service sectors (banking, travel, careers).	CO5

VI	Social Commerce & Emerging Trends: Social networks, online communities, portals, and auctions; social commerce and influencer marketing.	CO6
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References:

Kenneth c. Laudon, e-commerce : Business, technology, society, 4th edition, pearson
S. J. Joseph, e-commerce: An indian perspective, phi
Ravi kalakota, andrew winston , "Frontiers of electronic commerce", pearson education
asia
E- business by parag kulkarni, sunita jahirabadkar, pradip chande, oxford
Electronic commerce: A manager's guide by ravi kalakota, andrew b.whinston, pearson

5 th Semester		BCOM 24504-A Security Analysis & Portfolio Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to develop understanding of investment concepts, security markets, risk and return analysis, and security evaluation techniques. It also focuses on portfolio management, asset allocation, and investment decision-making using models like CAPM.

Course Outcomes: After studying the course, students will be able to:	
CO1	Apply the fundamental concepts and processes of investment management to evaluate the functioning of security markets and market indices.
CO2	Analyze various methods of return calculation and different categories of investment risk to assess the total risk associated with securities.
CO3	Apply technical and fundamental analysis techniques to examine market efficiency and evaluate the valuation of securities.
CO4	Analyze portfolio return and risk using the Markowitz Model and evaluate optimal portfolio selection strategies.
CO5	Apply portfolio management strategies and asset allocation techniques to make investment decisions based on investor requirements and financial objectives.
CO6	Apply the Capital Asset Pricing Model (CAPM) to estimate expected returns, analyze the efficient frontier and its assumptions, and evaluate whether securities are overvalued or undervalued.

Unit	Content	CO
I	Concept of Investment: Objectives – Investment Vs Speculation – Security Investment Vs Non-Security Forms of Investment – Investment Process – Sources of Investment Information – Security Markets – Primary and Secondary – Market Indices.	CO1
II	Return and Risk: Meaning and Measurement of Security Returns – Types of Security Risks – Systematic Vs Non-systematic Risk – Measurement of Total Risk.	CO2
III	Technical Analysis: Concept and Tools of Technical Analysis – Technical Analysis Vs Fundamental Analysis – Efficient Market Hypothesis – Concept and Forms of Market Efficiency. Fundamental Analysis of Stocks: Economy, Industry and Company Analysis, Intrinsic Value – Approach to Valuation of Bonds, Preference Shares and Equity Shares.	CO3
IV	Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return asset portfolios, concept of efficient frontier & optimum portfolio. concept of beta, systematic and unsystematic risk.	CO4
V	Portfolio management services: Passive – Index funds, systematic investment plans. Active – market timing, style investing. Asset allocation: Asset allocation pyramid, investor life cycle approach.	CO5
VI	Asset Pricing Models: Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk-free assets. Assumptions of single period classical CAPM model. Expected return, required return, overvalued and undervalued assets as per CAPM.	CO6

References:

- Reilly, F. K. & Brown, K.C. (2012) Analysis of Investments and Management of Portfolios, (12th edition), Cengage India Pvt. Ltd.
- Singh, Rohini (2017): Security Analysis and Portfolio Management, (2nd Edition). Excel Books.
- Fischer, D.E. & Jordan, R.J. (2006) Security Analysis & Portfolio Management, (6th edition), Pearson Education.
- Ranganathan, M., & Madhumathi, R. (2006). Investment Analysis and Portfolio Management. Pearson Education.



5 th Semester	BCOM 24504-B		Banking Laws and Services		
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The main objective of this module is to make the student aware about the various laws applicable to banks and the various practices prevalent in the banking industry and creating a base for advanced level study of the Banking laws and practices.

Course Outcomes: After studying the course, students will be able to:

CO1	To understand the History and structure of banking system.
CO2	To study about the functioning of RBI in different banking institution.
CO3	To study the different concepts like banking regulation act, NPA and Basel framework.
CO4	To understand Banker Customer Relationship and their Roles & Responsibilities.
CO5	To study about the various banking services under the negotiable instrument act.
CO6	To understand the fund based, non -fund based and other specialized banking services

Unit	Content	CO
I	Origin and evolution of Indian Banking, Banking system and structure in India: Types of banks viz., Commercial Banks, Small Finance Banks Payments Banks, Co-operative Banks, public sector banks, private sector banks, foreign banks and Regional Rural Banks (RRB). Role of Reserve Bank as regulator of banking system; Changes in the role and functions of commercial Banks	CO1
II	Regulatory and Compliance Framework: Reserve Bank of India act, 1934- its incorporation, central banking functions provisions relating to Non-banking institution, receiving deposits and financial institutions, penalties. Role and functions of RBI- Credit control Techniques.	CO2
III	Banking Regulation Act, 1949- Definitions, business of banking companies, suspension of business and winding up of banking companies, provisions relating to certain operations of banking companies. NPA and Securitization: NPAs, NPA categories, Provisioning norms, SARAFESI Act. Basel Framework: Bank for International Settlements (BIS), Basel Accords.	CO3
IV	Banker Customer Relationship and their Roles & Responsibilities: Banker – Customer relations; Types of relationship between banker and customer, Bankers obligations to customers, Right of lien, set off, appropriation, Provisions of Negotiable Instrument Act, 1881 – Bankers legal duty of disclosure and related matters	CO4
V	Banking Services: Payment and Collection of cheques- Duties and responsibilities of paying and collecting banker, Protection available to paying and collecting banker under Negotiable Instrument Act. Security Creation: Pledge, Hypothecation, Mortgage, Assignment.	CO5
VI	Other Banking Services: Fund based services, Non fund based services, Money remittance services, banking channels, Digital and modern banking, Specialized banking services – Agriculture and rural banking, NRI Banking, Risk and	CO6

compliance services -Fraud detection and prevention, Regulatory compliance for customers and businesses, Credit scoring and risk assessment. Financial inclusion.
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References:

1. Startup India Learning Program by Start Up India available at www.startupindia.gov.in
2. Entrepreneurship, Rajeev Roy, Oxford University Press
3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
4. Family Business Management by Rajiv Agarwal, Sage Publishing
5. Anish Tiwari, "Mapping the Startup Ecosystem in India", Economic & Political Weekly.

JK

Paras

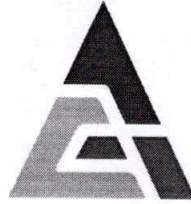
Pooja

5 th Semester		BCOM 24505 Seminar on Summer Training Report			
Internal Marks	50		L	T	P
External Marks	0		0	0	0
Total Marks	50		Credits		4

Guidelines for Summer Training Report

Summer Training Project Report on

"PROJECT TITLE"



In partial fulfillment of the
requirement for the award of
degree of

Bachelor's of Commerce (B.COM) (Hons)

Submitted by

Name of the Student
University Roll no.

Supervisor

Name (Company Guide)
Designation

Logo of the Institute

DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE INSTITUTE

XK

Raman

Pooja

CERTIFICATE (On a Separate Page)

*Certificate of Summer Training from Company shall be attached herewith.

STUDENT DECLARATION (On a Separate Page)

I, “_____ (Student Name)”, hereby declare that I have undergone my summer training at “_____ (Company Name)” from _ (start date) to _ (end date). I have completed a research project titled “_____ (Project Title)” under the guidance of Mr. / Ms. _____ (Name of Supervisor at Company).

Further I hereby confirm that the work presented herein is genuine and original and has not been published elsewhere.

(Student name and Signature)

FACULTY DECLARATION (On a Separate Page)

I hereby declare that the student Mr. / Ms. _____ of B.COM has undergone his/her summer training under my periodic guidance on the Project titled “_(Project Title)”.

Further I hereby declare that the student was periodically in touch with me during his/her training period and the work done by student is genuine & original.

(Signature of Supervisor)



ACKNOWLEDGEMENT (On a Separate Page)

*Acknowledge the support and guidance provided to you by various persons during your Summer Training

TABLE OF CONTENTS (On a Separate Page)

Certificate by Guide		ii
Student Declaration		iii
Faculty Declaration		iv
Acknowledgment		v
CHAPTER NO.	CHAPTER TITLE	PAGE NO.
1	Introduction to the Company	
2	Introduction to the Research Problem	
3	Need, Scope and Objectives of the Study	
4	Research Methodology	
5	Data Analysis and Interpretation	
6	Findings of the Study	
7	Conclusion, Suggestions & Recommendations of the Study	
References and Bibliography		
Appendix (Questionnaire, Glossary of Terms, Abbreviations, Documents, Performa, Financial statements, etc.)		

LIST OF TABLES

TABLE NO.	TABLE TITLE	PAGE NO.

LIST OF FIGURES

FIGURE NO.	FIGURE TITLE	PAGE NO.

General Guidelines for Layout and format

1. Paper Size must be A4 and margins should be maintained on all pages as follows:
Left margin = 1.5" (wider for binding) Top, right & bottom margins = 1"
 2. Use **Times New Roman** font, **12 pointsize**, for text. and **14 point** size for headings
 3. Use **1.5 line spacing** for all text in the main body of the thesis.
 4. Report should contain page numbers (1, 2, 3....) starting from Introduction Chapter.
- Proceedings of 17th Meeting of Board of Studies (Offline) 13/05/2026

[Handwritten signatures and initials in blue ink]

Preliminary pages should be numbered: i., ii., iii, iv, v, vi, etc. A page number should not be shown on the inside title page even though it is counted as i.

5. Page number should be placed at the

bottom- center of page. Imp Note:

1. Students are required to prepare two Hard Bound copies of their Summer Training report to be submitted within 10 days of commencement of 3rd Semester
2. Questionnaires in original to be retained by the students for the final presentation.

Guidelines on Faculty Guide-Student Interaction

1. The Student is required to be in constant touch with their Faculty Guide through email, telephone, personal interactions etc.
2. It is mandatory for the student to provide a weekly progress report to their Faculty Guides for each week of their summer training.
3. The Topic for the Summer Training should be chosen in consultation with their Faculty guide and after their due approval.
4. Same topics having any sort of duplicacy shall not be acceptable.
5. Institute will be conducting surprise visits of the organization where the Student is undergoing summer training from time to time and any students found to be irregular / not attending their summer training then the summer training Project report of the said student shall stand cancelled.

Preparing References/Bibliography

While preparing the Bibliography, in case of website as a source, ensure that the date and the timing of accessing the website is mentioned along with.

While preparing bibliography student must adopt the following method:

Article in a Magazine

Henry, W. A., III. (1990, April 9). Making the grade in today's schools. *Time*, 135, 28-31.

Article in a Newspaper

Unlike other periodicals, p. or pp. precedes page numbers for a newspaper reference in APA style. Single pages take p., e.g., p. B2; multiple pages take pp., e.g., pp. B2, B4 or pp. C1, C3-C4.

Schultz, S. (2005, December 28). Calls made to strengthen state energy policies. *The Country Today*, pp. 1A, 2A.

Basic Format for Books

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

Note: For "Location," you should always list the city, but you should also include the state if the city is unfamiliar or if the city could be confused with one in another state.

Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*.

Washington, DC: American Psychological Association.

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Government Document

National Institute of Mental Health.(1990). *Clinical training in serious mental illness* (DHHS Publication No. ADM 90-1679). Washington, DC: U.S. Government Printing Office.

Report From a Private Organization

American Psychiatric Association. (2000). *Practice guidelines for the treatment of patients with eating disorders* (2nd ed.). Washington, D.C.: Author.

Conference Proceedings

Schnase, J.L., & Cunniss, E.L. (Eds.). (1995). Proceedings from CSCL '95: *The First International Conference on Computer Support for Collaborative Learning*. Mahwah, NJ: Erlbaum.

Article From an Online Periodical

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical, volume number* (issue number if available). Retrieved month day, year, (if necessary) from <http://www.someaddress.com/full/url/>

Bernstein, M. (2002). 10 tips on writing the living Web. *A List Apart: For People Who Make Websites*, 149.

Retrieved May 2, 2006, from <http://www.alistapart.com/articles/writeliving>

Online Newspaper Article

Author, A. A. (Year, Month Day). Title of article. *Title of Newspaper*. Retrieved <http://www.someaddress.com/full/url/>

Parker-Pope, T. (2008, May 6). Psychiatry handbook linked to drug industry. *The New York Times*.

Retrieved from <http://www.nytimes.com>

Electronic Books

De Huff, E.W. *Taytay's tales: Traditional Pueblo Indian tales*. Retrieved from <http://digital.library.upenn.edu/women/dehuff/taytay/taytay.html>

Davis, J. *Familiar birdsongs of the Northwest*. Available from <http://www.powells.com/cgi-bin/biblio?inkey=1-9780931686108-0>

Online Encyclopedias and Dictionaries

Feminism.(n.d.) In *Encyclopædia Britannica online*. Retrieved March 16, 2008, from <http://www.britannica.com>

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(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

S.N.	Name	Roll No. & Date of Presentation	Introduction to Topic	Problem Definition / Need & Scope of the Study	Methodology & Objectives	Data Analysis & Findings	Suggestions & Conclusion	Overall Report Writing & Layout	Total Earned Marks out of (45)	Signature of the Evaluator with Date	Attendance Marks (in accordance to the criteria given below)	Total Earned Marks out of (50)
			5	5	5	15	5	10	45		5	50
1												
2												
3												

EVALUATION CRITERIA FOR SEMINAR ON SUMMER TRAINING REPORT (B.COM 25505)

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(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

6 th Semester	BCOM 24601		Industrial Relations and Labour Law		
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: To provide an idea and exposure to the industrial relations and various labour laws applicable to industries in India and to acquaint the students with ways to compute the emoluments and compensation payable to workers.

Course Outcomes: After studying the course, students will be able to:

CO1	Describe fundamental concepts and nature of Industrial Relations.
CO2	To understand the nature and role of trade unions for workers and industries.
CO3	To study the relevance of collective bargaining and its impact on employee-management relations.
CO4	To understand industrial disputes and ways to resolve them
CO5	To apply various industrial legislations in business.
CO6	To understand the provisions of various Payment Act.

Unit	Content	CO
I	Industrial Relations- Concept, Definition and Importance, Factors affecting industrial relations. Approaches to industrial relations, Impact of Technology on industrial relation.	CO1
II	Nature of Trade Unions, Trade Union movement in India, benefits of trade Unions for workers, Problems of Trade Unions & Remedies. Quality Circles, Benefits and Problems of Quality Circles.	CO2
III	Collective Bargaining- Concept of Collective Bargaining, Prerequisites for collective bargaining, the collective bargaining process, Principles of Collective Bargaining, Collective Bargaining and Labour Management Co-Operation in India, Conditions for the success of collective bargaining. Grievance Management – causes of grievance – effects of grievance, Negotiation and Collective Settlements, Grievance redressal procedure.	CO3
IV	Industrial Conflicts- Meaning & Causes and Types, Strikes & Lockouts, Machinery for resolving Industrial Disputes under Law. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management.	CO4
V	Emergence and Objectives of Labour Laws and their socio-economic environment, Industrial Disputes Act, Industrial Relations and Technological Change. The law	CO5

(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

	relating to working conditions-The law relating to factories.	
VI	Payment of wages Act, Payment of Bonus Act, ESI Act, Payment of Gratuity Act, Minimum Wage Act, PF Act. Workmen's Compensation Act	CO6

References:

1. Startup India Learning Program by Start Up India available at www.startupindia.gov.in
2. Entrepreneurship, Rajeev Roy, Oxford University Press
3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
4. Family Business Management by Rajiv Agarwal, Sage Publishing
5. Anish Tiwari, "Mapping the Startup Ecosystem in India", Economic & Political Weekly.

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B.Com (Hons) Syllabus 2024 & onwards

6 th Semester	BCOM 24602		Operation Research		
Internal Marks	40		L	T	P
External Marks	60		5	0	0
Total Marks	100		Credits		5

Course Objective: This course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in use of quantitative techniques for optimum decision making and to facilitate the students in appreciating need/significance and applications of various techniques of operation research in decision making.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept, approaches, and applications of operations research and analyze the transportation problem and linear programming program.
CO2	Illustrate the methods of assignment problems and probabilistic models of business.
CO3	Explain the methods of game theory and dynamic programming to solve business problems.
CO4	Enunciate the techniques of queuing theory and network analysis to schedule business/project activities.
CO5	Understand the techniques of replacement theory.
CO6	Describe the concept of Inventory control to solve business problems.

Unit	Content	CO
I	Introduction: Introduction to Operations Research: Basics definition, scope, objectives, phases, models and limitations of Operations Research. Deterministic Models: Formulation of Linear Programming Problem, Graphical solution of LPP, Simplex Method, Artificial variables, Big-M method, Transportation Problem: Formulation, solution, unbalanced Transportation problem. Finding basic feasible solutions, Optimality tests, AI and Optimization — Role of AI in solving complex OR problems beyond classical methods.	CO1
II	Assignment Model: Formulation, Hungarian method for optimal solution, Solving unbalanced problem, Travelling salesman problem. Probabilistic Models: Decision making under uncertainty: Maximum and minimum models; Introduction to decision tree.	CO2
III	Dynamic Programming: Introduction to deterministic and probabilistic dynamic programming, Solution of simple problems. Game theory: Solution of simple two-person zero-sum games: Examples of simple competitive situation.	CO3
IV	Queuing theory: Types of queuing situation, Queuing models with Poisson's input and exponential service, their application to simple situations. Network Models: PERT & CPM, Introduction, analysis of time bound project situations, construction of networks, identification of critical path, slack and float, crashing of network for cost reduction.	CO4
V	Replacement Models: Replacement of Items that deteriorate whose maintenance	CO5

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(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

	costs increase with time without change in the money value. Replacement of items that fail suddenly: individual replacement policy, group replacement policy.	
VI	Inventory Models: Inventory costs. Models with deterministic demand model (a) demand rate uniform and production rate infinite, model (b) demand rate non uniform and production rate infinite, model (c) demand rate uniform and production rate finite.	CO6

References:

- Wagner, HM, Principles of Operations Research; Prentice Hall.
- Gupta, PK and Hira, DS, Operations Research, S. Chand & Co.
- Taha, Introduction to Operation Research; Pearson.
- Hiller, F.S. and Libermann, G.I. Introduction to Operation Research; Holden Ray.
- Sharma, J.K. Operations Research Theory & Applications; Macmillan India Ltd.
- Sharma J.K. Operations Research, Problems and Solutions; Macmillan India Ltd.

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B.Com (Hons) Syllabus 2024 & onwards

6 th Semester	BCOM 24603	Goods & Services Tax			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective-This course aims to provide an understanding of the GST framework, including its structure, registration, supply, ITC, and tax computation, while developing practical skills in compliance, documentation, and return filing. It also introduces the use of AI tools to improve efficiency in GST processes and adapt to modern taxation systems.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the fundamental framework of GST, including its concept, objectives, structure (CGST, SGST, IGST, UTGST), role of the GST Council, and basic provisions relating to levy, collection, and composition scheme.
CO2	Understand and apply the procedures for GST registration, amendment, and cancellation, and analyze the concept of supply including composite, mixed, inter-state, and intra-state supply.
CO3	Evaluate the provisions relating to time of supply, place of supply, value of supply, and apply rules governing Input Tax Credit (ITC) with conditions and restrictions.
CO4	Demonstrate knowledge of GST documentation including tax invoices, credit and debit notes, e-way bill system, and analyze the applicability of reverse charge mechanism.
CO5	Compute GST liability and understand procedures for payment, TDS, TCS, and return filing.
CO6	Develop practical understanding of the GST portal, GST ecosystem, role of GST Suvidha Providers (GSPs), and processes related to uploading invoices and compliance requirements.

Unit	Content	CO
I	GST Framework & Basics- Concept, objectives, and features, Constitutional framework of GST Structure: CGST, SGST, IGST, UTGST, GST Council: Role and functions, Levy and collection of GST, Composition Scheme.	CO1
II	Registration & Supply Under GST- Application of AI in registration, Procedure, amendment, cancellation, Types of registration Concept of Supply: Meaning and scope, Composite and Mixed Supply, Inter-state and Intra-state supply.	CO2

(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

III	Time, Place, ITC - Time of Supply, Place of Supply, Value of Supply, Input Tax Credit (ITC): Conditions and restrictions, Computation & Verification of ITC using Digital AI.	CO3
IV	Documentation - Tax Invoice, Credit Note, Debit Note, E-Way Bill system, Reverse Charge Mechanism, Use of AI to create E-way Bills and E-Invoices	CO4
V	Payment, Returns - Computation of GST liability, Payment of GST (methods & procedures), TDS and TCS under GST, GST Returns: Basic concepts, Role AI for Return filing and Tax Computation.	CO5
VI	GST Portal - Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading, Invoices.	CO6

References:

Datey, V. S. (2023). GST Law and Practice. Taxman Publications. New Delhi. Ahuja, G., & Gupta, R. (2023). Systematic Approach to GST. Bharat Law House. New Delhi.
Government of India. (2017). The Central Goods and Services Tax Act, 2017. Ministry of Finance. <https://www.cbic.gov.in>
GST Council. (2023). Role and Functions of GST Council. <https://gstcouncil.gov.in>
Singhania, V. K., & Singhania, M. (2023). Students' Guide to GST & Customs Laws. Taxman Publications. Balachandran, V. (2022). Goods and Services Tax. Sultan Chand & Sons. New Delhi. GST Portal. (2024). Registration Module User Manual. <https://www.gst.gov.in>
Datey, V. S. (2023). GST – Time, Place and Value of Supply. Taxman Publications. New Delhi. Jha, S. M. (2023). Indirect Taxes: GST and Customs. S. Chand & Company. New Delhi. CBIC. (2024). Input Tax Credit – FAQs and Clarifications. <https://www.cbic.gov.in/resources/htdocs-cbec/gst/itc-faq.pdf>, Singhania, V. K. (2022). GST: Invoicing and Documentation. Taxman Publications. New Delhi. CBIC. (2024). GST Returns – Filing Procedures and Forms.

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(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

6 th Semester		BCOM 24604 Entrepreneurship Development			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

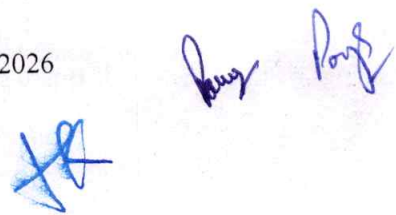
Course Objective: The objective of the course is to make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand Entrepreneurship and its types
CO2	Develop understanding basic concepts in the area of entrepreneurship motivation
CO3	Analyse the role and importance of entrepreneurship for economic development
CO4	Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures
CO5	Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.
CO6	Analyze environmental set up relating to small industry and small business.

Unit	Content	CO
I	Entrepreneurial Perspectives: Evolution, Concept of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Competencies, AI modified strategies for Capacity Building for Entrepreneurs. Entrepreneurial Training Methods	CO1
II	Entrepreneurial Motivations: Models for Entrepreneurial Development, The process of Entrepreneurial Development.	CO2
III	Evaluating Business opportunity: Sources of business ideas and opportunity (AI based) recognition, Guesstimating the market potential of a business idea, Feasibility analysis of the idea, Industry, competition and environment analysis.	CO3
IV	New Venture Creation: Introduction, Mobility of Entrepreneurs, Models for Opportunity Evaluation; Business plans Purpose, Contents, Presenting Business Plan, Procedure for setting up Enterprises, Central Level - Startup and State level - T Hub, Other Institutions initiatives.	CO4
V	Management of MSMEs: Sick Enterprises Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units	CO5
VI	Development: Concept & need, differences between training and development, Developing Managing Marketing and Growth of Enterprises: Essential Marketing Mix of Services, Key Success Factors in Service Marketing, Cost and Pricing Branding, AI based New Techniques in Marketing, International Trade.	CO6

Proceedings of 17th Meeting of Board of Studies (Offline) 13/05/2026



(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

References:

1. Entrepreneurship, Arya Kumar, 4 e, Pearson 2015.
2. The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2025.



(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

6 th Semester	BCOM 24605-A	Advanced Financial Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to develop advanced financial management skills by enabling students to formulate financial strategies, evaluate sources of finance, analyze risk and return, and understand corporate restructuring decisions. It also focuses on ethical and governance issues, advanced investment appraisal techniques including forecasting, business valuation using free cash flows, and the legal, financial, and strategic aspects of mergers, acquisitions, and corporate reconstruction in the Indian and global business environment.

Course Outcomes: After studying the course, students will be able to:

CO1	Apply financial strategy concepts by analyzing ratio analysis, gearing considerations, and various sources of finance to support strategic financial decision-making.
CO2	Analyze risk-return relationships and evaluate business re-organization strategies including divestment, demergers, buy-outs, and share repurchases.
CO3	Examine ethical principles, corporate governance structures, agency relationships, and social and environmental issues in financial management and reporting.
CO4	Apply advanced investment appraisal techniques including capital rationing and risk analysis methods for evaluating investment decisions under uncertainty.
CO5	Evaluate business valuation methods and apply free cash flow approaches for determining corporate value and investment decisions.
CO6	Analyse corporate reconstruction, mergers, acquisitions, and takeover processes including their financing, valuation, and legal aspects in the Indian context.

Unit	Content	CO
I	Financial strategy formulation: Ratio Analysis and Strategy, Gearing considerations. Role and responsibility of the Senior Financial Adviser Sources of Finance: Equity, debt, hybrids, lease finance, venture capital, business angel finance, private equity, asset securitization. AI-enabled analysis of financing options and funding decisions.	CO1
II	Risk and Return: Identifying Risk and Return, Business Risk and Financial Risk including operational, reputational, political, economic, regulatory and fiscal risk, Risk return trade-off. AI-driven market and business trend analysis. Business re-organisation: Unbundling, Divestment, Spin-offs/demergers, Sell-offs, Management buy-out (MBO) and buy-in, Share repurchase, Going private	CO2

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B.Com (Hons) Syllabus 2024 & onwards

III	Ethical and governance issues: Fundamental Principles, Ethical issues in financial management, Agency Relationship, Transaction Cost Theory, Governance structures and policies, Social and Environmental Issues, Purpose and content of an integrated report	CO3
IV	Advanced Investment Appraisal: Capital rationing: Single period, Types, Capital rationing & divisible projects, Capital rationing & indivisible projects, Capital rationing & Multi-period, Risk and uncertainty in investment appraisal including sensitivity analysis, use of a risk adjusted discount factor, simulation, probability analysis and scenario analysis. AI-based financial forecasting and budgeting.	CO4
V	Valuation and the use of free cash flows: Valuations – Introduction, Market Capitalization, Asset Based Valuations, Using PE ratio, Earnings Yield, Dividend Valuation, Discounted Cash flows, Discounted Free cash flow basis, Free cash flows, Free cash flow to equity.	CO5
VI	Corporate Reconstruction and Re-Organization: Financial reconstruction, Capital reconstruction schemes. Acquisitions and mergers: Reasons for and against acquisitions, mergers and divestments (corporate expansion, high failure rate of acquisitions, synergy and others), Legal and procedural aspect, process, financing and valuation of mergers & acquisitions, Reverse Takeovers, Overview of mergers & takeover in India	CO6

References:

- Khan M Y & Jain P K, Financial Management: Text and Problems, TMH, New Delhi.
- Chandra P., Financial Management Theory & Practice, TMH, New Delhi.
- Pandey I. M., Financial Management, Vikas Publishing House, New Delhi.
- Horne V., Fundamentals of Financial Management, Prentice Hall of India.
- Aurora R., Shetty K., and Kale S., Mergers and Acquisitions, Oxford University Press.
- Sudarsanam S., Creating Value from Mergers and Acquisitions, Prentice Hall of India.

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(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

6 th Semester	BCOM 24605-B Risk Management and Insurance				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to provide understanding of risk concepts, risk management processes, and risk handling techniques in corporate and personal contexts. It also covers identification, evaluation, and control of risk using traditional tools. The course includes fundamentals of insurance, its principles, types, legal aspects, and applications in insurance contracts. It further explains the regulatory framework of insurance, including IRDA functions, premium computation, and loss assessment.

Course Outcomes: After studying the course, students will be able to:	
CO1	Apply the concepts of risk, its types, sources, and degree, along with methods for handling and managing risk in decision-making.
CO2	Understand and apply the risk management process, objectives, techniques, and cost of risk in both corporate and individual contexts for effective decision-making.
CO3	Know the techniques for identification, evaluation, and financing of risk, including safety audits, loss prevention methods, and risk retention strategies.
CO4	Describe the basic concepts, principles, and essentials of insurance and insurable risk for decision-making.
CO5	Discuss the types of insurance and legal aspects of insurance contracts.
CO6	Understand the regulatory framework of insurance including IRDA functions, premium computation, and loss assessment.

Unit	Content	CO
I	Concept of Risk: Risk and Uncertainty, Types of Risk, Burden of Risk, Sources of Risk, AI Methods of handling Risk, Degree of Risk, AI-driven Risk Management	CO1
II	Corporate and Personal Risk Management: Risk Management Process, Objectives of Risk Management, Risk Management Techniques, Need for a Rationale for Risk Management in Organizations, Understanding the cost of Risk, Individual Risk Management and the Cost of Risk.	CO2
III	Identification of Risk: Tools/Techniques for perception of risk; Methods for determining the operative causes of peril; Safety audit. Evaluation of Risk: Risk Avoidance & Reduction of Risk: AI methods of loss prevention and risk reduction; Role of surveyors in loss prevention/ risk reduction. Techniques of Risk Financing: Retention of risk; Captive insurance companies.	CO3
IV	Insurance: Definition and Basic Characteristics of Insurance, Requirements of an Insurable Risk, Adverse Selection and Insurance, Insurance vs. Gambling Insurance vs. Hedging; Essentials of Insurance Contracts, Principles of Insurance.	CO4

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(Annexure-I)

B.Com (Hons) Syllabus 2024 & onwards

V	Types of Insurance: Life Insurance, General Insurance: Fire and Motor Insurance, Health Insurance, Marine Insurance, Automobile Insurance. AI in Legal Aspects of Insurance Contract.	CO5
VI	Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act'1999. Control of Malpractices, Negligence, Computation of Insurance Premium, Loss Assessment and Loss Control, Exclusion of Perils.	CO6

References:

- George, E. R., Principles of Risk Management and Insurance, Pearson Education.
- Dorfman, M. S., Introduction to Risk Management and Insurance, Pearson
- Gupta, P.K, Insurance and Risk Management, Himalaya Publishing House.
- Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.
- Black, K. and Skipper H.D., Life and Health insurance, Pearson Education
- Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.
- Vaughan, E. J. and T. Vaughan, Fundamentals of Risk and Insurance, Wiley & Sons

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AMRITSAR GROUP OF COLLEGES
DEPARTMENT OF MANAGEMENT STUDIES

STUDY SCHEME AND SYLLABUS OF
BACHELOR OF BUSINESS
ADMINISTRATION
BATCH 2024 ONWARDS
as per NEP 2020

BACHELOR OF BUSINESS
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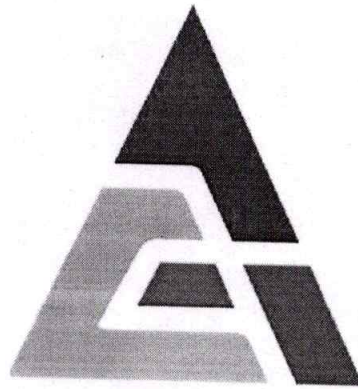
STUDY SCHEME AND SYLLABUS

5th and 6th Semester

BACHELOR OF BUSINESS
ADMINISTRATION

BBA

For Batch 2024 onwards



Department of Management Studies
Amritsar Group of Colleges, Amritsar

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Fifth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 24501	Core Course 13	Strategic Management	4	0	0	40	60	100	4
BBA 24502	Core Course 14	Human Behaviour and Organization	4	0	0	40	60	100	4
BBASEC 24501	Skill Enhancement Course 5	Internship/Capstone Project	-	-	-	50	-	50	4
	Discipline Specific- (Elective I)	(Elective I)	4	0	0	40	60	100	4
	Discipline Specific- (Elective II)	(Elective II)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-I)	Theory (Audit Course-I)	3	0	0	-	-	-	0
TOTAL			19	0	0	210	240	450	20

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN MARKETING

BBA 24511	(Elective I)	Consumer Behaviour	4	0	0	40	60	100	4
BBA 24512	(Elective II)	Integrated Marketing Communication	4	0	0	40	60	100	4
BBA 24513	Theory (Audit Course-I)	Digital Marketing	3	0	0	-	-	-	0

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN FINANCE

BBA 24521	(Elective I)	Banking and Insurance	4	0	0	40	60	100	4
BBA 24522	(Elective II)	Investment Analysis & Portfolio Management	4	0	0	40	60	100	4
BBA 24523	Theory (Audit Course-I)	Financial Analytics	3	0	0	-	-	-	0

(Annexure-II)

BBA Syllabus 2024 & onwards

**ELECTIVE – SUBJECTS FOR SPECIALIZATION IN HUMAN RESOURCE
MANAGEMENT**

BBA 24531	(Elective I)	Training & Development	4	0	0	40	60	100	4
BBA 24532	(Elective II)	Cross Culture HRM	4	0	0	40	60	100	4
BBA 24533	Theory (Audit Course-I)	Team Building in the organizations	3	0	0	-	-	-	0

**Major Research project to be initiated in 5th Sem and shall be evaluated in 6th Sem as per the prescribed guidelines and evaluation criteria.*

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Sixth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 24601	Core Course 15	Project Management	4	0	0	40	60	100	4
BBA 24602	Core Course 16	Business Taxation	4	0	0	40	60	100	4
BBASEC 24601	Skill Enhancement Course 6	Corporate Law and Governance	2	0	0	40	60	100	2
BBASEC 24602	Skill Enhancement Course 7	Major Project [Initiated in 5 th Semester]	-	-	-	-	100	100	4
	Discipline Specific-(Elective III)	(Elective III)	4	0	0	40	60	100	4
	Discipline Specific-(Elective IV)	(Elective IV)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-II)	Theory (Audit Course-II)	3	0	0	-	-	-	0
TOTAL			21	0	0	200	400	600	22

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN MARKETING

BBA 24611	(Elective III)	Marketing of Services	4	0	0	40	60	100	4
BBA 24612	(Elective IV)	Logistics and Supply- Chain Management	4	0	0	40	60	100	4
BBA 24613	Theory (Audit Course-II)	Neuro Marketing	3	0	0	-	-	-	0

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN FINANCE

BBA 24621	(Elective III)	Financial Planning	4	0	0	40	60	100	4
BBA 24622	(Elective IV)	Direct Taxation	4	0	0	40	60	100	4
BBA 24623	Theory (Audit Course-II)	Strategic Corporate Finance	3	0	0	-	-	-	0

**ELECTIVE – SUBJECTS FOR SPECIALIZATION IN HUMAN RESOURCE
MANAGEMENT**

BBA 24631	(Elective III)	Industrial Relations and Labour Law	4	0	0	40	60	100	4
BBA 24632	(Elective IV)	Change Management and Organizational Development	4	0	0	40	60	100	4
BBA 24633	Theory (Audit Course-II)	Coaching & Mentoring	3	0	0	-	-	-	0

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5 th Semester		BBA 24501 STRATEGIC MANAGEMENT			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course aims to enhance the students' ability to do the job of a general manager responsible for strategic performance, specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole.

Course Outcomes: After studying the course, students will be able to:	
CO1	Explain the concept, significance, and process of strategic management, including levels, decision-making approaches, strategic intent, and the role of governance, ethics, and social responsibility in organizational success.
CO2	Analyze the external environment through environmental appraisal frameworks.
CO3	Evaluate industry, competitive, and internal environments using strategic analysis tools.
CO4	Explain and apply business and corporate strategy formulation, including generic strategies, functional linkages, diversification, strategic alliances, and international expansion approaches.
CO5	Explain and evaluate growth, stability, and renewal strategies-including expansion modes, retrenchment, turnaround, and the fundamentals of mergers and acquisitions-in strategic management.
CO6	Analyze strategy implementation and evaluation processes, including structural, functional, and behavioral aspects, leadership and governance.

Unit	Content	CO
I	Strategy -Concept, Relevance, Role and Benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent-Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management.	CO1
II	Strategic Analysis -Environmental appraisal- Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal; Evaluating Company's External Environment: Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces. Basic understanding of Artificial Intelligence and its role in strategic analysis.	CO2
III	Industry Analysis -Analysis of the competitive environment; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis, Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix. Role of AI in Industry Analysis	CO3
IV	Strategy Formulation - Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies.	CO4
V	Strategies of Growth - Introduction to, stability and renewal, types of growth strategies concentrated growth, product development, integration,	CO5

	diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions	
VI	Strategy Implementation and Control -Structural Implementation; Functional and Operational Implementation; Behavioural Implementation. Role of AI in strategy implementation and control. Strategy Evaluation and Control - Strategic leadership; Strategic control and corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies.	CO6

References:

1. Arthur A Thompson, Margaret A Peteraf, John E Gamble, AJ Strickland III, Thomas Joseph (2021). Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases, 22nd Edition, McGraw Hill.
2. Krishna G. Palepu, Tarun Khanna. (2010). Winning in Emerging Markets: A Roadmap for Strategy and Execution, Harvard Business Press.
3. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.
4. Pankaj Ghemawat, "Strategy and the Business Landscape" Pearson Education
5. Porter, M. E. (1989). From competitive advantage to corporate strategy (pp. 234- 255). Macmillan Education UK.

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Pooja

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5 th Semester	BBA 24502 HUMAN BEHAVIOUR AND ORGANIZATION				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course aims to develop understanding of human behavior in organizations, covering individual behavior, motivation, group dynamics, and team management. It also focuses on leadership theories, power, and organizational culture, enabling students to manage individuals and teams effectively and adapt to diverse and dynamic workplace environments.

Course Outcomes: After studying the course, students will be able to:

CO1	Apply foundational concepts of organizational behavior, analyze key factors influencing human behavior, and evaluate the effectiveness of different OB models in organizations.
CO2	Apply theories of personality, perception, learning, and values, analyze individual differences in behavior, and evaluate their impact on employee performance and decision-making.
CO3	Apply classical and contemporary motivation theories, analyze motivational practices in organizations, and evaluate the relevance of Indian philosophical approaches in enhancing employee motivation.
CO4	Apply concepts of group development and teamwork, analyze group dynamics and conflicts, and evaluate the effectiveness of teams in traditional, virtual, and gig economy settings.
CO5	Apply leadership theories and diversity management practices, analyze the impact of leadership on employee engagement and organizational justice, and evaluate leadership approaches for managing diverse teams.
CO6	Apply leadership styles and power dynamics, analyze cultural differences in leadership, and evaluate the role of leadership in shaping organizational culture.

Unit	Content	CO
I	Introduction to Human Behaviour and Organization: Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models.	CO1
II	Individual Behaviour: Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Human-AI interaction at the workplace.	CO2
III	Motivation: Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self efficacy Theory); Swami Vivekanand's principles and approach to citizenship behavior ; Swami Vivekanand's approach to personality development; Pandit Deendayal	CO3

	Upadhyaya approach to Integral humanism.	
IV	Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group; Teams, Theoretical Frameworks and models of Teams, Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams; Managing Virtual teams; Managing teams in the Gig economy.	CO4
V	Teams: Managing Diverse Teams; Diversity, Equity & Inclusion; Organizational Justice, types of organizational justice; Influence of AI on team collaboration. Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic); Nurturant Task Leader; Servant Leadership.	CO5
VI	Leadership Style and Power: Comparison of Indian leadership styles with other countries. Bases of Power; Elements of organization Culture; Leadership & organizational culture; Cultural differences in Leadership.	CO6

References:

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

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5 th Semester		BBASEC 24501 INTERNSHIP/ CAPSTONE PROJECT			
Internal Marks	50		L	T	P
External Marks	0		0	0	0
Total Marks	50		Credits		4

Course Objective (s): This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

Internship/ Capstone Project Student Engagement Process: An internship/capstone project is a structured, hands-on learning experience integrating academic knowledge with pre-professional work activities. It mutually benefits both the student-intern and the host organisation. Interns apply foundational skills from their studies to real-world tasks, enhancing their practical experience. Placement sites outline clear expectations, duties, and performance goals for the interns. They also offer regular supervision and feedback to guide the interns' development. This experiential learning helps students build valuable industry-specific skills, gain insights into their chosen field, and improve their employability upon graduation.

Step 1. Orientation Session: The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

Step 2. Identify an Internship: Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

Step 3. Internship Agreement Form: The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

Step 4. Start of Internship: The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

Step 5. Submission of Report:

- Front Page: Student Name, Course, Internship Company, Duration, Mentor
- Internship Agreement Form
- Internship Certificate
- Introduction & background of the Company
- Roles & responsibilities as an Intern
- Weekly work allotment & completion report

<ul style="list-style-type: none">• Challenges & Solutions Learning from the internship
<ul style="list-style-type: none">• Conclusion

Page

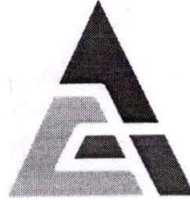
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Guidelines for Summer Training Report

Summer Training Project Report on

"PROJECT TITLE"



In partial fulfillment of the
requirement for the award of degree
of
Bachelor of Business Administration (BBA)

Submitted by

Name of the Student
University Roll No.

Supervisor

Name (Company Guide)
Designation

Logo of the Institute

DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE INSTITUTE

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CERTIFICATE (On a Separate Page)

*Certificate of Summer Training from Company shall be attached herewith.

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Pooja JK

STUDENT DECLARATION (On a Separate Page)

I, “_____ (Student Name)”, hereby declare that I have undergone my summer training at “_____ (Company Name)” from _(start date) to _(end date). I have completed a research project titled “_____ (Project Title)” under the guidance of Mr. /Ms. _____ (Name of Supervisor at Company).

Further I hereby confirm that the work presented herein is genuine and original and has not been published elsewhere.

(Student name and Signature)

Paw

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FACULTY DECLARATION (On a Separate Page)

I hereby declare that the student Mr. / Ms. _____ of BBA has undergone his/her summer training under my periodic guidance on the Project titled “_____ (Project Title)”.

Further I hereby declare that the student was periodically in touch with me during his/her training period and the work done by student is genuine & original.

(Signature of Supervisor)



ACKNOWLEDGEMENT (On a Separate Page)

*Acknowledge the support and guidance provided to you by various persons during your Summer Training

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3	Need, Scope and Objectives of the Study	
4	Research Methodology	
5	Data Analysis and Interpretation	
6	Findings of the Study	
7	Conclusion, Suggestions & Recommendations of the Study	
References and Bibliography		
Appendix (Questionnaire, Glossary of Terms, Abbreviations, Documents, Performa, Financial statements, etc.)		

LIST OF TABLES

TABLE NO.	TABLE TITLE	PAGE NO.

LIST OF FIGURES

FIGURE NO.	FIGURE TITLE	PAGE NO.

General Guidelines for Layout and Format

1. Paper Size must be A4 and margins should be maintained on all pages as follows: **Left margin = 1.5" (wider for binding) Top, right & bottom margins = 1"**
2. Use **Times New Roman** font, **12 point** size, for text. and **14 point** size for headings
3. Use **1.5 line spacing** for all text in the main body of the thesis.
4. Report should contain page numbers (1, 2, 3....) starting from Introduction Chapter. Preliminary pages should be numbered: i., ii., iii, iv, v, vi, etc. A page number should not be shown on the inside title page even though it is counted as i.
5. Page number should be placed at the **bottom- center of page. Imp Note:**

1. Students are required to prepare two Hard Bound copies of their Summer Training report to be submitted within 10 days of commencement of 3rd Semester
2. Questionnaires in original to be retained by the students for the final presentation.

Guidelines on Faculty Guide-Student Interaction

1. The student is required to be in constant touch with their Faculty Guide through email, telephone, personal interactions etc.
2. It is mandatory for the student to provide a weekly progress report to their Faculty Guides for each week of their summer training.
3. The Topic for the Summer Training should be chosen in consultation with their faculty guide and after their due approval.
4. Same topics having any sort of duplicacy shall not be acceptable.
5. Institute will be conducting surprise visits of the organization where the student is undergoing summer training from time to time and any students found to be irregular / not attending their summer training then the summer training Project report of the said student shall stand cancelled.



Preparing References/Bibliography

While preparing the Bibliography, in case of website as a source, ensure that the date and the timing of accessing the website is mentioned along with.

While preparing bibliography student must adopt the following method:

Article in a Magazine

Henry, W. A., III. (1990, April 9). Making the grade in today's schools. *Time*, 135, 28-31.

Article in a Newspaper

Unlike other periodicals, p. or pp. precedes page numbers for a newspaper reference in APA style. Single pages take p., e.g., p. B2; multiple pages take pp., e.g., pp. B2, B4 or pp. C1, C3-C4.

Schultz, S. (2005, December 28). Calls made to strengthen state energy policies. *The Country Today*, pp. 1A, 2A.

Basic Format for Books

Author, A. A. (Year of publication). Title of work: Capital letter also for subtitle. Location: Publisher.

Note: For "Location," you should always list the city, but you should also include the state if the city is unfamiliar or if the city could be confused with one in another state.

Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*.

Washington, DC: American Psychological Association.

Government Document

National Institute of Mental Health. (1990). *Clinical training in serious mental illness* (DHHS Publication No. ADM 90-1679). Washington, DC: U.S. Government Printing Office.

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Conference Proceedings

Schnase, J.L., & Cunniss, E.L. (Eds.). (1995). *Proceedings from CSCL '95: The First International Conference on Computer Support for Collaborative Learning*. Mahwah, NJ: Erlbaum.

Article From an Online Periodical

Author, A. A., & Author, B. B. (Date of publication). Title of article. Title of Online Periodical, volume number (issue number if available). Retrieved month day, year, (if necessary) from <http://www.someaddress.com/full/url/>

Bernstein, M. (2002). 10 tips on writing the living Web. *A List Apart: For People Who Make Websites*, 149.

Retrieved May 2, 2006, from <http://www.alistapart.com/articles/writeliving>

Online Newspaper Article

Proceedings of 17th Meeting of Board of Studies (Offline) 13/05/2026

Pages

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Author, A. A. (Year, Month Day). Title of article. Title of Newspaper. Retrieved
<http://www.someaddress.com/full/url/>

Parker-Pope, T. (2008, May 6). Psychiatry handbook linked to drug industry. The New York Times.

Retrieved from <http://www.nytimes.com>

Electronic Books

De Huff, E. W. Taytay's tales: Traditional Pueblo Indian tales. Retrieved from
<http://digital.library.upenn.edu/women/dehuff/taytay/taytay.html>

Davis, J. Familiar birdsongs of the Northwest. Available from
<http://www.powells.com/cgi-bin/biblio?inkey=1-9780931686108-0>

Online Encyclopedias and Dictionaries

Feminism.(n.d.)In Encyclopedia Britannica online. Retrieved March 16, 2008, from
[http:// www.britannica.com](http://www.britannica.com)

S.N	Name	Roll No. & Date of Presentation	Introduction to Topic	Problem Definition / Need & Scope of the Study	Methodology & Objectives	Data Analysis & Findings	Suggestions & Conclusion	Overall Report & Layout	Total Earned Mark out of (45)	Signature of the Evaluator with Date	Attendance Mark (in accordance to the criteria given below)	Total Earned Mark out of (50)
1			5	5	5	15	5	10	45		5	50
2												
3												

EVALUATION CRITERIA FOR SEMINAR ON SUMMER TRAINING REPORT

5th Semester				MAJOR PROJECT			
0	0	L	T	P	0	0	0
Internal Marks							
0							
External Marks							
0							
Total Marks							
0							
		Credits				0	

Project Report on

“PROJECT TITLE”

Submitted In partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration (BBA)

(2024-2027)



SUBMITTED BY:

Student Name

Roll No.:

Course: BBA 5th Sem.

SUPERVISED BY:

Project Guide Name (Dr./Mr./Ms.)

Designation (Professor/Associate/Assistant Professor)

Department of Management Studies

**DEPARTMENT OF MANAGEMENT STUDIES
AMRITSAR GROUPS OF COLLEGES
AMRITSAR**

Handwritten signatures in blue ink.

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CERTIFICATE (On a Separate Page)

This is to certify that the project report titled “_____” has been prepared and submitted by (STUDENT NAME) (Roll No. _____) of BBA 5th Semester, Department of Management Studies, Amritsar Group of Colleges, Amritsar, in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration (BBA) for the session 2024-2027. The work presented in this report is the result of an original study conducted under my guidance.

To the best of my knowledge, the content is genuine, original, and has not been submitted elsewhere for the award of any degree, diploma, or other academic qualification.

The student has been in regular and periodic contact with me throughout the project period, and the project has been completed to my entire satisfaction.

Project Guide Name (Dr./Mr./Ms.)
Designation (Professor/Associate/Assistant Professor)
Department of Management Studies

STUDENT DECLARATION (On a Separate Page)

I, _____, student of BBA 5th Semester, Department of Management Studies, Amritsar Group of Colleges, Amritsar, hereby solemnly declare that the project report titled "_____ " has been prepared by me in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration (BBA) for the academic session 2024-2027.

I further declare that this work is entirely genuine and original. It has not been submitted, in full or in part, for the award of any degree, diploma, or other qualification at any institution. All sources of data, information, and literature referred to in this project have been properly cited and acknowledged in accordance with academic conventions.

I accept full responsibility for the accuracy and authenticity of the information presented herein.

Student Name & Signature

Roll No.:

Branch & Semester:

Date:

[Signature]

[Signature]

[Signature]

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I would like to express my heartfelt gratitude to everyone who contributed to the successful completion of this project. This journey has been a valuable learning experience, and I am truly appreciative of the support I received. First and foremost, I extend my sincere thanks to my project guide, Project Guide Name (Dr./Mr./Ms.), Designation (Professor/Associate/Assistant Professor), Department of Management Studies, for his invaluable guidance, encouragement, and unwavering support throughout this project. His/Her insights and expertise have been instrumental in shaping my work. I am also thankful to Dr. Pooja Puri Head Department of Management Studies.

I am also deeply grateful to my classmates and friends for their constant motivation, collaboration, and assistance. Their support played a crucial role in making this journey more enriching and fulfilling.

Lastly, I express my profound appreciation to my parents and family for their unconditional love, encouragement, and belief in me. Their unwavering support has been my greatest strength.

ACKNOWLEDGEMENT (On a Separate Page)

Student Name & Signature _____
Roll No.: _____
Branch & Semester: _____

(In 1000 words)

TABLE OF CONTENTS (On a Separate Page)

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5. A page number should not be shown on the inside title page even though it is counted as 1.
6. Page number should be placed at the **bottom-center**.

Important Note:

1. Students are required to prepare two Hard Bound Copies (Printed on Bond Paper) of their Major Project Report to be submitted within 10 days of commencement of 6th Semester.
2. Questionnaires in original to be retained by the students for the final presentation.

Preparing References/Bibliography

While preparing the Bibliography, in case of website as a source, ensure that the date and the timing of accessing the website is mentioned along with.

While preparing bibliography student must adopt the following method:

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Davis, J. Familiar birdsongs of the Northwest. Available from <http://www.powells.com/cgi-bin/biblio?inkey=1-9780931686108-0>

Online Encyclopedias and Dictionaries

Feminism. (n.d.) In Encyclopædia Britannica online. Retrieved March 16, 2008, from <http://www.britannica.com>

HK

Prof

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Guidelines for Project / Dissertation

OBJECTIVE

The objective of the project course is to help the student develop ability to apply multi-disciplinary concepts, tools and techniques to analyze and logically approach the organizational problems.

TYPE OF PROJECT

The project may be from any one of the following types, however, it should preferably be from your area of specialization in BBA:

- i) Comprehensive case study (covering single organization/multifunctional area problem formulation, analysis and recommendations).
- ii) Inter-organizational study aimed at inter-organizational comparison/validation of theory/survey of management practices.
- iii) Field study (empirical study).

PROJECT PROPOSAL

Proposal should be prepared in consultation with the supervisor and submitted before the routine first MST in department.

The Proposal may have the following components:

- a) Introduction, brief background, and Rationale of the topic chosen for the project.
- b) Brief Introduction and vital details of the organization/s under study.
- c) Statement of the problem.
- d) Objectives of the Project (Objective should be achievable and clearly stated in behavioral terms).
- e) Research Methodology:
 - Research Design
 - Nature and source of data/information to be collected.
 - Sample and sampling technique. Rationale of chosen organization and the sample.
 - Tools and Techniques to be used for data collection – details of the tools/questionnaire to be used and its relevance with the objectives of the project.
 - Method/s to be used for data collection
 - Data handling and analysis
 - Statistical tools to be used for analysis
 - Relevance of statistical tools with the objectives of the project.
- f) Limitation of the proposed project, if any.
- g) Any other relevant detail which will help better appreciation and understanding of the project proposal.

PROJECT PROPOSAL EVALUATION:

The project proposal will be evaluated by the panel of three teachers immediately after first MST in presence of student, who will give the presentation to the panel.

In case of non-approval of the proposal the comments/suggestions for reformulating the project proposal will be communicated to the student. In such case, the revised project proposal should be submitted within 7 days, which shall be evaluated on similar guidelines.

PROJECT PRE-SUBMISSION:

After approval of the project proposal, the students shall complete their projects and submit the completed Project Report (Hard bound) for final internal evaluation before 2nd MST.

The guidelines for project report are as follows:

The length of the report may be about 100 to 120, 1.5 line-spacing, typed pages (excluding appendices and exhibits). However, rational variation on either side is permissible.

- The Project Report may have the following:
 - Cover Page – must have the Title of the Project, Name & logo of college / university, Name and University Roll No of the Student and the Name of the Guide, along with the designation and department.
 - Detailed Table of Contents with page nos.
 - All pages of the Project Report must be numbered as reflected in the table of contents.
 - Project Proposal, properly bound in the project and not just stapled. Please note that project with stapled Proposal will not be accepted.
 - Certificate of Originality- duly signed by the student and the guide with dates.
 - Introduction to the Project and Review of Literature along with brief details of the organization/s understudy.
- Rationale
- Statement of problem
- Objectives of the Project
- Scope of the Study
- Research Methodology
- Research Design
- Nature and Source of data/information collected
- Sample and Sampling method with rationale

○ Details of the Tools:

- The Questionnaire and other methods used and their purpose
- Reliability and Validity of the tools used
- Administration of tools and techniques
- Data collection
- Data Handling, Statistical tools used for Data Analysis

- Note:**
1. Wherever it is felt that there is not sufficient time to complete the project after approval of project proposal, the phases of Project till "Project Proposal Evaluation" may be completed in 6th semester at department level.
 2. For further details on references, bibliography and formatting of the report, you may refer the Guidelines for Summer Training Report.

After incorporating changes, if any, pointed out during internal evaluation, the final Project Report in Hard Bound form (3 copies) shall be submitted by the student at least 3 working days before final viva voce. After signing of certificate by student and supervisor, one copy will be retained by the supervisor, second copy by the student and third copy shall be produced at the time of viva-voce, which shall be maintained by the department as record.

SUBMISSION OF FINAL PROJECT REPORT:

The hard bound project report (in leather binding) will be evaluated by the panel of three teachers before second MST in presence of student, who will give the presentation to the panel before second MST. In case of non-approval of the final project report, the comments/suggestions for revising the project report will be communicated to the student. In such case, the revised project report should be submitted within 7 days, which shall be evaluated on similar guidelines.

Note: Research Methodology of the Project Report must have elaborate detail of all the components of the methodology.

- Data Interpretation and Findings
- Recommendations
- Summary and Conclusion
- Limitations of the Project
- Direction for further research (optional)
- Reference/Bibliography
- Annexures/Appendices (Questionnaire used etc.)

ELECTIVE SUBJECTS FOR SPECIALISATION IN MARKETING
 BBA Syllabus 2024 & onwards
 (Annexure-II)

5 th Semester		BBA 24511 CONSUMER BEHAVIOUR			
Internal Marks	40	L	T	P	
External Marks	60	4	0	0	
Total Marks	100	Credits		4	

Course Objective: This course aims at enabling students to understand the various aspects of consumer Behaviour, the external and internal factors that influence consumer Behaviour, and to apply this understanding for the development of marketing strategy.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept of consumer behaviour.
CO2	Analyse the emerging trends in consumer behaviour
CO3	Acquire knowledge on consumer motivation, personality and perception of the consumers.
CO4	Learn and understand the impact of social and cultural settings on consumer behaviour.
CO5	To understand the role of opinion leaders and the process of diffusion of innovation.
CO6	Understand the consumer decision-making models.

UNIT	Content
I	Consumer Behaviour: nature, scope, and importance & application (five step model), factors affecting buying behavior, purchase Behaviour, buyer's role.
II	Emerging trends in Consumer Behaviour: Consumer Behaviour in online space, Use of Information technology and AI in Analytics, consumer profiling and engagement, Sentiment Analysis, NeuroMarketing basics.
III	Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, Types & systems of needs hierarchy & trio of needs, Introduction to Personality: Theories, Product Personality, and Self-Concepts, Perception: Concept and Elements of Perception, Consumer Imagery, Consumer Attitude with reference to consumer behaviour.
IV	Consumer in social & cultural setting: Reference groups, concepts, factors affecting reference groups, Family: Functions of family, Family decision making, Family Life Cycle Social class & its measurement, Culture & sub culture: definition & influence on Consumer Behaviour.
V	Consumer Decision Making: Introduction to opinion leadership, Process Diffusion of innovations: Diffusion Process, Adoption Process.
VI	Consumer decision making, Types of decision making, Models of consumer decision (Howard Sheth, Nicosia Model, EngelBlaackwell and Kollat)



References:

1. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Prentice Hall of India
2. Loudon, D. and Bitta, D., Consumer Behaviour, Tata Mc Graw Hill
3. Assael, H., Consumer Behaviour in Action, Cengage Learning
4. Blackwell, R.D., Miniard, P.W. and Engel, J.F., Consumer Behaviour, Thomson Learning

BBA 24512 INTEGRATED MARKETING COMMUNICATION				5 th Semester	
Internal Marks	40	L	T	P	
External Marks	60	4	0	0	
Total Marks	100	Credits		4	

Course Objective: The course aims to develop understanding of Integrated Marketing Communication (IMC) concepts and strategic branding practices. It enables students to evaluate traditional and digital promotional tools used in modern marketing communication. The course also focuses on ethical and legal aspects of communication practices while introducing emerging technologies such as AI, big data, automation, and social media analytics in IMC.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the basics of communication and IMC, along with emerging trends, consumer behaviour, and persuasion in effective marketing communication.
CO2	Understand the objectives, budgeting methods, and strategic role of IMC, along with the evolution of advertising and the importance of research in IMC planning.
CO3	Examine the concepts, tools, and strategies of sales promotion and personal selling and their role in effective marketing communication.
CO4	Understand the role of public relations, publicity, direct marketing, and digital marketing in building effective integrated marketing communication.
CO5	Analyse the use of internet, mobile, and social media advertising tools in creating digital marketing campaigns.
CO6	Evaluate the role of emerging technologies in modern marketing communication and customer engagement.

Unit	Content	CO
I	Nature of Communication, Introduction of Integrated Marketing Communication, Role of IMC in Marketing, Emerging trends in Marketing Communications, IMC Planning process, Role of IMC in the marketing process, Design Thinking Outlook in IMC, Effective Communication, Role of Consumer Behaviour in IMC, Consumer Decision Making, Relationship between Consumer Behaviour and IMC, Role of Persuasion in IMC	CO1
II	Objectives, Budgeting, and IMC as a Strategic Tool, IMC and Branding, Historical Perspective of IMC, History of Advertising, Contribution of IMC in Brand Attitude, Advertising: Advertising as a Tool of Marketing Communication: Definition, Objectives, Features, Advantages, and Disadvantages. Advertising Agencies, Association of research with IMC, Advertising Research Methods and IMC Planning	CO2
III	Sales Promotion: Concept, Advantages and Disadvantages, Types and Tools of Sales Promotion. Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales Promotion, Techniques in Sales Promotion, Personal Selling: Features, Advantages, and Disadvantages, Personal Selling in IMC, Qualities of Good Sales People, Strategic Issues in Designing Personal Selling.	CO3
IV	Public Relations: Meaning - Objectives - Types - Process - Tools - Features	CO4

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References:

- Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.
- Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education.
- Ries, A., & Trout, J. (2001). Positioning: The battle for your mind. New York: McGraw-Hill.
- Shimp, T. A. – Advertising, Promotion and Other Aspects of Integrated Marketing Communications
- Clow, K. E., & Baack, D. – Integrated Advertising, Promotion, and Marketing Communications
- Kazmi, S. H. H., & Batra, S. K. – Advertising and Sales Promotion
- S.A. Chunawalla – Advertising: Principles and Practice
- Kotler, P., Kartajaya, H., & Setiawan, I. – Marketing 5.0: Technology for Humanity
- Davenport, T., et al. – Artificial Intelligence for Marketing
- Chaffey, D. – Digital Marketing: Strategy, Implementation and Practice

<p>CO6</p>	<p>trends: voice search, AR/VR, influencer marketing</p> <p>in email and digital campaigns, Ethical concerns of AI in marketing, Future</p> <p>media analytics and sentiment analysis, Role of big data in IMC, Automation</p> <p>analytics and customer insights, Personalization and hyper-targeting, social</p> <p>(chatbots, recommendation systems, programmatic advertising), predictive</p> <p>Introduction to AI in marketing communication, AI tools in advertising</p>	<p>VI</p>
<p>CO5</p>	<p>Podcasts).</p> <p>media (Blogging, Video Sharing - YouTube, Photo sharing - Instagram,</p> <p>Advertising on Social Networks (Facebook, LinkedIn, Twitter, etc.) - Social</p> <p>Sites). Social Media Advertising: Advantages and Disadvantages -</p> <p>Banner Ads - Rich Media (Pop-Ups, Video Ads - Websites and Sponsored</p> <p>Disadvantages. Search Engine Marketing: SEO and SEM - Display or</p> <p>Marketing - SMS Marketing Online Advertising: Meaning- Advantages-</p> <p>Internet Advertising. Mobile Marketing: Meaning - Types of Mobile</p> <p>Internet Advertising: Components - Advantages - Limitations -and Types of</p>	<p>V</p>
	<p>- Functions - Advantages and Disadvantages of PR, Role of PR in IMC,</p> <p>vs. Publicity. Direct Marketing: Concept, Advantages, and Disadvantages.</p> <p>Modern Tools of Direct Marketing, Developing Integrated Direct Marketing</p> <p>Programme. Digital Marketing: Meaning - Advantages - Disadvantages -</p> <p>Types. Ethics in Digital Marketing. Digital Display Marketing</p>	

5th Semester	BBA 24513	DIGITAL MARKETING
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Internal Marks	0	L	T	P
External Marks	0	3	0	0
Total Marks	0	Credits		
		0		

Course Objective: This course introduces the evolution of digital marketing, comparing it with traditional marketing while exploring frameworks, business models, and digital consumer behavior. It focuses on strategy development, communication mix, campaign management, SEO, and web analytics for effective decision-making. The course also highlights AI-powered tools and best practices across social media platforms. Additionally, it addresses implementation challenges, emerging technologies, and ethical considerations in digital marketing.

Course Outcomes: After studying the course, students will be able to:

CO1	Analyze the impact of online social practices on identity, communities, and collective action.
CO2	Learn to use new social media, assess a new social medium's potential cognitive, social, and political impact, and to tune or relinquish use of the medium for their own purposes.
CO3	Understand the importance of monitoring and responding to the community that forms around your message or lack of message.
CO4	Understand and apply the concepts of Search Engine Marketing (SEM) by effectively using the Google Ads ecosystem, including search, display, and video advertising campaigns for digital marketing strategies.
CO5	Apply best practices Google+, Instagram, Pinterest, YouTube & Snapchat
CO6	Learn how to update and manage the experience, education, and skills & expertise sections & formulate appropriate updates as a means to promote business activities.

UNIT	Content
I	Evolution of Digital Marketing, Traditional Marketing vs. Digital Marketing; Digital Marketing Framework, Digital Marketing Business Models; Digital Consumers; Consumer Behavior on Digital Channels, Managing Consumer Demand, Digital Decision Journey, POEM Framework, AI-Powered Tools
II	Digital Marketing Assessment Phase; Elements, Digital Marketing Internal Assessment, Objective Planning, Digital Marketing Strategy; Groundwork, Digital Marketing Mix, Skills in Digital Marketing.
III	Digital Marketing Communication and Channel Mix; Display. Designing the Communication Mix, Digital Marketing Campaign Management; Content Management; Web Design, Optimization of Websites, Web Analytics, Search Engine Optimization, Data Interpretation in Marketing Decision.
IV	Role of search engine marketing: mastering the googles adds, ecosystem, including display and video ads.
V	Analyze the challenges and best practices of content marketing by developing effective strategies for blogging and creating video content for digital platforms such as YouTube, Instagram, Pinterest, and Snapchat to enhance audience engagement and brand communication.
CO1	
CO2	
CO3	
CO4	
CO5	

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References:

1. Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Education.
2. Philip Kotler, Hermawan Kartajaya and Iwan Setawan, Marketing 5.0: Technology for Humanity, Wiley.
3. Simon Kingsnorth, Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page.
4. Jim Sterne, Artificial Intelligence for Marketing: Practical Applications, Wiley.
5. Tracy L. Tuten and Michael R. Solomon, Social Media Marketing, Sage Publications.
6. Jonah Berger, Contagious: Why Things Catch On, Simon & Schuster.
7. Ryan Deiss and Russ Henneberry, Digital Marketing for Dummies, Wiley.

CO6	Digital Marketing Execution Elements; Managing Digital Marketing Revenue, Managing Service Delivery and Payment, Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, Managing Digital Implementation Challenges, Digital Ethics – Data Privacy and Ethical Marketing.
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ELECTIVE SUBJECTS FOR SPECIALISATION IN FINANCE
 BBA Syllabus 2024 & onwards
 (Annexure-II)

5th Semester		BBA 24521		Banking and Insurance	
Internal Marks	40	L	T	P	
External Marks	60	4	0	0	
Total Marks	100	Credits	4		

Course Objective: To provide basic knowledge of banking and insurance in India, including structure, functions, products, and regulation; introduce retail banking operations, credit systems, and risk management; highlight AI applications in banking and insurance such as fraud detection, credit scoring, and automation; and develop awareness of digital finance, CRM, and data-driven decision-making.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the structure of banking and insurance in India along with key institutions, products, regulations, and risk management practices.
CO2	Evaluate the application of technology in banking and insurance for fraud detection, credit scoring, chatbots, and automation, and assess its impact on efficiency, customer experience, and compliance.
CO3	Explain retail banking operations, products, compliance (KYC/AML), credit scoring, CIBIL, marketing strategies, and digital delivery channels.
CO4	Describe the applications of technology in retail banking including automated account opening, credit scoring, CRM, fraud detection, customer segmentation, personalization, and data-driven decision-making.
CO5	Summarize life insurance products, processes, and applications of technology in underwriting, pricing, risk assessment, and claims management.
CO6	Outline general insurance processes and applications of technology in risk assessment, pricing, fraud detection, and claims management under IRDAI.

Unit	Content
I	Banking and Insurance Framework in India: Understand the structure and development of banking and insurance in India, including the role of the Reserve Bank of India and the Insurance Regulatory and Development Authority of India, along with key banking products, regulations, financial statements, and risk management practices such as NPAs and asset-liability management.
II	Role of Artificial Intelligence in Banking and Insurance: Gain basic knowledge of Artificial Intelligence (AI) applications in banking and insurance, including fraud detection, credit scoring, chatbots, and automated services, and evaluate their impact on efficiency, customer experience, and regulatory compliance.
III	Retail Banking Operations and Products: Understand the account opening process, documentation, and compliance requirements such as KYC and AML in retail banking. Gain knowledge of liability and asset products, credit scoring, and the role of TransUnion CIBIL, along with retail marketing strategies through institutional tie-ups for loans and credit services, and various delivery channels like ATMs, internet banking, and mobile banking.
CO1	Banking and Insurance Framework in India: Understand the structure and development of banking and insurance in India, including the role of the Reserve Bank of India and the Insurance Regulatory and Development Authority of India, along with key banking products, regulations, financial statements, and risk management practices such as NPAs and asset-liability management.
CO2	Role of Artificial Intelligence in Banking and Insurance: Gain basic knowledge of Artificial Intelligence (AI) applications in banking and insurance, including fraud detection, credit scoring, chatbots, and automated services, and evaluate their impact on efficiency, customer experience, and regulatory compliance.
CO3	Retail Banking Operations and Products: Understand the account opening process, documentation, and compliance requirements such as KYC and AML in retail banking. Gain knowledge of liability and asset products, credit scoring, and the role of TransUnion CIBIL, along with retail marketing strategies through institutional tie-ups for loans and credit services, and various delivery channels like ATMs, internet banking, and mobile banking.

CO4	<p>Retail Banking: Explore the use of Artificial Intelligence (AI) in retail banking for automated account opening, credit scoring, customer segmentation, and personalized product recommendations. Understand AI-driven customer relationship management (CRM), real-time transaction monitoring, fraud detection, and the use of digital platforms to enhance customer experience, operational efficiency, and data-driven decision-making.</p>	IV
CO5	<p>Life Insurance: Understand key life insurance products, premiums, policy conditions, and claims processes under the Insurance Regulatory and Development Authority of India, along with the role of AI in automated underwriting, risk assessment, premium calculation, fraud detection, and personalized policy services to improve efficiency and customer experience.</p>	V
CO6	<p>General Insurance: Understand basic types of general insurance and processes like underwriting, premium rating, and claims under the Insurance Regulatory and Development Authority of India, along with the use of AI in risk assessment, pricing fraud detection, and faster claims processing to improve efficiency and customer experience.</p>	VI

References:

1. "Banking Theory, Law and Practice" – P.N. Varshney
2. "Banking and Insurance" – Dr. N. Rekha
(Basic banking concepts, RBI functions, regulations, retail banking)
3. "Principles and Practice of Banking" – Indian Institute of Banking & Finance (IIBF)
(Indian banking system, insurance fundamentals, risk management)
4. "AI in Banking: Practical Applications and Case Studies" – Liyu Shao, Qin Chen, Min He
(Standard reference for accounts, credit, retail banking, regulations)
5. "Generative AI in Banking, Fraud detection, banking AI models (BFSI)" – Saxena, Verma & Mahajan

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5th Semester		BBA 24522		Investment Analysis and Portfolio Management	
Internal Marks	40	L	T	P	
External Marks	60	4	0	0	
Total Marks	100	Credits		4	

Course Objective: This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

Course Outcomes: After studying the course, students will be able to:

CO1	Apply investment concepts to distinguish between investment and speculation.
CO2	Analyze financial markets, their types, participants, and debt instruments.
CO3	Evaluate financial instruments, investment avenues, and roles of RBI and SEBI.
CO4	Analyze securities using fundamental analysis (economic, industry, company).
CO5	Apply technical tools and charts to interpret market trends.
CO6	Evaluate portfolio strategies using diversification, CAPM, and performance measures.

Unit	Content
I	Concept of Investment: Explain the concept of investment, its objectives, characteristics, process, and differentiate it from speculation.
II	Financial Markets Overview: Describe the structure, functions, and economic utility of financial markets, including types of markets, participants, and the difference between exchange and OTC markets. Role of AI in market prediction.
III	Financial Instruments and Regulatory Framework: Identify and evaluate financial market instruments (debt, equity, derivatives, commodities, etc.), investment avenues, and explain the roles of regulatory bodies like Reserve Bank of India and Securities and Exchange Board of India.
IV	Fundamental Analysis: Apply fundamental analysis by assessing macroeconomic factors, industry trends, and company financials for investment decision-making.
V	Technical Analysis: Interpret technical analysis tools including charts, patterns, and indicators to analyze market trends and investor behavior.
VI	Portfolio Management: Analyze portfolio management concepts such as diversification, risk-return relationship, asset allocation, and evaluate portfolio performance using models like CAPM and various ratios, AI-based portfolio construction.

References:

1. Elton, J. E., Gruber, M. J., Brown, S. J., Modern Portfolio Theory and Investment Analysis, Wiley
2. Reilly, F.K., Brown, K. C., Analysis of Investments and Management of Portfolios, Cengage Learning
3. Chandra, P., Investment Analysis and Portfolio Management, McGraw Hill

5 th Semester	BBA 24523 Financial Analytics
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Internal Marks	External Marks	Total Marks	Credits		
			L	T	P
0	0	0	3	0	0

Course Objective: This course aims to help students 1. Understand the wide variety of applications of financial analytics 2. Understand the sources of data, methods of importing and cleaning data 3. Implement basic financial analytics models using R and/or Python

Course Outcomes: After studying the course, students will be able to:

CO1	Apply financial modeling techniques to project financial statements, cash flows, and perform break-even and sensitivity analysis.
CO2	Analyze bankruptcy risk and develop credit default models using logistic regression based on financial data.
CO3	Evaluate credit risk models including Altman Z-score and AI/ML techniques such as Artificial Neural Networks (ANN).
CO4	Apply data handling and time series forecasting techniques including MA, EWMA, ARMA, ARCH, and GARCH models.
CO5	Evaluate portfolio performance using optimization models and financial metrics such as Sharpe Ratio, Treynor Ratio, and Jensen's Alpha.
CO6	Create and optimize quantitative trading strategies using technical indicators and AI/ML models for stock price prediction.

UNIT	Content	CO
I	Projecting financial statements based on growth assumptions for all components, Modelling Cash flow, performing sensitivity analysis, break even modelling.	CO1
II	Testing for bankruptcy risks, Utilizing loan performance data from a financial institution to build a credit default risk model using Logistic regression.	CO2
III	Extending the Altman Z score to Indian corporates; Using AI/ML tools such as ANN to build a credit risk model	CO3
IV	Data importing and cleaning, plotting multiple series, examining nature of data, forecasting using MA, EWMA, ARMA, ARCH and GARCH	CO4
V	Portfolio optimization using Markowitz's mean variance optimization model, estimating Sharpe Ratio, Treynor Ratio, Jensen's Alpha;	CO5
VI	Trading based on Quantitative indicator-based trading models – MA, RSI, ROC, MACD; Simulating and optimizing trading strategies; Using AI/ML tools such as ANN for predicting stock prices	CO6

References:

1. Bennett, M. J., Hugen, D. L., Financial analytics with R, Cambridge University Press.
2. Ang, C. S., Analysing Financial Data and Implementing Financial Models using R, Springer
3. Weiming, J. M., Mastering Python for Finance, Packt Publishing
4. Yan, Y., Python for Finance, Packt Publishing

**ELECTIVE SUBJECTS FOR SPECIALISATION IN
HUMAN RESOURCE MANAGEMENT**

5th Semester	BBA 24531 TRAINING AND DEVELOPMENT
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Internal Marks	40	L	T	P
External Marks	60	4	0	0
Total Marks	100	Credits		
		4		

Course Objective: This course aims to develop an understanding of learning concepts, principles, and teaching techniques, including AI-generated learning methods and instructional effectiveness. It focuses on training objectives, processes, need identification, and evaluation, along with on-the-job and off-the-job training methods. The course also integrates digital marketing communication, campaign management, SEO, and data-driven decision-making. Additionally, it highlights the role of AI and ethical considerations in digital marketing execution and training development.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concepts and principles of Learning
CO2	Develop understanding about training and development into practice personally, locally and globally.
CO3	Develop acumen to evaluate training effectiveness.
CO4	Explain the composition, formation and role of teams in dynamic of team management and decision making
CO5	Develop acumen to evaluate training effectiveness that enable the organization to achieve its goals.
CO6	Comprehend the emerging issues for T&D in Indian industries.

UNIT	Content
I	Learning: concept, principles of learning, methods of learning, importance of teaching techniques, instruction technology, instructor behavior, attention versus involvement. AI-Generated Learning techniques
II	Concept, Importance & Objectives of Training, Process and Significance of Training Changing in training practice, looking inward, looking outward, appreciative enquiry, looking again and repositioning training
III	Identification of Training Needs, Evaluation of Training Effectiveness. Design the training Program; Trainer and training styles; Evaluating from Different angles, Evaluating Learning Objectives; Addressing four common imbalances, Determining Return on investment, determining costs, and benefits
IV	Methods of training: On the job training and Off the job training. Use of AI in training and development. Developing Online training methods; Massive Open Online Courses; Blended Learning, Adaptive Learning, Flexible learning, Learning Management systems, Choosing New Technology methods.
CO1	CO4

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References:

1. Employee Training and Development, McGraw Hill Education.
2. Training and Development, Oxford University Press.
3. Effective Training: Systems, Strategies, and Practices, Pearson Education.
4. Human Resource Development, Cengage Learning.
5. The Handbook of Training and Development, Kogan Page.
6. Artificial Intelligence Basics for Business, Wiley – for AI applications in learning and training.
7. E-Learning and the Science of Instruction, Wiley – useful for AI-based and digital learning techniques.

VI	Developing Effective Trainers, Evaluation of Training and Development Programs: Criteria, Problem and Steps Involved in evaluation. Emerging issues in Training and Development in India using AI technologies.
V	Development: Concept & need, differences between training and development, Choosing optimum method, the lecture, field trips, panel discussion, behavior modeling, interactive demonstrations, brain storming, case studies, action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis
CO6	
CO5	

5 th Semester		BBA 24532		Cross Cultural Human Resource Management	
Internal Marks	40	L	T	P	
External Marks	60	4	0	0	
Total Marks	100	Credits		4	

Course Objective: World is now global village. In this globalised world managers of international organizations have to travel across the world. They had to interact, manage people from various cultures. So they need to understand different cultures and respect cross culture differences. This course will help them to understand various cultures and they will learn to manage cross cultural differences.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand issues, opportunities and challenges pertaining to Cross Cultural HRM.
CO2	Develop competency in dealing with cross cultural situations in context with culture.
CO3	Identify the different models for comparing cultural differences at international level.
CO4	Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM along with staffing and training functions undertaken at global level.
CO5	To familiarize students with different Global Staffing choices
CO6	To acquaint the students with emerging models of strategic management in international context and ethical values across cultures.

UNIT	Content
I	Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organizations, role of culture in Strategic Decision-Making, AI-Powered Communication.
II	Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures
III	Comparing Culture: Cultural and Behavioral differences in different countries, various models for comparing cultural- Hofstede, Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck. Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management
IV	Cross Cultural Human Resources Management – Staffing and Training for Global Operations. Role of AI in Cross-Cultural Training. Factors supporting the creation of a globally mobile workforce: Expatriates and Inpatriates, approaches to cultural orientation and movement (ethnocentric, Regio centric, polycentric, geocentric).
V	Global Staffing Choices-Expatriates or Local Managers, Dynamics of Cross-Cultural Leadership, Managing and Motivating Multi-Culture Teams, Cross-Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross-Culture Context, Use of AI in Decision Making.
VI	Transfer of Knowledge, Transfer of managerial know-how, Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma.
CO1	
CO2	
CO3	
CO4	
CO5	
CO6	

References:

1. Deresky, H., *International management: Managing Across Borders And Cultural*, 4th Ed, Pearson Publications
2. Thakur, M., Burton & G. E, *International Management*, Tata McGraw Hill.
3. Hodgetts, R. and Luthens, F, *International Management*, McGraw Hill Inc.
3. Esen D. and Rehlidress J., *The Secret Of A Winning Culture: Building High-Performance Teams*, Prentice Hall

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5 th Semester	BBA 24533			Team Building in Organization		

Internal Marks	0	L	T	P	0	0	0	0	0
Total Marks	0				0	0	0	0	0

Course Objective: This course aims to equip students with the knowledge, skills, and tools needed to build, lead, and sustain high-performing teams in modern organizational settings. It integrates foundational theories of group dynamics, leadership, communication, conflict resolution, and motivation with contemporary practices such as virtual team management and cross-cultural collaboration.

Course Outcomes: After studying the course, students will be able to:

CO1 Recall and explain the fundamental concepts of teams, group dynamics, and the significance of team building in organizational contexts.

CO2 Identify and differentiate stages of team development, team roles, and the factors influencing team cohesion and performance.

CO3 Apply effective communication, leadership, and motivational strategies to enhance team productivity and collaborative problem-solving.

CO4 Analyse sources of intra-team and inter-team conflicts, and evaluate appropriate conflict resolution and negotiation techniques.

CO5 Evaluate strategies for managing diversity, virtual teams, and cross-cultural dynamics in contemporary global organizations.

CO6 Design and propose a comprehensive team-building intervention plan integrating ethical considerations and change management principles.

Unit	Content	CO
I	Foundation of Team Building and Group Dynamics: Understand and explain the meaning, significance, and characteristics of groups and teams, along with the various stages of team development such as Forming/Navigating, Storming, Norming, Performing, and Reorganizing in organizational settings.	CO1
II	Team Effectiveness and Cohesion: Analyse the reasons why some teams work effectively and achieve common goals while others fail, by examining factors such as trust, coordination, motivation, communication, and team cohesion.	CO2
III	High Performance Team Management: Apply the principles of sustaining high-performance teams through effective goal setting, role clarity, decision-making processes, communication systems, feedback mechanisms, cooperation, and constructive conflict management.	CO3
IV	Team Leadership and Group Behaviour: Evaluate the role of individual team members	CO4

and leaders in team development, including the impact of supportive and dysfunctional members, blame-game politics, intra-group behaviour, and inter-group dynamics on overall team performance.

Virtual Teams and organizational Support: Examine the structure, culture, and organizational support required for developing different types of teams, with special emphasis on managing virtual teams, collaboration in remote work settings, and handling conflicts through technology-enabled communication.

AI and Digital Tools in Team Building: Creating complementary team roles, promoting team autonomy, conducting organizational support audits, and integrating modern AI and digital technologies such as collaboration software, performance analytics, virtual communication tools, and intelligent decision-support systems for enhancing team effectiveness.

References:

1. Robbins, S. P., & Judge, T. A. – Organizational Behavior (17th ed.). Pearson Education.
2. Katzenbach, J. R., & Smith, D. K. – The Wisdom of Teams. Harvard Business Review Press.
3. Lencioni, P. – The Five Dysfunctions of a Team. Jossey-Bass.
4. Hackman, J. R. – Leading Teams: Setting the Stage for Great Performances. HBS Press.
5. Dyer, W. G., Dyer, J. H., & Dyer, W. G. – Team Building: Proven Strategies for Improving Team Performance (5th ed.). Jossey-Bass.
6. Belbin, R. M. – Team Roles at Work. Butterworth-Heinemann.
7. Thomas, K. W., & Kilmann, R. H. – Thomas-Kilmann Conflict Mode Instrument. CPP Inc.
8. Hofstede, G., Hofstede, G. J., & Minkov, M. – Cultures and Organizations: Software of the Mind. McGraw-Hill.
9. Clutterbuck, D. – Coaching the Team at Work. Nicholas Brealey Publishing.

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6 TH Semester		BBA 24601 Project Management	
Internal Marks	40	L	T P
External Marks	60	4	0 0
Total Marks	100	Credits 4	

Course Objective: This course aims to provide a basic understanding of PROJECT MANAGEMENT, role and leadership in projects, Environmental Appraisal of Projects, Social Cost benefit Analysis. The course also introduces the application of AI in various fields of project management. Additionally, it prepares students to understand modern trends, ethical issues, and the future role of AI in project management.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the definition, lifecycle stages, project environment, and the 7S framework of project management.
CO2	Evaluate environmental regulations, EIA processes, and UNIDO-based social cost-benefit approaches for informed project appraisal.
CO3	Apply scope definition, WBS development, and scheduling techniques including Gantt charts and PERT/CPM to plan and deliver projects on time.
CO4	Use Microsoft Project to create, manage, and optimise project schedules for effective planning, collaboration, and progress tracking.
CO5	Evaluate project financial viability using budgeting, time value of money, appraisal criteria, and risk analysis to support sound capital investment decisions.
CO6	Compare Agile and traditional project management methods and execute a structured closure process including performance measurement, documentation, and post-project evaluation.

Unit	Content	CO
I	Project Management – Meaning, concepts of project management, including the definition, nature, and core characteristics of a project, understanding how a project moves through key stages from initiation, planning, execution, monitoring, and finally closure, project model, phases of Project management, Project environment, the 7S of Project management. Role and Leadership in Projects – role and responsibilities of a project manager, highlighting the competencies, skills, and qualities required.	CO1
II	Environmental Appraisal of Projects: Meaning of Environment and pollution, pollution created by different industries, Methods of preventing pollution, Environmental regulations in India, Environmental impact assessment. Social Cost benefit Analysis: The rationale for Social cost benefit analysis, UNIDO approaches for Social Cost benefit analysis, Methods followed by Financial Institutions.	CO2
III	Project Planning and Scope Management - focuses on the planning phase of project management, beginning with how to define and manage project scope and objectives clearly, to develop a Work Breakdown Structure (WBS) – a hierarchical decomposition of the total project work into manageable components, time management through key scheduling techniques, including Gantt charts for visual timeline representation. Project Scheduling: PERT/CPM for network-based analysis, critical path identification, and activity sequencing to ensure timely project delivery.	CO3
IV	Introduction to project software and applications of MS Project- Microsoft Project – Meaning, Key Areas, equips them with practical skills to create, manage, and optimize project schedules, streamline the planning process, improve collaboration, and	CO4

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Reference

1. Information Technology Project Management, by Kathy Schwalbe, Cengage Learning.
2. Project Management: A Managerial Approach, by Jack R. Meredith and Samuel J. Mantel Jr., Wiley.

		maintain real-time visibility into project progress.
CO5	<p>Project Budgeting: Financial Projections, time value of money, cost of capital, Appraisal criteria, Risk analysis in capital investment decisions.</p> <p>Risk management — identifying potential threats, analyzing their probability and impact, and developing appropriate response strategies.</p>	V
CO6	<p>Project Closure and Agile Methodologies- structured closure process, including performance measurement, documentation, stakeholder communication, and post-project evaluation, a flexible and iterative approach to managing projects in fast-changing environments, comparative analysis of Agile versus traditional project management methods is presented, giving students a broader and more adaptive understanding of how to manage projects successfully across diverse and dynamic business environments.</p>	VI

6 th Semester		BBA 24602		Business Taxation	
Internal Marks	40	L	T	P	
External Marks	60	4	0	0	
Total Marks	100	Credits		4	

Course Objective: -
This course aims to provide a basic understanding of taxation, including income tax and GST, and develop skills for computing income under various heads such as salary, house property, business, and capital gains. It focuses on practical knowledge of tax compliance, filing, and regulatory provisions. The course also introduces the application of AI tools in tax calculation, data analysis, and fraud detection. Additionally, it prepares students to understand modern trends, ethical issues, and the future role of AI in taxation systems.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the fundamental concepts, objectives, and structure of direct and indirect taxation in India.
CO2	Compute taxable income under various heads such as salary, house property, business/profession, capital gains, and other sources.
CO3	Apply provisions of Goods and Services Tax (GST) for registration, input tax credit, and return filing in practical business situations.
CO4	Utilize AI-based tools and software for tax calculation, planning, and compliance.
CO5	Analyze financial and taxation data using different techniques for decision-making and fraud detection.
CO6	Evaluate ethical, legal, and data privacy issues in taxation systems.

Unit	Content	CO
I	Introduction to Taxation - Meaning, objectives, and types of taxes, Direct vs Indirect Tax, Residential status and scope of total income, Income Tax Authorities, Introduction to AI in taxation, Use of AI for tax classification and prediction.	CO1
II	Income from Salary & House Property - Salary components and computation, Allowances, perquisites, deductions, Income from house property, Computation of taxable income, Application of AI-based salary tax calculators, Automated income classification tools	CO2
III	Profits & Gains from Business/Profession- Basic concepts and admissible expense, Depreciation, Computation of business income, Uses of AI in financial data analysis, Fraud detection using AI in accounting	CO3
IV	Capital Gains & Other Sources- Capital assets and transfer, Short-term and long-term capital gains, Income from other sources, Predictive analytics for investment taxation, Application of AI tools for capital gain optimization	CO4
V	GST (Goods and Services Tax)- Concept and features of GST, CGST, SGST, IGST, Input Tax Credit, GST registration and filing, Role of AI tools for filing GST returns.	CO5
VI	AI in Taxation & Future Trends- AI-driven tax compliance systems, Chatbots in taxation, Data analytics in tax planning, Ethical issues and data privacy, Future of taxation with AI.	CO6

References:

- Singhania, Vinod K. — *Income Tax Law and Practice*
- Singhania, Vinod K. — *Students' Guide to Income Tax*
- Ahuja, Girish — *Direct Taxes Law and Practice*
- Datey, V.S. — *GST Law and Practice*
- Russell, Stuart & Norvig, Peter — *Artificial Intelligence: A Modern Approach*
- Provost, Foster — *Data Science for Business*
- Machine Learning for Absolute Beginners*
- Income Tax Department of India — <https://www.incometax.gov.in>
- Goods and Services Tax Network — <https://www.gst.gov.in>
- Ministry of Finance — <https://www.finnin.nic.in>

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Unit	Content
I	Meaning, Definition and Characteristics of a Company, Kinds of Companies, Procedure for Incorporation of Companies - Role of Promoters, Pre-Incorporation Contracts, Memorandum of Association, Articles of Association, Prospectus, Shares and Debentures, Role of AI in incorporation of a company.
II	Members and Membership Rights in Companies, Management and Administration of Company, Directors - Appointment, Qualifications, Types Position, Powers, Functions, Duties and Liabilities of Directors Meetings- Kinds and Requisites of Valid Meeting.
III	Winding up of Company- Meaning, Types, Procedure and role of AI in it. Grounds for Compulsory Winding Up, Role and Powers of Liquidator, Consequences of Winding Up
IV	Conceptual Framework of Corporate Governance Corporate Governance: Meaning, significance, and principles; Management and corporate governance; Theories of Corporate Governance: Agency Theory, Stewardship theory, Stakeholders' Theory; One Tier and Two-Tier Boards, Role of AI in Corporate Governance
V	Corporate Governance and Role of Stakeholders Board composition: Executive directors, non-executive directors and independent directors; Role of Shareholders and Board of Directors in Corporate Governance, Role of Institutional Investors and Auditors in Corporate Governance; Insider Trading; Shareholder activism; Class action suits; Whistle blowing Mechanism, CSR and Corporate Governance
VI	Corporate Governance Issues and Challenges in India, The Board Development Process, Governance Concerns in Indian Family Managed Companies Market for Corporate Control and Governance Corporate Governance Reporting Practices in India

Course Outcomes: After studying the course, students will be able to:
CO1 Define and explain the concept of a company, its meaning, and distinguishing characteristics as a legal entity.
CO2 Understand the structure of company membership, director's role, and the procedural requirements of company meetings.
CO3 Explain the meaning, types, procedure and AI role of winding up of a company.
CO4 Describe the concept of corporate governance and its significance and discuss different theories of corporate governance.
CO5 Demonstrate the role of different stakeholders in corporate governance and interpret concepts like insider trading, shareholder activism, and CSR.
CO6 Analyze corporate governance issues, board development, family business concerns, and sustainability reporting practices in India.

Course Objective:

6 th Semester		Corporate Law and Governance		BBA SEC 24601	
Internal Marks	40	L	T	P	
External Marks	60	2	0	0	
Total Marks	100				Credits 2

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Reference:

1. Act, S. O. (2002). Sarbanes-Oxley act. Washington DC.
2. Aparajita, S., & Rhudra, R. Insider Trading Regulation 2015. GNLUL Rev., 4, 69.
3. Monks, R. a. G., & Minow, N. Corporate Governance. John Wiley & Sons.
4. Model curriculum for UG Degree in BBA 137
5. Roy Chowdhury Ghosh, A. Corporate Governance Under the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.
7. Sathesh Kumar, T. N. Corporate Governance. India: Oxford University Press.
8. Sharma, J. P. Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals). Ane Books Pvt. Ltd.
9. Note: Latest edition of readings may be used and latest amendments to the
10. regulations shall be referred to.
11. Pedagogy: This course uses multiple pedagogies like interactive lectures, student
12. discussions and PPTs, research articles, case studies, and simulation exercises.

6 TH Semester		BBASFC 24602 Major Project	
Internal Marks	0	L	P
External Marks	100	0	0
Total Marks	100	Credits 4	

OBJECTIVE
The objective of the project course is to help the student develop ability to apply multi-disciplinary concepts, tools and techniques to analyze and logically approach the organizational problems.

TYPE OF PROJECT
The project may be from anyone of the following types, however, it should preferably be from your area of specialization in BBA:

- i) Comprehensive case study (covering single organization/multi functional area problem formulation, analysis and recommendations).
- ii) Inter-organizational study/aimed at inter-organizational comparison/validation of theory/survey of management practices.
- iii) Field study (empirical study).

PROJECT PROPOSAL
Proposal should be prepared in consultation with the supervisor and submitted before the routine first MST in department.
The Proposal may have the following components:

- a) Introduction, brief background, and Rationale of the topic chosen for the project.
- b) Brief Introduction and vital details of the organization/s under study.
- c) Statement of the problem.
- d) Objectives of the Project (clearly stated in behavioral terms).
- e) Research Methodology:
- Research Design
- Nature and source of data/information to be collected.
- Sample and sampling technique. Rationale of chosen organization and the sample.
- Tools and Techniques to be used for data collection—details of the tools/questionnaire to be used and its relevance with the objectives of the project.
- Method/s to be used for data collection
- Data handling and analysis
- Statistical tools to be used for analysis
- Relevance of statistical tools with the objectives of the project.
- f) Limitation of the proposed project, if any.

(g) Any other relevant detail which will help better appreciation and understanding of the project proposal.

PROJECT PROPOSAL EVALUATION:

The project proposal will be evaluated by the panel of three teachers immediately after first MST in presence of student, who will give the presentation to the panel.

Incase of non-approval of the proposal the comments/suggestions for reformulating the project proposal will be communicated to the student. In such case, the revised project proposal should be submitted within 7 days, which shall be evaluated on similar guidelines.

PROJECT PRE-SUBMISSION:

After approval of the project proposal, the students shall complete their projects and submit the completed Project Report (Hard bound) for final internal evaluation before 2nd MST.

The guidelines for project report are as follows:

- ✓ The length of the report may be about 100 to 120, 1.5 line-spacing, in typed pages (excluding appendices and exhibits). However, rational variation on either side is permissible.
- ✓ The Project Report may have the following:
 - Cover Page – must have the Title of the Project, Name & logo of college / university, Name and University Roll No of the Student and the Name of the Guide, along with the designation and department.
 - Detailed table of contents with page nos.
 - All pages of the Project Report must be numbered as reflected in the table of contents.
 - Project Proposal, properly bound in the project and not just stapled. Please note that project with stapled Proposal will not be accepted.
 - Certificate of originality- duly signed by the student and the guide with dates.
 - Introduction to the Project and Review of Literature along with brief details of the organization/s under study.
 - Rationale
 - Statement of problem
 - Objectives of the Project
 - Scope of the study
 - Research Methodology
 - Research Design
 - Nature and Source of data/information collected
 - Sample and Sampling method with rationale
 - Details of the tools:
 - The Questionnaire and other methods used and their purpose
 - Reliability and Validity of the tools used
 - Administration of tools and techniques
 - Data collection
 - Data Handling, Statistical tools used for Data Analysis

DATA INTERPRETATION AND FINDINGS

RECOMMENDATIONS

SUMMARY AND CONCLUSION

LIMITATIONS OF THE PROJECT

Proceeding of 17th Meeting of Board of Studies (Offline) (13/05/2026)

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<p>1. Wherever it is felt that there is not sufficient time to complete the project after approval of project proposal, the phases of Project till "Project Proposal Evaluation" may be completed in final semester at department level.</p>
<p>Note:</p> <p>After incorporating changes, if any, pointed out during internal evaluation, the final Project Report in Hard Bound form (3 copies) shall be submitted by the student atleast 3 working days before final viva voce. After signing of certificate by student and supervisor, one copy will be retained by the supervisor, second copy by the student and third copy shall be produced at the time of viva-voce, which shall be maintained by the department as record.</p>
<p>SUBMISSION OF FINAL PROJECT REPORT:</p> <p>In case of non-approval of the final project report, the comments/suggestions for revising the project report will be communicated to the student. In such case, the revised project report should be submitted within 7 days, which shall be evaluated on similar guidelines.</p>
<p>The Hard bound project report (in leather binding) will be evaluated by the panel of three teachers before second MST in presence of student, who will give the presentation to the panel before second MST.</p>

<p>Direction for further research(optional)</p>
<p>Reference/Bibliography</p>
<p>Annexures/Appendices (Questionnaire used etc.)</p>
<p>Note: Research Methodology of the Project Report must have elaborate detail of all the components of the methodology.</p>

EVALUATION CRITERIA FOR FINAL PROJECT

S.N	Name	Roll No. & Date of Presentation Synopsis	Synopsis	Introduction & Review of Literature	Rationale, Problem Definition, Scope & Objectives	Research Methodology	Data Analysis & Findings	Suggestions & Conclusion & Scope for Future research	Overall Report Layout and Viva Performance	Total Earned Marks (out of 100)	Signature of the Evaluator with Date
1			20	10	10	10	20	10	20	100	
2											
3											

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SUBJECTS FOR SPECIALIZATION IN MARKETING

(Annexure-II)
BBA Syllabus 2024 & onwards

	6th Semester	BBA 24611	Marketing of Services	
Internal Marks	40	L	T	P
External Marks	60	4	0	0
Total Marks	100			
		Credits	4	

Course Objective: The objective of this course is to help students understanding various factors affecting consumer behavior and understand the process of consumer buying. Based on the understanding of consumer behavior, the students are expected to design the strategy.

Course Outcomes: After studying the course, students will be able to:

CO1	To Understand the fundamental concepts of service marketing and its functions
CO2	To Comprehend the behavior of customers in services, Identify the role and significance of various elements of the service marketing mix.
CO3	To Know how to manage relationships in Services, Analyze Challenges of service design, types of new services, Physical evidence, and its effects on consumer behavior
CO4	To learn the concept of Delivering and performing service through employees and customers and types of intermediaries.
CO5	Analyze integrated services marketing communications and services marketing triangle. Apply best practices Google+, Instagram, Pinterest, YouTube & Snapchat
CO6	Learn how to update and manage various pricing strategies and pricing approaches in service sectors, and also understand service marketing applications in different service sectors.

Unit	Content
I	Growth and development of service sector economy, contribution to the Indian economy, Service Characteristics, Service Classification, Services Marketing Myopia
II	Consumer Behavior in Services: Service Marketing Mix AI modulation. Customer Expectation of Service, Customer Perceptions of Service. Service Quality: Integrated gaps model of service quality. Prescriptions for closing quality gaps
III	Managing relationships in Services: Building customer loyalty, Complaint handling and Service recovery strategies. Service development and design: Challenges of service design, types of new services, core and supplementary elements, new service development process. Service blueprinting: Nature, need and process of blueprinting. AI Physical evidence and the Servicescapes: Nature, Importance and Types, role and its effect on Consumer behaviour

IV	Delivering and performing service through employees and customers: service culture, employee's role, strategies to deliver quality, cycle of failure, mediocrity and success, self service technologies and Customer Participation.	CO4
V	Delivering services through intermediaries: Nature and types of intermediaries, role of electronic channels in service delivery. Managing demand and capacity: Waiting line strategies integrated. Integrated Services Marketing Communications through Google+, Instagram, Pinterest, YouTube & Snapchat best Practices Challenges of AI in decision Making.	CO5
VI	Pricing of Services: Pricing approaches, Pricing Strategies. Service Marketing Applications: Marketing of services in Financial, Healthcare and Hospitality sectors.	CO6

References:

- Zeithmal A Valarie and Bitner Mary, Services Marketing, Tata McGraw Hill, New Delhi.
- Lovelock, Christopher H. Services Marketing, Pearson Education, New Delhi
- P.K. Sinha and S.C. Sahoo, Services Marketing, Himalaya Publishing House, New Delhi
- Jim Sterne, *Artificial Intelligence for Marketing: Practical Applications*, Wiley.

6 th Semester	BBA 24612 LOGISTICS & SUPPLY-CHAIN MANAGEMENT				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to provide students with a comprehensive understanding of supply chain and logistics management concepts, strategies, and technologies involved in managing the flow of goods, services, information, and finances across supply networks. It seeks to develop analytical and decision-making skills related to sourcing, forecasting, transportation, coordination, and network design while emphasizing sustainability, resilience, and emerging digital technologies for enhancing overall supply chain performance.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the concepts, objectives, strategies, and performance drivers of supply chain and logistics management and analyse their role in achieving strategic fit and organizational efficiency.
CO2	Analyse supply chain network design decisions, distribution strategies, and global supply chain configurations for effective flow of goods and services.
CO3	Evaluate sourcing and supplier management decisions, including outsourcing, e-procurement, ethical sourcing, and pricing strategies in supply chain management.
CO4	Apply demand forecasting, aggregate planning, and coordination techniques for balancing supply and demand in supply chain operations.
CO5	Examine transportation systems, risk management practices, and the role of information technology and digital tools in improving supply chain performance.
CO6	Develop sustainable and resilient supply chain solutions by integrating green logistics, circular economy practices, AI-driven analytics, and smart automation technologies.

Unit	Content	CO
I	Meaning and objectives of Supply Chain, importance of supply chain decisions. Difference between Logistics and Supply Chain Management, Role of Logistics in an Economy, Challenges in Supply Chain & Logistics Management. Supply Chain Strategies: Concept of Value chain, achieving strategic fit, Challenges to achieving and maintaining strategic fit. Drivers of supply chain performance: Facilities, inventory, Transportation, Information, Sourcing and Pricing.	CO1
II	Designing the supply chain network: Role of distribution in the supply chain, factors influencing Distribution network design, design options for a distribution network. Online sales in distribution network. Network Design in the supply chain: The role of network design in the supply chain, Factors influencing network design decisions Designing global supply chain networks	CO2
III	Sourcing decisions in supply chain: The role of sourcing in a supply chain, factors affecting decisions to outsource, Supplier selection, supplier relationship management, e-procurement, global sourcing, and ethical sourcing practices. Pricing and revenue Management in Supply chain	CO3
IV	Demand Forecasting: Demand forecasting in supply chain – Aggregate planning in supply chain: Managing predictable variability. Planning supply and Demand in Supply Chain, Role of coordination in supply chain	CO4
V	Transportation in supply chain: The role of transportation in supply chain, Mode of transportation and their performance characteristics, transportation infrastructure	CO5

	and policies, role of IT in transportation, Risk Management in transportation Role of information technology in supply chain management , including ERP systems, RFID, blockchain, IoT, and supply chain analytics	
VI	Creating sustainable and resilient supply chains by incorporating green logistics, reverse logistics, circular economy principles, and risk management frameworks. Integrating modern AI-driven demand sensing, predictive analytics, and smart automation technologies for optimizing end-to-end supply chain performance.	CO6

References:

- Chopra, S., & Meindl, P. – Supply Chain Management: Strategy, Planning, and Operation (7th ed.). Pearson Education.
- Ballou, R. H. – Business Logistics/Supply Chain Management (5th ed.). Pearson Education.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. – Designing and Managing the Supply Chain (3rd ed.). McGraw-Hill.
- Mentzer, J. T. – Supply Chain Management. Sage Publications. Waters, D. – Supply Chain Management: An Introduction to Logistics (2nd ed.). Palgrave Macmillan.
- Lee, H. L. – The Triple-A Supply Chain. Harvard Business Review. Christopher, M. – Logistics & Supply Chain Management (5th ed.). Pearson Education.
- Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Patterson, J. L. – Purchasing and Supply Chain Management (6th ed.). Cengage Learning.
- Silver, E. A., Pyke, D. F., & Thomas, D. J. – Inventory and Production Management in Supply Chains (4th ed.). CRC Press.

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6 th Semester		BBA 24613 Neuro Marketing		
Internal Marks	0		L	T P
External Marks	0		3	0 0
Total Marks	0		Credits	0

Course Objective: This course aims to acquaint students with the emerging interdisciplinary field of neuro marketing by integrating concepts from neuroscience, psychology, and consumer behaviour. It provides an in-depth understanding of how the human brain processes marketing stimuli, makes purchasing decisions, and responds to branding, pricing, advertising, and sensory experiences, thereby enabling marketers to design more effective and ethically grounded marketing strategies.

Course Outcomes: After studying the course, students will be able to:

- CO1 Recall and explain the fundamental concepts of neuro marketing, its origin, scope, relationship with consumer neuroscience, and the neurological basis of human decision-making and consumer behaviour.
- CO2 Identify and describe the major neuro scientific research methods and tools used in neuro marketing, including EEG, fMRI, eye-tracking, biometrics, facial coding, and implicit association tests, along with their applications and limitations.
- CO3 Apply neuromarketing principles to analyse consumer perception, attention, emotion, memory, and motivation as they relate to advertising effectiveness, brand communication, and product design.
- CO4 Analyse the neurological underpinnings of consumer decision-making, including the role of the subconscious mind, cognitive biases, emotional triggers, and sensory marketing in shaping purchase behaviour.
- CO5 Evaluate neuromarketing strategies used in pricing, packaging, retail environment design, digital marketing, and social media, assessing their effectiveness and ethical implications in diverse market contexts.
- CO6 Design and propose a neuromarketing-informed marketing campaign or consumer research study integrating brain-based insights, digital neuroscience tools, AI-powered analytics, and ethical frameworks for responsible marketing practice.

Unit	Content	CO
I	Understand and explain the meaning, nature, and scope of neuromarketing — its evolution from traditional consumer research, the architecture and functioning of the human brain (reptilian, limbic, and neocortex), key neurological concepts such as neural pathways, synaptic activity, and the role of the conscious versus subconscious mind in consumer behaviour.	CO1
II	Analyse the neuroscientific research tools and methodologies used in neuromarketing studies including Electroencephalography (EEG), functional Magnetic Resonance Imaging (fMRI), Galvanic Skin Response (GSR), eye-tracking technology, facial action coding systems (FACS), implicit association testing, and biometric data analysis, along with their advantages, limitations, and real-world marketing applications.	CO2

III	Apply neuromarketing principles to understand consumer perception, selective attention, emotional engagement, memory encoding and retrieval, and motivational states — and use these insights to enhance advertising effectiveness, brand storytelling, visual communication design, and multi-sensory product experiences.	CO3
IV	Evaluate the neurological and psychological drivers of consumer decision-making including dual-process theory (System 1 and System 2 thinking), cognitive biases (anchoring, framing, loss aversion, social proof), emotional vs. rational purchasing, the role of dopamine and reward systems, and the influence of sensory stimuli (colour, sound, smell, touch) on purchase intentions and brand loyalty.	CO4
V	Examine the application of neuromarketing in pricing psychology (charm pricing, price perception, willingness to pay), product packaging and shelf placement, retail store atmosphere and layout design, digital user experience (UX) and website design, social media content strategy, and video advertising — with a critical evaluation of their effectiveness and associated ethical concerns.	CO5
VI	Creating neuromarketing-driven marketing strategies by integrating AI-powered consumer insight platforms, virtual reality (VR) and augmented reality (AR) based consumer testing, big data analytics for subconscious behaviour mapping, ethical guidelines for neuromarketing research, and future trends including neurofeedback marketing and brain-computer interface applications in consumer engagement.	CO6

References:

- Lindstrom, M. – Buyology: Truth and Lies About Why We Buy. Crown Business.
Zurawicki, L. – Neuromarketing: Exploring the Brain of the Consumer. Springer.
Ariely, D. – Predictably Irrational: The Hidden Forces That Shape Our Decisions. HarperCollins.
Pradeep, A. K. – The Buying Brain: Secrets for Selling to the Subconscious Mind. Wiley.
Dooley, R. – Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing. Wiley.
Morin, C., & Renvoise, P. – The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime. Wiley.
Kahneman, D. – Thinking, Fast and Slow. Farrar, Straus and Giroux.
Cialdini, R. B. – Influence: The Psychology of Persuasion (Revised ed.).

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SUBJECTS FOR SPECIALIZATION IN FINANCE

6 th Semester		BBA 24621 Financial Planning			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to develop understanding of financial planning concepts, risk assessment, and goal setting. It equips students with knowledge of investment, credit, retirement, and tax planning, and enables them to design and evaluate comprehensive financial plans with effective risk and insurance strategies.

Course Outcomes: After studying the course, students will be able to:

CO1	Apply the concepts and steps of financial planning to assess financial needs, analyze environmental factors, and set appropriate financial goals and saving plans.
CO2	Analyze the life cycle approach, investor personalities, and risk-return relationship to assess individual risk-taking ability and financial planning decisions.
CO3	Apply investment principles and analyze different investment avenues to measure risk-return and align investments with financial goals.
CO4	Analyze credit management practices and evaluate diversification and estate planning strategies for effective financial decision-making.
CO5	Analyze retirement planning needs and evaluate various retirement schemes and tax-saving options for long-term financial security.
CO6	Apply financial planning knowledge to design, analyze, and evaluate a comprehensive financial plan including insurance and risk management strategies.

Unit	Content	CO
I	Introduction to Financial Planning: Definition, need, scope and Steps in financial planning, Analysis of social, political and economic environment, assessment of psychological and financial needs- real v/s perceived, identifying financial goals, types of Goals, concept and benefits of saving, Artificial Intelligence (AI) in Financial Planning.	CO1
II	Life Cycle approach to Financial Planning -- The Five Personalities, Five-Way Classification Model. Assessing individual risk-taking level. Risk-Return analysis, concept of Time Value of Money. Components of a financial plan. Ethical Issues and Data Privacy in AI	CO2
III	Investment Planning- definition, need, Objectives of investment .Investment v/s speculation v/s gambling. Principles of successful investing. Measurement of risk and return. Popular investment avenues and their characteristics –(Stocks, Bonds, Mutual Funds, Gold / Silver, Real Estate, ETFs, Commodities, banking products, Unit Linked Insurance Products (ULIPS), overseas investment avenues etc). Computing risk and return of investment avenues. Mapping investment avenues with the financial goals.	CO3
IV	Credits and estate planning: Types of Credits, Good Uses of Credit and its Downsides, cost of credit, Debt Payments-to-Disposable Income, Signs of Over indebtedness, CIBIL Score. Diversification and building an investment portfolio. Estate Planning Terminology-Process of Estate Planning-Wealth Distribution Goals-Strategies for Estate Planning.	CO4
V	Retirement Planning: Principles, stages and steps in retirement planning. Various retirement schemes – Employee Provident Fund, Public Provident Fund, Superannuation Fund, Gratuity, National Pension Scheme, Old Pension Scheme, Other Pension Plans. Tax planning: importance,	CO5

	tax saving under section 80C and others, linkage of tax planning and retirement planning. Effect of cultural perspectives on retirement planning.	
VI	Insurance Planning -Meaning- Risk Management -Risk Exposures- Role of Insurance company in advisor Selection-Variou strategic solutions for Insurance Planning Practical Orientation: Prepare a Financial Plan for a Person / Manager / Entrepreneur / Director / CEO of a Company / Bank / Insurance Agent, considering his / her current expense level, future needs of family, age and retirement contingency funds/ Time Value of Money	CO6

References:

- 1.. Kapoor, J. R., Dlabay, L. R., Hughes, R. J., & Hart, M. M.; Focus on Personal Finance: An Active Approach to help you develop successful financial skills. McGraw-Hill Education.
2. Sullivan, M. K.; Financial Planning: A Practical Approach. Wiley.
3. Madura, J.; Personal finance. Pearson.
4. Cheng F. Lee and John Lee; Financial Analysis, Planning and Forecasting: Theory and Application. World Scientific Publisher, Singapore.
- 5.. Indian Institute of Banking & Finance; Investment Planning Tax Planning and Estate Planning. Taxmann Publishing Private Limited, New Delhi
6. Indian Institute of Banking & Finance; Introduction to Financial Planning; Taxmann Publishing Private Limited,







6 th semester		BBA 24622 Direct Taxation			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course on Income Tax aims to develop a comprehensive understanding of fundamental tax concepts, including residential status and scope of income, while building practical skills in computing income under various heads such as salaries, house property, business/profession, capital gains, and other sources. It covers important provisions like clubbing of income, set-off and carry forward of losses, deductions, and taxation of different entities.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the fundamental concepts of Income Tax including definitions, residential status, agricultural income, and scope of total income.
CO2	Compute income under the heads Salaries, House Property, and Profits & Gains of Business or Profession.
CO3	Analyze and compute Capital Gains, Income from Other Sources, and apply provisions of clubbing/aggregation of income for determining capital gains.
CO4	Apply provisions relating to set-off and carry forward of losses, deductions from gross total income, and evaluate taxation for Individuals, HUFs, Firms, and AOPs.
CO5	Evaluate tax liability by applying provisions related to rebates, reliefs, TDS, TCS, and advance tax.
CO6	Demonstrate understanding of procedures for filing returns, assessment, penalties, and offences.

Units	Content	CO
I	Concept and Mechanism of Income Tax —Definitions, Concept of Income, Agricultural income, assesses, Tax Year, Residential Status Scope of Total Income on the basis of residents.	CO1
II	Computation of Total Income — under Salaries , Income from House Property , Profit and Gains of Business or Profession, Application of AI-based salary tax calculators, Uses of AI in financial data analysis.	CO2
III	Capital Gains, Income from Other Sources & Clubbing of Income with AI Applications – Capital Gains, Income from Other Sources , Clubbing/Aggregation of Income. Application of AI to determine Capital Gains	CO3
IV	Set-off and Carry Forward of Losses: Deductions from gross Total Income. Taxation of Individuals, Hindu Undivided Family, Firms and Association of Persons.	CO4
V	Tax and Other Special Provisions — Computation of total income, Rebates and reliefs, Tax Deduction at Source, Tax Collection at Source; Provisions of Advance Tax and Application of AI tools to determine Advance tax.	CO5
VI	Procedure for Filing Returns, Signatures, Role of AI in E-Filing of returns, Procedure for assessment, Penalties & Offences.	CO6

References:

1. Ahuja, Girish and Gupts, Ravi, "Systematic Approach to Income-tax" ,Bharat Law House, New Delhi.
2. Ahuja, Girish and Gupts, Ravi, "Professional Approach to Direct Taxes Law & Practice", Bharat Publications.
3. Mehrotra, Dr. H.C. and Dr. S.P., "Income Tax Law & Practice (2019)", Sahitya Bhawan Publications.
4. Mundra, Vikas, "Tax Laws and Practices", Law Point publications, Kolkata.
5. Singhania, Dr. V.K., "Students Guide to Income-tax", Taxmann Publications Pvt. Ltd., New Delhi.

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6 th Semester	BBA 24623 Strategic Corporate Finance		
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Internal Marks	0	L	T	P
External Marks	0	3	0	0
Total Marks	0	Credits		0

Course Objective: This course aims to equip students with a comprehensive understanding of strategic corporate finance by integrating financial theory with real-world corporate decision-making. It covers advanced concepts in capital structure, valuation, investment decisions, risk management, mergers and acquisitions, dividend policy, and corporate governance, enabling students to apply financial strategies that maximize firm value and ensure long-term organizational sustainability in dynamic global markets.

Course Outcomes: After studying the course, students will be able to:

- CO1 Recall and explain the foundational concepts of strategic corporate finance including the goals of financial management, agency theory, time value of money, risk-return trade-off, and the strategic role of finance in corporate decision-making.
- CO2 Identify and describe theories and determinants of capital structure, including the Modigliani-Miller theorem, trade-off theory, pecking order theory, and signalling theory, along with their implications for optimal financing decisions in corporations.
- CO3 Apply advanced valuation techniques including Discounted Cash Flow (DCF), Economic Value Added (EVA), Real Options Analysis, Comparable Company Analysis, and Precedent Transaction Analysis to assess corporate value and support strategic investment decisions.
- CO4 Analyse the strategic and financial dimensions of mergers, acquisitions, divestitures, leveraged buyouts (LBOs), joint ventures, and corporate restructuring, including valuation, synergy estimation, due diligence, and post-merger integration challenges.
- CO5 Evaluate corporate risk management strategies including hedging with derivatives (forwards, futures, options, swaps), financial distress management, working capital optimization, and the role of corporate governance and regulatory compliance in safeguarding shareholder value.
- CO6 Design and propose a comprehensive corporate financial strategy integrating capital budgeting, financing decisions, dividend policy, ESG considerations, fintech innovations, and international financial management frameworks for sustainable value creation.

Unit	Content	CO
I	Understand and explain the strategic role of corporate finance — objectives of financial management, shareholder wealth maximization vs. stakeholder theory, agency problems and agency costs, corporate governance frameworks, the financial environment of firms, financial markets and institutions, and the interface between corporate strategy and financial decision-making in domestic and global contexts.	CO1
II	Analyse theories of capital structure including the Modigliani-Miller propositions (with and without taxes), trade-off theory, pecking order theory, market timing theory, and signalling theory — along with determinants of capital structure choices, financial leverage and its impact on firm value, WACC optimization, and practical considerations in designing an optimal capital structure for different types of firms.	CO2
III	Apply corporate valuation methodologies including free cash flow to firm (FCFF) and free	CO3

	<p>cash flow to equity (FCFE) models, Discounted Cash Flow (DCF) analysis, Economic Value Added (EVA) and Market Value Added (MVA), relative valuation using price multiples (P/E, EV/EBITDA), Real Options Valuation, and Adjusted Present Value (APV) — with applications to capital budgeting decisions, project evaluation, and strategic investment appraisal.</p>	
IV	<p>Examine the strategic financial aspects of mergers and acquisitions (M&A), hostile takeovers, leveraged buyouts (LBOs), management buyouts (MBOs), spin-offs, divestitures, and corporate restructuring — including types and motives of M&A, synergy valuation, deal structuring, financing of acquisitions, due diligence process, regulatory considerations, and post-merger integration strategies for value creation.</p>	CO4
V	<p>Evaluate corporate risk management strategies encompassing identification and measurement of financial risks (market risk, credit risk, liquidity risk, operational risk), hedging using derivatives (forwards, futures, options, interest rate and currency swaps), dividend policy theories (Gordon model, Modigliani-Miller dividend irrelevance, signalling hypothesis), working capital management, and the strategic management of financial distress and corporate bankruptcy.</p>	CO5
VI	<p>Creating sustainable corporate financial strategies by integrating ESG (Environmental, Social, and Governance) criteria in financial decision-making, green financing and sustainability bonds, fintech disruption in corporate finance (blockchain, AI-driven financial analytics, robo-advisory), international corporate finance (foreign exchange risk, cross-border investment decisions, transfer pricing), and emerging trends in global capital markets for long-term value creation.</p>	CO6

References:

- Brealey, R. A., Myers, S. C., & Allen, F. – Principles of Corporate Finance (13th ed.). McGraw-Hill Education.
- Ross, S. A., Westerfield, R. W., & Jaffe, J. – Corporate Finance (12th ed.). McGraw-Hill Education.
- Damodaran, A. – Corporate Finance: Theory and Practice (2nd ed.). Wiley.
- Copeland, T., Koller, T., & Murrin, J. – Valuation: Measuring and Managing the Value of Companies (6th ed.). Wiley.
- McKinsey & Company, Wiley. Van Horne, J. C., & Wachowicz, J. M. – Fundamentals of Financial Management (13th ed.). Pearson Education.
- Gaughan, P. A. – Mergers, Acquisitions, and Corporate Restructurings (7th ed.). Wiley.
- Modigliani, F., & Miller, M. H. – The Cost of Capital, Corporation Finance and the Theory of Investment. American Economic Review.
- Tirole, J. – The Theory of Corporate Finance. Princeton University Press.

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SUBJECTS FOR SPECIALIZATION IN HUMAN RESOURCE MANAGEMENT

6 th Semester		BBA 24631 Industrial Relations and Labour Law			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.

Course Outcomes: After studying the course, students will be able to:

CO1	Describe fundamental concepts and nature of Industrial Relations.
CO2	To understand the role of trade unions and Quality circles for workers and industries.
CO3	To study the relevance of collective bargaining, grievance management and its impact on Employee - management relations.
CO4	To understand industrial disputes and ways to resolve them and the role of Workers participation in Management.
CO5	To acquire knowledge about emergence and objectives of various labour laws.
CO6	To study various industrial legislations in business.

Unit	Content	CO
I	Definition & Concept of industrial relations. Factors affecting industrial relations. Importance of industrial relations Approaches to industrial relations, Impact of Technological changes on industrial relations, Role of AI in Industrial Relations.	CO1
II	Trade Unions: Trade Unions Act, 1926, Nature of Trade Unions, Trade Union movement in India, Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies. Quality Circles, history of QC, Organization structure of QC, Benefits and Problems of QC, Case Study 1: IT Employee Layoffs in India 2024, Case Study 2: Amazon Labour Union Movement,	CO2
III	Concept of collective bargaining, Prerequisites for collective bargaining, the collective bargaining process, Principles of Collective Bargaining, Essential conditions for the success of collective bargaining, Collective Bargaining and Labour Management Co-Operation in India. Grievance Management —causes of grievance—effects of grievance, Negotiation and Collective Settlements, Grievance redressal procedure, Comparative Study of Traditional vs AI-Based Grievance Redressal Systems.	CO3
IV	Meaning & causes of Industrial Conflicts, Types of Industrial Conflicts. Strikes & Lockouts, Machinery for resolving Industrial Disputes under Law. Meaning of workers participation in management, concepts and objectives of workers participation in management, types of workers participation in management.	CO4

V	Emergence and Objectives of Labour Laws , An overview of Factories Act, Overview of the Industrial Disputes Act, 1947, Payment of wages Act, 1936, Payment of Bonus Act, 1965.	CO5
VI	Employees' State Insurance (ESI) Act, 1948 , The Payment of Gratuity Act, 1972 , Minimum Wage Act, 1948, Employees' Provident Funds and Miscellaneous Provisions Act, 1952, An introduction to TheIndustrialRelationsCode-2019.	CO6

References:

- Davar, *Personnel management and Industrial Relations*, Vikas Publishing House PvtLimited
- Memoria, C.B, *Dynamics of industrial Relations in India*, Himalaya Pub. House
- Johnson, *Introduction to Industrial Relations*, Greenwich Book Publishers
- Sharma A.M, *Industrial Relations*, Himalaya Publishing House
- Ghosh, B., *Personnel management and Industrial Relations*, McGraw - Hill Publishing Co. Ltd
- Flippo B., *Personnel management and Industrial Relations*, McGraw-Hill
- Kapoor, N.D, *Labour Legislation*, Sultan Chand & Sons
- Memoria, C.B, *Personnel management Himalaya Publishing House*

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6 th Semester		BBA 24632 Change Management and Organizational Development			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course aims to introduce students to theories and concepts of organizational change and development and also it enhances the knowledge and understanding of organizational interventions terminology and provides students with the opportunity to apply the key concepts to practical organizational situations.

Course Outcomes: After studying the course, students will be able to:

CO1	Develop understanding of organization change and Define, explain and illustrate theories of planned change, their relevant foundations, strengths and weaknesses.
CO2	Recognize and comment on issues and problems arising out of organizational change initiatives.
CO3	To Understand concepts related to Action Research Models and apply diagnostic models and concepts to change issues at the organizational, group and individual levels.
CO4	Understand the role of various intervention strategies in organizational development
CO5	Analyze impact of power and politics on organization.
CO6	Examine various issues in the relationship between client and consultant relationship.

Unit	Content	CO
I	Introduction to Organizational Change and Development; Definitions & its distinguishing characteristics, Dynamics of planned change, models and theories of planned change, triggers for change, strategies using AI for implementing organizational change.	CO1
II	Foundations of OD: Conceptual Framework of OD, Historical background of OD, Values, assumptions and beliefs in OD, Systems theory, Participation and Empowerment, Teams and Teamwork, Strategies of change, Inter-Disciplinary Nature of OD.	CO2
III	Action Research and OD. Action Research: A Process and an Approach. Managing OD Process: Diagnosis, The Six-Box Model, Third Waves Consulting.	CO3
IV	Role of AI in OD intervention, Analysis of Discrepancies, Phases of OD Program, characteristics of OD interventions. Structural Interventions, Training Experience: T-Groups, Behavioral Modeling and Career Anchors.	CO4
V	Team Interventions, Intergroup and Third-Party Peace-Making Interventions. Comprehensive Interventions. Power, politics and OD: Power defined and explored, theories about the sources of Power, Organizational Politics in the practice of OD	CO5
VI	Issue in Consultant-Client Relations: Entry and contracting, defining the client system, trust, the nature of the consultant's expertise, diagnosis and appropriate interventions, depth of intervention, on being absorbed by the cultural, the consultant as a model, the consultant team and terminating the relationship, ethical standards in OD, Implications of OD for the Client. Contemporary Issues in OD- Now and Beyond.	CO6

References:

1. Wendeel L. French, Cecil H. Bell: Organization Development Prentice Hall
2. Richard Beckhard: Organization Development Strategies & Models Tata Mc Graw Hill.
3. Blake, Robert & Mouton: Building a Dynamic Corporate through Grid OD, Homewood
4. Thomas H. Patten Organization Development through Team Building, Thomas Publication
5. Edgar F. Huse: Organization Development & Change, Thomas Publication
6. Burke W. W.: Organization Development Principles & Practice, Sage Publication
7. S. Ramnarayan & Kuldeep Singh and T.V. Rao: OD – Interventions & Strategies, Response Books, New Delhi.
8. S. Ramnarayan, and T.V. Rao: OD – Accelerating Learning & Transformation, Sage, New Delhi

6 th Semester	BBA 24633 Coaching & Mentoring				
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Internal Marks	0		L	T	P
External Marks	0		3	0	0
Total Marks	0		Credits		0

Course Objective: This course aims to develop students' understanding of coaching and mentoring as strategic tools for individual and organizational growth. It provides a comprehensive foundation in coaching theories, mentoring models, communication skills, feedback mechanisms, and ethical practices essential for effective workplace relationships, talent development, and performance improvement.

Course Outcomes: After studying the course, students will be able to:

- CO1** Recall and explain the fundamental concepts of coaching and mentoring, their differences, significance, and historical evolution in organizational and educational contexts.
- CO2** Identify and differentiate the various coaching and mentoring models, styles, frameworks, and the roles of coaches, mentors, and mentees in different professional settings.
- CO3** Apply effective communication, active listening, goal-setting (GROW model), and feedback techniques to facilitate productive coaching and mentoring relationships.
- CO4** Analyse barriers to effective coaching and mentoring, including resistance to change, cultural differences, trust issues, and ethical dilemmas in diverse organizational environments.
- CO5** Evaluate the effectiveness of coaching and mentoring programs using performance metrics, impact assessment tools, and outcome-based evaluation frameworks in organizational settings.
- CO6** Design and implement a comprehensive coaching or mentoring program integrating digital tools, and ethical considerations to foster continuous professional development.

Unit	Content	CO
I	Understand and explain the meaning, nature, and scope of coaching and mentoring, their historical development, key differences, types of coaching (executive, life, performance, peer), and the growing importance of coaching culture in contemporary organizations.	CO1
II	Analyse the core theoretical frameworks and models of coaching and mentoring including the GROW Model, CLEAR Model, Situational Mentoring, Transformational Coaching, and Cognitive Behavioural Coaching, along with the competencies required for effective coaches and mentors.	CO2
III	Apply practical coaching and mentoring skills such as active listening, powerful questioning, empathy, establishing rapport, goal setting, action planning, and providing constructive feedback to support mentee and coachee development in real organizational scenarios.	CO3
IV	Evaluate the challenges and ethical considerations in coaching and mentoring relationships including confidentiality, power dynamics, boundary management, cultural sensitivity, handling resistance, and managing dysfunctional coaching or mentoring relationships.	CO4
V	Examine the design, implementation, and evaluation of formal mentoring programs and coaching interventions at the individual and organizational level, including succession planning, leadership pipeline development, and reverse mentoring in diverse workplaces.	CO5

VI	Creating technology-enabled coaching and mentoring ecosystems using AI-powered coaching tools, virtual mentoring platforms, digital feedback systems, and data analytics to measure program effectiveness and foster a culture of continuous learning and development.	CO6
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References:

- Whitmore, J. – Coaching for Performance: The Principles and Practice of Coaching and Leadership (5th ed.). Nicholas Brealey Publishing.
- Clutterbuck, D. – Everyone Needs a Mentor: Fostering Talent in Your Organisation (5th ed.). McGraw-Hill.
- Parsloe, E., & Leedham, M. – Coaching and Mentoring: Practical Conversations to Improve Learning (2nd ed.). Kogan Page.
- Egan, G. – The Skilled Helper: A Problem-Management and Opportunity-Development Approach to Helping (10th ed.). Cengage Learning.
- Hawkins, P., & Smith, N. – Coaching, Mentoring and Organizational Consultancy: Supervision, Skills and Development (2nd ed.).
- Cox, E., Bachkirova, T., & Clutterbuck, D. – The Complete Handbook of Coaching (3rd ed.). SAGE Publications.
- Passmore, J. – Excellence in Coaching: The Industry Guide (3rd ed.). Kogan Page.
- Meggison, D., & Clutterbuck, D. – Techniques for Coaching and Mentoring (2nd ed.).

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AMRITSAR GROUP OF COLLEGES
DEPARTMENT OF MANAGEMENT STUDIES

STUDY SCHEME AND SYLLABUS OF
BACHELOR OF COMMERCE
BATCH 2025 ONWARDS
as per NEP 2020

BACHELOR OF COMMERCE
B.COM(Hons)

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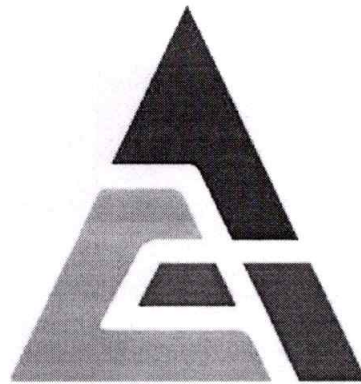
Study Scheme and Syllabus

3rd and 4th Semester

BACHELOR OF COMMERCE

B.Com (Hons)

For Batch 2025 onwards



Department of Management Studies
Amritsar Group of Colleges, Amritsar

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Third Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25301	Major 5	Management Accounting	5	0	0	40	60	100	5
BCOM 25302	Major 6	Human Resource Management	4	0	0	40	60	100	4
BCOM 25303-x	Minor 3	Elective – I	4	0	0	40	60	100	4
BCOM 25304	Interdisciplinary Course 3	Company Law	3	0	0	40	60	100	3
BCOMAEC 25301	Ability Enhancement Course 3	Communicative English – I	2	0	0	40	60	100	2
EMC 25201	Skill Enhancement Course 3	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
Total			18	0	4	260	340	600	20

List of Courses (Elective -I)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25303-A	Minor 3	Personal Financial Planning	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25303-B	Minor 3	Banking Services Management	4	0	0	40	60	100	4

*The department of Higher Education and Languages, Government of Punjab endeavor to AI-powered entrepreneurship learning platform on the said course.

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Fourth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25401	Major 7	Financial Management	5	0	0	40	60	100	5
BCOM 25402	Major 8	Income Tax Laws & Practices	5	0	0	40	60	100	5
BCOM 25403-x	Minor 4	Elective – II	4	0	0	40	60	100	4
BCOMAEC 25401	Ability Enhancement Course 4	Communicative English – II	2	0	0	40	60	100	2
BCOM 25404	Interdisciplinary Course 4	Indian Knowledge System	2	0	0	40	60	100	2
EMC 25301	Skill Enhancement Course 4	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
Total			18	0	4	260	340	600	20

List of Courses (Elective -II)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25403-A	Minor 4	Management of Financial Services	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25403-B	Minor 4	Insurance Services Management	4	0	0	40	60	100	4

*The department of Higher Education and Languages, Government of Punjab endeavor to AI-powered entrepreneurship learning platform on the said course.

Fifth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25501	Major 9	Corporate Accounting	5	0	0	40	60	100	5
BCOM 25502	Major 10	Indian Economy	4	0	0	40	60	100	4
BCOM 25503	Major 11	E-Commerce	4	0	0	40	60	100	4
BCOM 25504-x	Minor 5	Elective - III	4	0	0	40	60	100	4
BCOM 25505	Internship	Seminar on Summer Training Report	-	-	-	50	-	50	4
EMC 25401	Skill Enhancement Course 5	Entrepreneurship Setup and Launch**	0	0	4	60	40	100	2
Total			17	0	4	270	280	550	23

List of Courses (Elective -III)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25504-A	Minor 5	Security Analysis & Portfolio Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25504-B	Minor 5	Banking Laws & Services	4	0	0	40	60	100	4

* Major Research project to be initiated in 5th Sem and shall be evaluated in 6th Sem as per the prescribed guidelines and evaluation criteria.

**The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdere entrepreneurship learning platform on the said course.

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Sixth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25601	Major 12	Operation Research	5	0	0	40	60	100	5
BCOM 25602	Major 13	Goods and Services Tax	5	0	0	40	60	100	5
BCOM 25603	Major 14	Entrepreneurship Development	4	0	0	40	60	100	4
BCOM 25604	Major Project	Major Project [Initiated in 5 th Semester]	0	0	0	-	100	100	4
BCOM 25605-x	Minor 6	Elective - IV	4	0	0	40	60	100	4
EMC 25501	Skill Enhancement Course 6	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
Total			18	0	4	220	380	600	24

List of Courses (Elective -IV)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25605-A	Minor 6	Advanced Financial Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25605-B	Minor 6	Risk Management & Insurance	4	0	0	40	60	100	4

*The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course.

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3 rd Semester	BCOM 25301		Management Accounting		
Internal Marks	40		L	T	P
External Marks	60		5	0	0
Total Marks	100		Credits		5

Course Objective: The course aims to provide a foundational understanding of management accounting with emphasis on financial analysis, budgeting and budgetary control, cash flow and fund flow statements, responsibility accounting, and marginal costing. It equips students with the analytical tools and techniques required for effective decision-making, planning, cost control, and performance evaluation in business organizations.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept and scope of management accounting and financial statements analysis.
CO2	Apply and interpret various types of financial ratios for assessing business performance.
CO3	Develop competence in preparing and using different types of budgets for effective budgetary control.
CO4	Construct and interpret cash flow statements as per Accounting Standard-3
CO5	Understand and prepare fund flow statements and assess their significance in financial planning.
CO6	Evaluate responsibility centers and apply marginal costing and cost volume profit analysis for managerial decisions.

Units	Content	CO
I	Introduction to Management Accounting: Meaning, objectives and scope, Difference between Cost Accounting, Financial Accounting and Management Accounting, Role of Artificial Intelligence in Management Accounting, AI in decision-making and predictive analytics. Analysis and Interpretation of Financial Statements: Meaning, types and methods of financial analysis, Comparative statements, Trend analysis using predictive models, Common size statements.	CO1
II	Ratio Analysis: Meaning, nature, uses and limitations, AI-based computation and interpretation of ratios, Types of ratios: Liquidity ratios, Turnover ratios, Profitability ratios, Coverage ratios, Solvency ratios etc.	CO2
III	Budgetary Control: Concept of budget, objectives, merits and limitations. Budget administration, budgeting and budgetary control. Types of Budget: Functional budget, Fixed and flexible budgets using data models, Zero-based budgeting. Forecasting Techniques: Traditional vs AI-based forecasting.	CO3
IV	Cash Flow Statement: Difference between fund flow and cash flow statements, Preparation of cash flow statements as per AS-3 norms, Computation of cash flow prediction.	CO4
V	Fund Flow Statement: Meaning and concept of fund, Flow of funds, Preparation of fund flow statements, AI-based financial tracking and trend analysis, Uses and significance in financial planning.	CO5

VI	<p>Responsibility Accounting: Concept and significance, Types of responsibility centres, Cost centre, Profit centre, Investment centre.</p> <p>Marginal Costing: Absorption versus variable costing, Distinctive features and income determination, AI-assisted cost behaviour analysis, Cost-Volume-Profit (CVP) Analysis: Profit/Volume ratio, Break-even analysis (algebraic and graphic methods), Margin of safety, AI-based scenario analysis and risk assessment.</p>	CO6
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References:

- Horngren, C.T. et al. *Introduction to Management Accounting*. Pearson Education.
- Atkinson, A.A. et al. *Management Accounting*. Dorling Kindersley (India).
- Singh, Surender. *Management Accounting*. Scholar Tech Press.
- Garrison, R.H. & Noreen, E.W. *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. *Management Accounting*. International Book House.
- Arora, M.N. *Cost and Management Accounting*. Vikas Publishing House.
- Maheshwari, S.N. & Mittal, S.N. *Management Accounting*. Shree Mahavir Book Depot.

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3 rd Semester	BCOM 25302	Human Resource Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course aims to provide a concise yet comprehensive understanding of Human Resource Management (HRM), focusing on its core functions, evolving role in modern organizations and its strategic importance. It emphasizes key HR processes like recruitment, training, compensation and performance appraisal, it also addressing emerging trends such as remote workforce management and AI integration in HR practices.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the fundamentals, scope and evolving trends of HRM in the context of globalization and technology.
CO2	Apply principles of human resource planning and effectively manage virtual teams in remote or hybrid environments.
CO3	Evaluate the processes of job analysis, job design, recruitment, selection, and employee induction.
CO4	Analyze employee development through training, career planning and performance appraisal systems.
CO5	Understand compensation management, including wage and salary administration, incentives and benefits.
CO6	Comprehend the concept of industrial relations and assess emerging HRM challenges, including AI integration in HR practices.

Unit	Content	CO
I	Human Resource Management: Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements. Areas of AI Application in HRM.	CO1
II	Human Resource Planning – Meaning, nature importance, factors affecting HRP, Process and methods of HRP, Barriers of HRP. Shift from traditional HRP to AI-driven HRP. Remote Workforce Management: Virtual leadership, Employee engagement in remote setups.	CO2
III	Job analysis: Meaning, Process and methods, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement. Recruitment and Selection: sources of recruitment, procedure of recruitment. Selection process and methods, Placement and induction.	CO3
IV	Training and Development: Process and methods of training and development. Role of AI in Training and Development. Career planning and development: career life cycle, process of career planning and development. Performance Appraisal: Meaning, process, methods and problems of performance appraisal.	CO4

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(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

V	Compensation Management- Wage & Salary Administration Meaning & Concept, Methods of Wage & Salary, Incentive Plans & Fringe Benefits. Job Evaluation: Meaning and methods.	CO5
VI	Industrial Relations: Meaning, Scope, Objective, Factors, Importance of IR, Approaches to IR Systems in India. Trade, Unionism and Collective Bargaining, HRM practices in India, issues and challenges, AI adoption in Human Resource Management (HRM).	CO6

References:

1. Monnappa and Saiyadan, *Personnel Management*, Tata Mcgraw Hill.
2. Dessler, Garg, *Human Resource Management*, Pearson education.
3. C.B. Memoria *Personal Management* Himalaya
4. K. Aswathappa *Human Resource Management* Tata McGrawHill
5. Rao V.S.P. *Human Resource Management*, Excel books

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3 rd Semester		BCOM 25303-A Personal Financial Planning			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The objective of this course is to equip students with a comprehensive understanding of personal financial planning, covering areas such as investment strategies, taxation, retirement and estate planning, regulatory compliance and ethical practices. It aims to develop practical skills in managing personal finances effectively to ensure financial well-being and long-term security.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept of financial planning and time value of money.
CO2	Analyze various investment avenues and construct an effective investment portfolio.
CO3	Apply knowledge of personal taxation to optimize tax liabilities through legal exemptions, deductions and planning.
CO4	Evaluate the role of regulatory guidelines and retirement planning in ensuring long-term financial security in India.
CO5	Evaluate real estate investment options by analyzing greenfield and brownfield projects in terms of feasibility and profitability.
CO6	Analyze the fundamentals of estate planning, apply ethical principles in financial decision-making, and Evaluate ethical dilemmas in personal financial planning.

Unit	Content	CO
I	Financial planning: Meaning, Need and importance of personal financial planning, Principles of personal finance, financial planning process, Factors influencing personal financial planning. Time value of money. Investment fundamentals: Saving and investment, Rules of investing, Debt and equity.	CO1
II	Investment in Equity: NSE/BSE, Investment strategies and portfolio construction, Demat account, Derivatives. Investment in mutual funds: Meaning, Structure of mutual funds in India, Mutual funds schemes, Systematic Investment Plan (SIP). Investment in debt market: Types of debt instruments, Government securities, corporate bonds, Certificate of deposits, Commercial paper, PO saving schemes, Investment in Gold.	CO2
III	Personal taxation: Introduction to personal income tax planning, Exemptions and deductions under various heads, Tax avoidance, tax evasion and tax planning, Income tax deductions, Gift tax. Wealth tax.	CO3
IV	Regulatory guidelines: Know Your Customer (KYC) norms, Anti Money Laundering (AML) standards, Permanent Account Number (PAN). AI strengthens KYC, AML, and PAN verification through automation and fraud	CO4

(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

	detection. Introduction to retirement planning: retirement planning goals, Retirement planning process, Basic retirement plans, Pension plans in India. Helps in retirement planning by forecasting savings, pension needs, and investment strategies.	
V	Dynamics of real estate: Real estate and bank loan, Buying vs. renting, Tax implications of real estate. Investment in greenfield and brownfield Projects.	CO5
VI	Estate planning: Meaning, Objectives, Estate planning tools, Will, Power of attorney. AI assists in drafting wills, managing assets, and power of attorney. Ethics in personal financial planning: Code of ethics and rules of conduct. Helps organize digital assets for estate planning.	CO6

References:

- Murali, S., & Subbakrishna K.R., *Personal Financial Planning (Wealth Management)*. Himalaya Publishing House.
- Gitman, Lawrence J., Joehnk Michael D., & Billingsley., *Personal Financial Planning*.
- Koh, B., *Personal Financial Planning*. FT Press.
- Nayan, K., *Personal Finance: An Indian Perspective*.

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3 rd Semester	BCOM 25303-B Banking Services Management				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to provide a comprehensive understanding of the banking system in India, including its structure, functions, institutions, and the role of the RBI in regulation and monetary policy. The course also focuses on banking reforms, risk management practices, and emerging trends in the banking sector to develop analytical and practical insights into modern banking operations.

Course Outcomes: After studying the course, students will be able to:

CO1	To understand banks, their functions, structure, and role in economic development, along with modern banking services.
CO2	Understand the services provided by Commercial Banks, Regional Rural Banks, and Co-operative Banks, along with basic banking operations and customer service practices.
CO3	To examine the structure, functions, monetary policy, and credit control of RBI, and its role in regulating internet banking.
CO4	To analyze banking reforms, including Narasimham Committee recommendations, Basel II norms, Capital Adequacy Ratio (CAR), Non-Performing Asset (NPA) norms, and grievance redressal mechanisms.
CO5	To describe various types of banking, banking challenges, cheque truncation system, risk management practices, and financial statement analysis.
CO6	To highlight emerging trends in banking such as e-banking, mobile banking, core banking, RTGS, and NEFT in the context of modern banking practices.

Unit	Content	CO
I	Bank – Definition and Indian Banking System: Bank: Definition, importance and functions with AI-based banking services. Indian Banking System; Structure and organization. Role of banks in economic development supported by AI tools.	CO1
II	Banking Institutions and Services: Services provided by Commercial Banks, Regional Rural Banks, and Co-operative Banks. Basic banking operations and customer services. Use of AI in improving banking efficiency and service delivery.	CO2
III	Reserve Bank of India (RBI): RBI: Structure, management, and functions. Monetary policy and credit control techniques. RBI guidelines on internet banking with AI-based monitoring systems.	CO3
IV	Banking Reforms and Regulations: Banking reforms: Narasimham Committee recommendations, Basel II norms, CAR, and NPA norms. Grievance mechanism and Banking Ombudsman. Impact of reforms with AI in compliance and risk control.	CO4

V	Types of Banking and Risk Management: Types of Banking: Retail, Wholesale, Universal, Narrow, and Offshore banking. Banking challenges and Cheque Truncation System. Risk management: credit, liquidity, market, and operational risks with AI support. Basic financial statement analysis.	CO5
VI	Emerging Trends in Banking: E-Banking, Mobile Banking, Core Banking, RTGS, and NEFT. Role of AI in digital transformation, automation, and security. Future trends in modern banking systems.	CO6

References:

- **Khan, M.Y.**
Indian Financial System
Publisher: McGraw Hill Education
- **Suresh, Padmalatha & Justin Paul**
Management of Banking and Financial Services
Publisher: Pearson Education
- **Shekhar, K.C. & Shekhar, Lekshmy**
Banking Theory, Law and Practice
Publisher: Vikas Publishing House

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3 rd Semester		BCOM 25304 Company Law			
Internal Marks	40		L	T	P
External Marks	60		3	0	0
Total Marks	100		Credits		3

Course Objective: To provide students with a foundational understanding of company law, covering the formation, management, legal documents and regulatory framework of companies in India.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the basic nature, types, and legal identity of companies
CO2	Outline the legal procedures for company formation and analyze key documents
CO3	Analyse the importance of MOA, AOA and prospectus.
CO4	Understand share capital, issue process, borrowing powers, and procedures for conducting company meetings
CO5	Evaluate the classification, appointment, and duties of directors & key managerial personnel.
CO6	Interpret legal provisions on dividends, audit, winding up and functioning of NCLT, NCLAT and special courts.

Unit	Content	CO
I	Nature of a company: Definition of a company, Characteristics of a company, Lifting the corporate veil, Company distinguished from partnership. types of companies.	CO1
II	Formation of a company: Steps involved in the formation and incorporation of a company, on-line filing of documents, promoters, their legal position pre-incorporation contract; on-line registration of a company.	CO2
III	Memorandum of association: Meaning and Importance, Form and Contents, Alteration of Memorandum. Articles of association: Meaning and distinction between MOA and AOA. Prospectus: Meaning, Definition and contents, statutory requirements in relation to prospectus.	CO3
IV	Share capital: Kinds 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. Borrowing powers, Debentures. Management: Classification of directors, Disqualifications, director identity number (DIN). Meetings of shareholders and board: Types of meeting, convening and conduct of meetings, meeting through video conferencing, e-voting.	CO4
V	Management: Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager.	CO5
VI	Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors Appointment, Rotation of Auditors, Auditors Report, Secretarial Audit. Winding Up - Concept and modes of Winding Up.	CO6

(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts.

References:

1. Startup India Learning Program by Start Up India available at www.startupindia.gov.in
2. Entrepreneurship, Rajeev Roy, Oxford University Press
3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
4. Family Business Management by Rajiv Agarwal, Sage Publishing
5. Anish Tiwari, "Mapping the Startup Ecosystem in India", Economic & Political Weekly.

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3 rd Semester		BCOMAEC 25301		Communicative English-I		
Internal Marks	40			L	T	P
External Marks	60			2	0	0
Total Marks	100			Credits		2

Course Outcomes: After studying the course, students will be able to

CO1	Develop core competencies for professional growth.
CO2	Transform themselves into confident and effective communicators.
CO3	Analyze and apply grammatical rules to improve language proficiency.
CO4	Develop critical skills to understand and interpret complex texts.
CO5	Evaluate text deeply and enhance reading skills
CO6	Demonstrate reasoning abilities in academic and professional contexts

Unit	Content	CO
I	Introduction to Soft Skills Characteristics of Soft Skills, Difference between hard skills and soft skills, Importance of Soft Skills in personal and professional life, Classification of Soft Skills	CO1
II	Introduction to Personality Development The concept of personality, Dimensions of personality, the concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure.	CO2
III	Grammatical Concepts and Translation Lexical Verbs and Auxiliary verbs: Their uses, Degrees of Comparison, Reorder jumbled sentences	CO3
IV	Reading and Writing Essentials Comprehension, Summarizing and Paraphrasing	CO4
V	Text Reading Short Story: The Last Leaf by O. Henry Poem: Hope is the Thing with Feathers by Emily Dickinson	CO5
VI	Verbal Reasoning: Verbal Analogy, Sentence Reordering, Gap Filling, Find odd one out, Cloze Test	CO6

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References:

- (i) Mitra, Barun K., *Personality Development and Soft Skills*, 3rd ed., Oxford University Press, 2024.
- (ii) Meena K and V. Ayothi (2013) *A Book on Development of Soft Skills*
- (iii) Azar, B.S, & Hagen, S.A. (2017). *Basic English Grammar* (4th ed). Pearson Education.

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4 th Semester		BCOM 25401 Financial Management			
Internal Marks	40		L	T	P
External Marks	60		5	0	0
Total Marks	100		Credits		5

Course Objective: To provide an in-depth understanding of the core finance functions and decisions in the area of corporate financial management. It provides a practical and problem insight for effective financial decision-making.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept of financial management and time value of money.
CO2	Determine the cost of capital and its key components.
CO3	Develop the knowledge in the concept of capital structure and leverages.
CO4	Evaluate investment decisions using capital budgeting techniques and capital rationing.
CO5	Understand the determinants, types and theories of dividend policy.
CO6	Analyze working capital requirements and manage cash, receivables and inventory effectively.

Unit	Content	CO
I	Introduction to Financial Management: Meaning, Scope and Objectives of Financial Management. Functions and role of a financial Manager. Time Value of Money- Compounding Techniques and Discounting Techniques.	CO1
II	Cost of Capital: meaning, significance and determination of Cost of Capital. Components of Cost of Capital.	CO2
III	Capital Structure: meaning and features of capital structure decision. Factors affecting capital structure. Theories of capital structure. Financial and Operating Leverages	CO3
IV	Capital Budgeting Decision: Meaning and Nature of investment decisions; process of capital budgeting, investment evaluation criteria: Discounted and Non-Discounted Methods (Pay-Back Period, Average rate of return, Net Present Value, Benefit Cost Ratio and Internal Rate of Return. Capital rationing.	CO4
V	Dividend Policy Decisions – Determinants of dividend policy – types of dividend policy– forms of dividend. Dividend theories: Walter’s Model- Gordon’s Model- MM’s Hypothesis.	CO5

VI	Working Capital Management: Planning and forecasting of working capital, importance of adequate working capital- excess or inadequate working capital – determinants of working capital requirement. sources of working capital Cash management, receivable management and inventory management. AI in working capital: Managing receivable, payables and inventory efficiently using AI.	CO6
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References:

1. Van Horne, J C, Wachowicz, J W. "Fundamentals of Financial Management" 13th Edition, Prentice Hall of India
2. Chandra, Prasanna, "Financial Management" Tata McGraw Hill.
3. Khan and Jain, "Financial Management- Text and Problems" 2nd Edition, Tata McGraw Hill'
1. Maheshwari, S N, Financial Management.
2. Pandey, I M, "Financial Management", Vikas Publishing House, 9th Edition

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4 th Semester		BCOM 25402 Income Tax Laws & Practices			
Internal Marks	40		L	T	P
External Marks	60		5	0	0
Total Marks	100		Credits		5

Course Objective: This course aims to provide a comprehensive understanding of taxation, including income tax and GST, while developing the ability to compute income under various heads such as salary, house property, business, and capital gains. It focuses on practical knowledge of tax provisions, compliance procedures, and return filing.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the basic concepts and framework of income tax, including definitions, types of income, residential status, and scope of total income.
CO2	Compute income from salary and house property, and understand salary tax calculation and income classification.
CO3	Analyze and compute income from business or profession, including depreciation and allowable expenses, and understand financial data analysis and fraud detection.
CO4	Evaluate capital gains and income from other sources, and understand investment analysis and capital gains computation.
CO5	Understand the concepts and structure of GST, including registration, input tax credit, and return filing.
CO6	Assess taxation systems, including compliance, data analytics, ethical considerations, and emerging trends in taxation.

Units	Content	CO
I	Concept and Mechanism of Income Tax: Definitions, Concept of Income, Agricultural income, assessee, Tax Year, Residential Status Scope of Total Income on the basis of residents.	CO1
II	Computation of Total Income: Under Salaries, Income from House Property, Profit and Gains of Business or Profession, Application of AI-based salary tax calculators, Uses of AI in financial data analysis	CO2
III	Capital Gains & Income from Other Sources: Income from Other Sources, Clubbing/Aggregation of Income. Applications of AI tools in computation of Capital Gains.	CO3
IV	Set-off and Carry Forward of Losses: Deductions from gross Total Income. Taxation of Individuals, Hindu Undivided Family, Firms and Association of Persons.	CO4
V	Tax and Other Special Provisions Relating to Companies: Computation of total income, Rebates and reliefs, Tax Deduction at Source, Tax Collection at Source, Recovery and Refund of Tax; Provisions of Advance Tax and Application of AI tools to determine Advance tax.	CO5
VI	Procedure for Filing Returns, Signatures, Role of AI in E-Filing of returns, Procedure for assessment, Penalties & Offences.	CO6

References:

- V.K. Singhania & Monica Singhania's *Students' Guide to Income Tax* (Taxmann) and Girish Ahuja & Ravi Gupta's *Systematic Approach to Income Tax* (Bharat Law House).
- H.C. Mehrotra & S.P. Goyal's *Income Tax Law and Accounts* (Sahitya Bhawan) and V.S. Datey's *Indirect Taxes (GST)* (Taxmann).
- K.M. Bansal's *GST & Customs Law* is also recommended for GST concepts.
- Official resources from the Central Board of Direct Taxes and Central Board of Indirect Taxes and Customs provide updated laws and guidelines.
- For AI integration, OECD reports on digital taxation and AI applications offer valuable insights.
- These references collectively support both theoretical understanding and practical application of taxation with emerging technologies.

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(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

4 th Semester		BCOM 25403-A Management of Financial Services			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The objective of the course is to understand the role of financial services in business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning financial services. In addition, the course will examine the present status, the role of SEBI, financial reforms and emerging trends in financial service sector.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the structure and functioning of financial markets and regulatory frameworks.
CO2	Understand the functioning of depository systems and merchant banking services.
CO3	Examine the concepts of leasing and hire purchase, and evaluate the credit rating process and agencies.
CO4	Analyze mutual fund operations and evaluate the concept, types, and mechanism of factoring.
CO5	Enunciated the use of plastic money and the implications of housing finance and securitization.
CO6	Evaluate retail banking, venture capital financing, and the management of NBFCs and microfinance institutions.

Unit	Content	CO
I	Meaning, nature, scope and importance of Financial services. Financial System and Markets: Types and functioning, SEBI Role and functions. Financial Sector Reforms in India. Primary and secondary markets and their intermediaries: Introduction of Primary & Secondary Markets (BSE, NSE & OTCEI), Role of AI in stock Exchanges. Money market.	CO1
II	Depository: Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository system in India, Dematerialization and Re materialization. Merchant Banking Services: Prospectus of Public Offering, Book Building, IPO and FPO, Green shoe Option.	CO2
III	Leasing and Hire purchase- Meaning, types and their difference. Credit Rating Services- concept of credit Rating. Types of credit Rating - Advantages and Disadvantages of AI in credit Rating services.	CO3
IV	Mutual funds: Concept of mutual funds. Growth of mutual funds in India. Mutual fund schemes. Role of AI in mutual fund management. Factoring- Concept of factoring, Types, factoring mechanism.	CO4

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(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

V	Plastic Money (Debit, Credit & Smart Card), Housing finance Securitization in India: concept, nature, scope and their implications	CO5
VI	Retail Banking Services: Types loan, Venture Capital: Concept of venture capital financing growth of venture capital funds in India. Management of Non-Banking Financial Companies and Microfinance, AI in Financial Inclusion and Risk Management.	CO6

References:

- Avadhani, "Financial Services and Market", 1999, Himalaya Publishing House.
- Bhole, "Indian Financial System", 2009, Himalaya Publishing House.
- Chandra, P, "Security Analysis and Portfolio Management", 2011, Tata McGraw Hill.
- Desai, Vasanth, "The Indian Financial System", 1999, Himalaya Publishing House
- Varshney, PN & Mittal DK, "Indian Financial System", 2000, Sulthan Chand & Sons.

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4 th Semester		BCOM 25403-B Insurance Services Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course provides an understanding of insurance concepts, principles, types, and their role in society and the economy. It covers risk management, the regulatory framework of IRDA, life, health, and general insurance, insurance operations, and the applications of management, finance, IT, and marketing in the insurance sector.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concepts and principles of insurance, its importance in society and the economy, types of insurance, micro-insurance, and insurance policy documents.
CO2	Understand insurance agents' roles and basics of risk types, sources, and management.
CO3	Discuss the concepts of life and health insurance including their importance, products, claims, intermediaries, tax benefits, challenges, and recent trends in the insurance industry.
CO4	To understand the powers and functions of IRDA Act.
CO5	Learn key aspects of credit, deposit, general insurance, and the role of reinsurance.
CO6	Apply the concepts of management, financial management, information technology, marketing, human resource practices, and AI in the insurance sector.

Unit	Content	CO
I	Concept of Insurance: Basic principles of insurance, Role and importance of Insurance in Society, Fraud Detection in Insurance using AI; Concept of micro-Insurance: Types of Insurance; Insurance Documents and Policy Terms & Conditions; Role of Insurance in the economy.	CO1
II	Insurance Agents: types, roles and functions. Risk and Uncertainty: Classification of risks, sources of risk-external and internal risk management.	CO2
III	Life Insurance: Importance, Products, Types of Claims, private sector companies in life insurance sector, Tax benefits under Life Insurance Policies, recent trends in life insurance. Health Insurance: Health Insurance Intermediaries, Health Insurance Products, Claim Process, Challenges in Health Insurance. AI-driven Trends in Life Insurance Industry.	CO3
IV	IRDA Act: Salient feature, duties, powers and functions of the authority, financial Accounts and audit, power of Central Government to issue directions.	CO4

(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

V	Credit and deposit Insurance: Nature, terms and conditions, claim, recovery etc. Reinsurance: Concept and Importance, General Insurance: significance, Types of General Insurance	CO5
VI	Insurance and its Applications: Application of management in insurance, AI in financial management in insurance sector, Application of Information technology in insurance. Marketing of Insurance Policies, issues related to human resource management in insurance sector.	CO6

References:

- Bhole LM, *Financial Institutions and Markets*, Tata McGraw Hill, 2004, 4th Edition
- Srivastava, R M, *Management of Indian Financial Institutions*, Himalaya Publishing.
- Niehaus, Harrington, *Risk Management and Insurance*, 2007, Tata McGraw-Hill
- Mishra, K.C. and. Thomas, G.E, *General Insurance - Principles and Practice*, Cengage Learning: New Delhi.
- George, Rejda.E, *Principles of risk management and insurance*, Pearson publications, ninth Edition

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(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

4 th Semester	BCOMAEC 25401	Communicative English-II			
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Outcomes: After studying the course, students will be able to:

CO1	Develop effective presentation skills to convey ideas clearly.
CO2	Master advanced vocabulary to enhance communication skills.
CO3	Develop critical thinking through effective and collaborative environment.
CO4	Review notes to reinforce understanding.
CO5	Analyse and interpret text to extract the main themes.
CO6	Build a strong foundation for career success.

Unit	Content	CO
I	Introduction To Presentation Skill: Structure of Presentation, designing a presentation, how to deliver an effective presentation, audience engagement, and use of visual aids	CO1
II	Advanced Vocabulary Collocations, Phrasal Verbs and Clauses	CO2
III	Group Discussion Difference between Group Discussion and Debate, Objectives of GD in academic and professional settings, Skills required for Group Discussion	CO3
IV	Note Making and Note Taking Advantages of Note Making and Note Taking, Similarities and Differences between Note Making and Note-Taking, Features of Good Notes, Structure and Organisation of Note Making	CO4
V	Text Reading	CO5

(Annexure-III)
B.Com (Hons) Syllabus 2025 & Onwards

	Essay 'Beauty and the Beast' by R.K. Narayan, Poem 'Life' by Charlotte Bronte	
VI	Resume Writing Objective of Resume Writing, Importance of Resume, Difference between CV and Resume, how to write a Resume Interview Skills Purpose of Interview, Types of Interviews, Guidelines for Effective Interview, Preparing for the Interview Process, Frequently Asked Questions	CO6

References:

- Technical Communication, Meenakshi Raman & Sangeeta Sharma, Oxford University Press
- McCarthy, M. (2010). Academic Vocabulary in Use. Cambridge University Press

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(Annexure-III)
B.Com (Hons) Syllabus 2025 & Onwards

4 th Semester		BCOM 25404 INDIAN KNOWLEDGE SYSTEM			
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Objective: This course aims to equip learners with a foundational understanding of the Indian Knowledge Systems and Traditions, including its basic concepts, philosophical foundation, and key traditional methods.

Course Outcomes: After studying the course, students will be able to:	
CO1	To give an overview of concept, historical evolution of IKS, analyze the philosophical foundations of IKS including Vedic philosophy, teachings, and the Six Schools of Indian Philosophy (Darshanas).
CO2	Discuss the evolution, structure, and ethical foundations of the Indian Education System, including Gurukul and Ashram-based learning, ancient universities, curriculum design, pedagogical methods, and the role of education in shaping society.
CO3	Analyze the contributions of ancient India to mathematics, astronomy, metallurgy, and chemistry, with emphasis on key concepts such as zero, the decimal system, algebra, geometry, pioneering scholars, technological innovations, and traditional scientific practices.
CO4	Evaluate the principles and practices of traditional Indian health systems such as Ayurveda, Siddha, yoga, and meditation, alongside the architectural and engineering innovations reflected in temple architecture, Vastu Shastra, and indigenous technological advancements.
CO5	Interpret the diverse spiritual paths, meditation techniques, and sacred texts of the Indian Knowledge System, and assess their modern relevance through applications in sustainable development, integration into contemporary education, and preservation efforts.
CO6	Recognize and appreciate the diverse traditional Indian Arts and Sciences, including Metallurgy (Dhatuvada), engineering (Vastuvidya), carpentry (Takshana), music (Geet Vidya), dance (Nritya Vidya), healing (Utsadana), and mechanics (Yantramatrika), highlighting their cultural and technological significance.

Unit	Content	CO
I	Introduction to Indian Knowledge System (IKS) Definition and Scope of IKS, Historical Overview and Evolution of IKS, The Significance of IKS in the Modern World, Preservation and Documentation of IKS Philosophical Foundations of IKS Vedic Philosophy and Teachings, The Six Schools of Indian Philosophy (Darshanas), Concept of Dharma, Karma and Moksha, Influence of Buddhism and Jainism.	CO1
II	Indian Education System Gurukul and Ashram-Based Learning, Universities of Ancient India, Curriculum, Pedagogy and Methods of Teaching, Role of Education in Society and Ethics.	CO2
III	Indian Sciences and Mathematics Mathematics: Concept of Zero, Decimal System, Algebra and Geometry, Pioneers of Indian Mathematics (Aryabhata, Bhaskara, Brahmagupta), Astronomy (Contribution of	CO3



(Annexure-III)

B.Com (Hons) Syllabus 2025 & Onwards

	Indian Astronomers), Metallurgy (Iron Pillar, Wootz Steel, Zinc Smelting), Chemistry in Ancient India (Alchemy and Rasayana).	
IV	Traditional Medicines and Health Sciences Ayurveda: Principles, Diagnosis and Treatment Techniques. Siddha Medicine, Role of Yoga and Meditation. Architecture and Engineering Temple Architecture, Vastu Shastra, Innovation in Engineering.	CO4
V	Spiritual Knowledge and Practices Different Paths of Spirituality (Bhakti, Jnana, Karma, Raja Yoga). Meditation Techniques (Mindfulness, Dhyana, Pranayama), Role of Sacred Texts (Bhagavad Gita, Upanishads, Agamas), Pilgrimages, Festivals and Cultural Rituals. Modern Relevance of IKS Applications in Sustainable Development, Integration in Modern Education Systems, Revival Efforts and Challenges in Preservation, Role of Technology and AI in preservation of IKS.	CO5
VI	Introductory Dhatuvada (Art of Metallurgy), Vastuvidya (Art of Engineering), Takshana (Art of Carpentry), Geet Vidya (Art of Singing), Nritya Vidya (Art of Dancing), Utsadana (Art of Healing), Yantramatrika (Art of Mechanics).	CO6

References:

1. Text Book on IKS by Prof B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). IKS Vol. 1, Indian Institute of Advanced Study, Shimla.
3. Tatvabodh of Sankaracharya, Central Chinmay Mission Trust, Bombay, 1995.
4. The Cultural Heritage of India. Vol. 1. Kolkata: Ramakrishana Mission Publication, 1972
5. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
6. Dr. RC Majumdar, HC Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan and Co. Limited, London 1953.
7. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
8. Avari, B, 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE, London: Routledge.
9. Text Book on IKS by Prof. (Dr.) Hardeep Singh, AGC Amritsar (2024).

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AMRITSAR GROUP OF COLLEGES
DEPARTMENT OF MANAGEMENT STUDIES

STUDY SCHEME AND SYLLABUS OF
BACHELOR OF BUSINESS ADMINISTRATION
BATCH 2025 ONWARDS
as per NEP 2020

BACHELOR OF BUSINESS ADMINISTRATION
BBA

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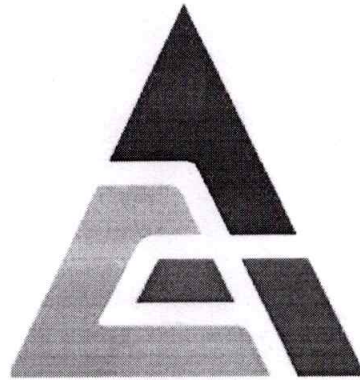
Study Scheme and Syllabus

3rd and 6th Semester

BACHELOR OF BUSINESS ADMINISTRATION

BBA

For Batch 2025 onwards



Department of Management Studies
Amritsar Group of Colleges, Amritsar

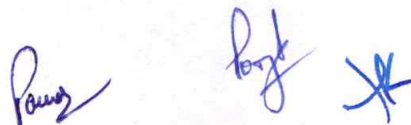
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Third Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25301	Core Course	Cost and Management Accounting	4	0	0	40	60	100	4
BBA 25302	Core Course	Legal and Ethical Issues in Business	4	0	0	40	60	100	4
BBA 25303	Core Course	Human Resource Management	4	0	0	40	60	100	4
BBA 25304	Multidisciplinary Course	Indian System of Health and Wellness	2	0	0	40	60	100	2
BBASEC 25301	Skill Enhancement Course	Management Information System (MIS)	4	0	0	40	60	100	4
VAC 25301	Value Added Course	Disaster Management	2	0	0	40	60	100	2
EMC 25201	Skill Enhancement Course	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
TOTAL			20	0	4	300	400	700	22

*The department of Higher Education and Languages, Government of Punjab endeavor to AI-powered entrepreneurship learning platform on the said course.



Fourth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credit
			L	T	P	Internal	External		
BBA 25401	Core Course	Entrepreneurship and Startup Ecosystem	2	0	0	40	60	100	2
BBA 25402	Core Course	Operations Management	4	0	0	40	60	100	4
BBA 25403	Core Course	Financial Management	4	0	0	40	60	100	4
BBA 25404	Core Course	Marketing Management	4	0	0	40	60	100	4
BBA 25405	Core Course	International Business	4	0	0	40	60	100	4
VAC 25401	Value Added Course	Geo Politics and Impact on Business	2	0	0	40	60	100	2
BBASEC 25401	Skill Enhancement Course	Design Thinking and Innovation	2	0	0	40	60	100	2
EMC 25301	Skill Enhancement Course	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
TOTAL			22	0	4	340	460	800	24

*The department of Higher Education and Languages, Government of Punjab endeavor to Al-powdered entrepreneurship learning platform on the said course.

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Fifth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25501	Core Course	Strategic Management	4	0	0	40	60	100	4
BBA 25502	Core Course	Human Behaviour and Organization	4	0	0	40	60	100	4
BBASEC 25501	Skill Enhancement Course	Internship/Capstone Project	-	-	-	50	-	50	4
	Discipline Specific- (Elective I)	(Elective I)	4	0	0	40	60	100	4
	Discipline Specific- (Elective II)	(Elective II)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-I)	Theory (Audit Course-I)	3	0	0	-	-	-	0
EMC 25401	Skill Enhancement Course	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
TOTAL			19	0	4	270	280	550	22

*The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course.

**Major Research project to be initiated in 5th Sem and shall be evaluated in 6th Sem as per the prescribed guidelines and evaluation criteria.

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ELECTIVE – SUBJECTS FOR SPECIALIZATION IN MARKETING

BBA 25511	(Elective I)	Consumer Behaviour	4	0	0	40	60	100	4
BBA 25512	(Elective II)	Integrated Marketing Communication	4	0	0	40	60	100	4
BBA 25513	Theory (Audit Course-I)	Digital Marketing	3	0	0	-	-	-	0

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN FINANCE

BBA 25521	(Elective I)	Banking and Insurance	4	0	0	40	60	100	4
BBA 25522	(Elective II)	Investment Analysis & Portfolio Management	4	0	0	40	60	100	4
BBA 25523	Theory (Audit Course-I)	Financial Analytics	3	0	0	-	-	-	0

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN HUMAN RESOURCE MANAGEMENT

BBA 25531	(Elective I)	Training & Development	4	0	0	40	60	100	4
BBA 25532	(Elective II)	Cross Culture HRM	4	0	0	40	60	100	4
BBA 25533	Theory (Audit Course-I)	Team Building in the organizations	3	0	0	-	-	-	0

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Sixth Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25601	Core Course	Project Management	4	0	0	40	60	100	4
BBA 25602	Core Course	Business Taxation	4	0	0	40	60	100	4
BBASEC 25601	Skill Enhancement Course	Corporate Law and Governance	2	0	0	40	60	100	2
BBASEC 25602	Skill Enhancement Course	Major Project [Initiated in 5 th Semester]	-	-	-	-	100	100	4
	Discipline Specific- (Elective III)	(Elective III)	4	0	0	40	60	100	4
	Discipline Specific- (Elective IV)	(Elective IV)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-II)	Theory (Audit Course-II)	3	0	0	-	-	-	0
EMC 25501	Skill Enhancement Course	Entrepreneurship Setup and Launch*	0	0	4	60	40	100	2
TOTAL			21	0	04	260	440	700	24

*The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course.



ELECTIVE – SUBJECTS FOR SPECIALIZATION IN MARKETING

BBA 25611	(Elective III)	Marketing of Services	4	0	0	40	60	100	4
BBA 25612	(Elective IV)	Supply- Chain Management	4	0	0	40	60	100	4
BBA 25613	Theory (Audit Course-II)	Neuro Marketing	3	0	0	-	-	-	0

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN FINANCE

BBA 25621	(Elective III)	Financial Planning	4	0	0	40	60	100	4
BBA 25622	(Elective IV)	Direct Tax	4	0	0	40	60	100	4
BBA 25623	Theory (Audit Course-II)	Strategic Corporate Finance	3	0	0	-	-	-	0

ELECTIVE – SUBJECTS FOR SPECIALIZATION IN HUMAN RESOURCE MANAGEMENT

BBA 25631	(Elective III)	Industrial Relation and Labour Law	4	0	0	40	60	100	4
BBA 25632	(Elective IV)	Change Management and Organizational Development	4	0	0	40	60	100	4
BBA 25633	Theory (Audit Course-II)	Coaching & Mentoring	3	0	0	-	-	-	0

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3 rd Semester	BBA 25301 Cost and Management Accounting				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course provides foundational knowledge of Cost and Management Accounting, focusing on cost sheet preparation, material, labor, and overhead costing. It also equips students with analytical skills for interpreting financial statements using tools such as comparative and common-size statements, trend analysis, ratio analysis, cash flow statements, and budgeting techniques.

Course Outcomes: After studying the course, students will be able to:

CO1	Comprehend the fundamental concepts of Cost and Management Accounting, and analyze various cost-related concepts.
CO2	Familiarize the learners with the processes used to determine product costs and ascertain Material, Labor and Overhead cost.
CO3	Equip learners with a clear understanding of costing techniques, including marginal costing and budgetary control, and their application in managerial decision-making.
CO4	Impart knowledge and skills to learners for effectively applying financial analysis tools such as comparative statements, common size statements, and ratio analysis.
CO5	Understand and apply the concept of Trend analysis and Cash Flow Statements as per accounting standards to assess an organization's liquidity and financial health.
CO6	Acquaint learners with the foundational knowledge required to understand and prepare Fund Flow Statements and Management Reports.

Unit	Content	CO
I	Introduction to Cost and Management Accounting- Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts - Cost classification – Elements of cost - Preparation of cost sheet and quotation. AI and Cost Accounting — Role of AI in modern cost management.	CO1
II	Material cost- Direct and Indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production pricing methods-FIFO, LIFO and Average methods. Labor cost: Direct and Indirect labor cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads Cost: Meaning & Features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.	CO2
III	Marginal Costing - Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control Meaning and	CO3

	Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget.	
IV	<p>Financial statement analysis: - Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis.</p> <p>Ratios Analysis– Introduction, Classification & Interpretation of Ratios- Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.</p> <p>Predictive Costing — Using AI to forecast future costs.</p>	CO4
V	<p>Trend Analysis – Meaning, purpose and how to analyze it.</p> <p>Cash Flow Statement: Introduction - Concept of Cash- Sources of cash flow- Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments.</p>	CO5
VI	<p>Fund flow statement: Meaning and concepts of Flow of Funds, its uses, significance, importance & Limitations. Procedure for preparing the Funds Flow Statement.</p> <p>Management Reporting – Meaning and Definitions of reports- Objectives and Purpose Reports to top level management – Reports to lower-level management- Sample Reports.</p> <p>AI Ethics in Accounting — Data privacy, bias, and reliability concerns.</p>	CO6

References:

- Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House.
- Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.
- Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services.
- Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.
- Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House
- Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education

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HR Page

3 rd Semester	BBA 25302 Legal and Ethical Issues in Business				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

Course Outcomes: After studying the course, students will be able to:

CO1	Equip students with an understanding of the role of law in business and enable them to identify the fundamental legal principles governing contractual agreements.
CO2	Critically analyze the concept of consumer protection law and the legal provisions of the Sale of Goods Act.
CO3	Demonstrate an understanding of negotiable instruments and apply the rules related to their crossing, endorsement, transfer, and dishonor.
CO4	Enable students to understand the legal and regulatory aspects of business ethics and the concept of CSR.
CO5	Enunciate students with an understanding of ethical issues in business decisions and help them analyze ethical dilemmas.
CO6	Acquaint the students with the knowledge of the Ethical Decision-making process in business contexts.

Unit	Content	CO
I	Introduction to Business Law: Business law – Definition, Scope, Importance of understanding the Role of Law in Business; Legal Awareness in AI-driven Business Environments (basic idea of digital responsibility); Elements of a Contract – Offer and Acceptance, Consideration, Contractual Capacity; Essentials of a Valid Contract; Types of Contracts; Performance Obligations; Types of Contract Breaches and Remedies.	CO1
II	Product Liability and Consumer Protection Laws: Business Torts, Employment Law; Use of AI in Customer Service (Chatbots, Automated Responses). Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of Loss, Performance and Remedies, Warranties and Product Liability, Basic Legal Concerns in Automated Transactions	CO2
III	Introduction to Negotiable Instruments: Negotiability, Negotiation, and Holders in due course; Liability and Discharge; Bank-Customer Relations / Electronic Fund Transfers; Use of AI in Fraud Detection and Digital Payments; Basic Risks in Automated Financial Systems	CO3
IV	Introduction to Business Ethics: The Definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social	CO4

	responsibility; Ethical use of AI in Business Decisions, Issues like bias in AI, Privacy, and Transparency (Simple Understanding)	
V	Issues Related to Business Ethics in Marketing, Finance & Human Resource Functions. Ethical Responsibilities of Multinational Corporations; Ethical Dilemmas facing Businesses Globally including Issues related to Discrimination, Human Rights, Environmental Impact, and Intellectual Property; AI-related Ethical Concerns, AI and Job Displacement. Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution; Need for Responsible AI Policies in Organizations	CO5
VI	The Ethical Decision-Making Process: Philosophical Approaches to Ethical Decision Making; Ethics & Religious Approaches; Moral & Legal Aspects of Ethical Decision Making; Ethical Aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; AI-assisted Decision Making (Basic): Role of AI in supporting Business Decisions; Importance of Human Judgment alongside AI	CO6

References:

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Vivekanand, S. To the Youth of India. Advaita Ashrama.

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3rd Semester	BBA 25303 Human Resource Management				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: This course aims to provide students with a foundational understanding of Human Resource Management, covering key areas such as HR planning, HRD, career management, performance and compensation, and global HRM. It also emphasizes industrial relations, legal compliance, and employment relations, while introducing emerging trends like HR analytics and the use of Artificial Intelligence in transforming HR practices.

Course Outcomes: After studying the course, students will be able to:




CO1	To understand the fundamental concepts of HRM, and evaluate the role and challenges of HRM in the global business environment and analyze the concept of Job analysis.
CO2	To appraise various functions of HRM that facilitate employee hiring and depth study of recruitment, selection and training and development.
CO3	To critically analyze functions of Competency, Talent, and Career Management, and evaluate effective strategies for managing Gig workers and Virtual employees.
CO4	To examine the concepts of Employee Engagement, Performance and Compensation Management and evaluate their significance in enhancing organizational effectiveness.
CO5	To gain an in-depth understanding the innovation and best practices in HRM.
CO6	To understand the concept of HR leadership, sustainability goals and green HRM.

Unit	Content	CO
I	Nature of HRM: Human Resource Management—An Introduction, Role and challenges of HRM, Areas of AI Application in HRM. HRM policies, HRM in globally competitive environment; Functional HRM and strategic human resource management. Job analysis: Concept, Job Description and Job Specification. Job design: job simplification, job rotation, job enrichment and job enlargement.	CO1
II	Recruitment and selection process – Purpose and importance of recruitment, AI in Recruitment, Recruitment and selection process, sources of recruitment. Selection process, testing and interviews, Human Resource Planning, Placement, induction, Training and Development: Meaning, Importance, Training Methods: On-the job and Off- the job training.	CO2
III	Competency Management, Career Management Talent Management, Managing the GIG employees and Virtual employees and team. Knowledge Management, Potential Assessment, Case study on gig workforce (e.g., Swiggy or Zomato). Performance Appraisal: Introduction, need purpose, Performance Appraisal techniques.	CO3
IV	Engagement, Performance, compensation management, Changing nature of Employee Engagement; Emotional intelligence in employee relations,	CO4

	Performance Management; AI-based performance tracking, Compensation and Benefits; Compensation for Special Groups.	
V	Industrial Relations: Workplace Laws and Regulations, Benefits of AI in Industrial Relations. Technology, HR Analytics, Innovation: Human Resource Information and Analytics; Human Resource Management innovations; Human Resource Management in Small and Medium Enterprises and Human Resource Management in the Service Sector	CO5
VI	The Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges, New Trends in HRM: Changing environment of HRM and contemporary challenges, Emerging HRM concepts, Leadership: Concept, Theories of Leadership, Role of AI in HR Leadership	CO6

References:

1. DeNisi, A.S., Griffin, R.W and Sarkar, Anita Human Resource Management, Cengage Learning
2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi

3 rd Semester		BBA 25304 Indian Systems of Health and Wellness			
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Objective: To provide students with a foundational understanding of the Indian systems of health and wellness by exploring the concepts of health, wellness, and wellbeing; examining the causes of diseases, particularly those arising from a sedentary lifestyle; and introducing the principles and practices of yoga and meditation as tools for preventive and holistic healing.

Course Outcomes: After studying the course, students will be able to:

CO1	To comprehend the significance of a healthy lifestyle and analyze the key components that contribute to overall health.
CO2	To familiarize the learners with the concept of wellness.
CO3	To acquaint students with the concept of wellbeing and enable them to understand various types of deficiencies affecting human health.
CO4	To help learners understand the impact of modern and sedentary lifestyles and identify the causes of various types of diseases.
CO5	To provide knowledge to students about the Indian system of wellness.
CO6	To acquaint learners with the foundational knowledge necessary to understand the concept of yoga and the vital role of sleep in maintaining physical and mental health.

Unit	Content	CO
I	Introduction to Health & Wellness <ul style="list-style-type: none"> • Definition of Health • Importance of health in everyday life • Components of health – physical, social, mental, spiritual and its relevance 	CO1
II	Concept of wellness <ul style="list-style-type: none"> • Mental health and wellness • Determinants of health behavior Mind Body: Mind body connection in health – concept and relation <ul style="list-style-type: none"> • Implications of mind-body connection 	CO2
III	Well-Being <ul style="list-style-type: none"> • Wellbeing – why it matters? • Digital wellbeing Deficiency: Malnutrition, under nutrition and over nutrition	C03
IV	Diseases <ul style="list-style-type: none"> • Body system and common diseases • Sedentary lifestyle and risk of disease • Modern lifestyle and associated health risks AI in Preventive Healthcare: Wearable's, health alerts, and risk assessment systems	CO4
V	Indian system of well being <ul style="list-style-type: none"> • Health beliefs of India 	CO5

	<ul style="list-style-type: none">● Health systems in India – AYUSH.● Perspective of indigenous people towards health AI and Traditional Health Systems: Digital platforms for AYUSH consultation and integration with modern healthcare	
VI	Role of Yoga and Meditation: Role of Yoga, asana and meditation in maintaining health and wellness. Role of sleep in maintenance of physical and mental health. Happiness and well-being in India	CO6

References:

- Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge C. Nyambichu & Jeff Lumiri, Lifestyle Disease: Lifestyle Disease management
- Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
- Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
- Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022
- Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
- Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.

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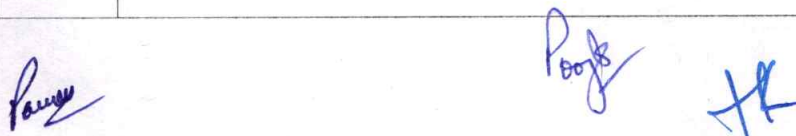
3rd Semester	BBASEC 25301				
	Management Information System (MIS)				
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course Develop analytical and practical expertise in MIS by integrating data systems, and digital platforms to design, evaluate, and implement intelligent business solutions.

Course Outcomes: After completing the course, students will be able to:

CO1	Understand MIS concepts, components, and their role in digital enterprises.
CO2	Evaluate modern IT infrastructure including cloud computing, edge computing.
CO3	Critically analyze the database management system, managing DBMS packages and creating Entity-Relationship diagrams.
CO4	Examine and evaluate MIS applications such as DSS, BI, and expert systems.
CO5	Develop e-commerce and digital business solutions.
CO6	Design and manage projects using agile methodologies.

Unit	Content	CO
I	Foundations of MIS & AI-Augmented Systems - Basics concepts of MIS/ Types of MIS, System View of Business, Process of MIS, Role of AI in MIS (automation, decision intelligence), tools for business insights (e.g., dashboards, digital assistants, co-pilots), Benefits of MIS.	CO1
II	IT Infrastructure & Intelligent Systems - IT infrastructure evolution, Basics of Cloud computing, APIs (messenger between systems), Digital firm & intelligent enterprise systems. Cybersecurity basics. Smart Monitoring Systems.	CO2
III	Data base management system: Objectives of data base approach- Characters of database Management systems. Data Processing System- Components of DBMS packages - Data base administration- Entity – Relationship (conceptual).	CO3
IV	MIS applications, DSS & SMART DSS– GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model system using smart data processing tools.	CO4
V	E-Business & Digital Platforms: E-commerce models, AI recommendation systems, Customer analytics and chatbots & assistants use AI, Digital Payments & Fraud Detection, Business Process Reengineering.	CO5
VI	Managing Projects - Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era, AI-based project design.	CO6



References:

1. Laudon, K. C., & Laudon, J. P. Management information systems: managing the Digital firm. Fifteenth Edition. Pearson.
2. Coronel, C., & Morris, S. Database systems: design, implementation, & management. Cengage Learning.
3. Olson, D. Information systems project management (First ; 1; ed.). US: Business Expert Press.
4. Thomas H. Davenport Practical insights into AI adoption in business and MIS.
5. Stuart Russell & Peter Nerving Standard reference for AI concepts, machine learning, and intelligent systems.
6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J. Sutherland
7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.
8. Andrew Ng Practical guide for implementing ML systems.

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3 rd Semester		VAC 25301 Disaster Management			
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Objective: To provide knowledge on hazards and disasters, their types and impacts; disaster management cycle and risk reduction approaches; national and international disaster risk management initiatives; and emergency management of various industrial, environmental, and man-made disasters.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand hazards, disasters, and their types and causes.
CO2	Explain disaster impacts and types of vulnerability.
CO3	Describe the disaster management cycle and its phases.
CO4	Apply disaster risk reduction (DRR) and community-based disaster risk reduction.
CO5	Analyze national and international disaster risk management initiatives.
CO6	Evaluate emergency management for industrial accidents, spills, and security threats.

Unit	Content	CO
I	Concepts of Hazards and Disaster Types: Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made).	CO1
II	Disaster Impacts and Vulnerability: Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability).	CO2
III	Disaster Management Cycle and Its Components: Key concepts of Disaster Management Cycle Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning).	CO3
IV	Disaster Risk Reduction Approaches: Disaster risk reduction (DRR), Community based disaster risk reduction.	CO4
V	Initiatives at national and international level: Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation; International strategy for disaster reduction and other initiatives.	CO5
VI	Emergency Management: Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material); Threats (Bomb and terrorist attacks) - Stampede and conflicts.	CO6

References:

- Sharma, S.C. , Disaster Management, Khanna Book Publishing.
- Clements, B. W.,: Disasters and Public Health: Planning and Response, Elsevier Inc.
- Dunkan, K., and Brebbia, C. A., (Eds.) : Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
- Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.
- Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods of Containment, New India Publishing Agency, New Delhi.
- Modh, S. Managing Natural Disaster: Hydrological, Marine and Geological Disasters. Macmillan, Delhi.
- Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila.
- Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
- Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
- Matthews , J.A., Natural Hazards and Environmental Change, Bill McGuire, Ian Mason.

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4 th Semester		BBA 25401 Entrepreneurship and Start up Ecosystem			
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Objective: The objective of the course is to make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Course Outcomes: After studying the course, students will be able to:

CO1	Explain the concept of entrepreneurship and analyze its role in the economic development of a nation.
CO2	Familiarize students with EDP in India, government policies, industrial framework, incentives, promotional agencies, and start-ups.
CO3	Identify, evaluate, and analyze potential business opportunities.
CO4	Describe the basic building blocks of starting a venture and apply them to entrepreneurial contexts.
CO5	Identify the elements of the Indian entrepreneurship ecosystem and utilize them for entrepreneurial advantage.
CO6	Identify different sources of finance for new enterprises and assess the role of financial institutions and government schemes in entrepreneurial development.

Unit	Content	CO
I	Introduction to Entrepreneurship - Definition and Concept of entrepreneurship, Entrepreneur Characteristics, Classification of Entrepreneurs, Role of Entrepreneurship in Economic Development –Start-ups. Family Business - Knowing the characteristics of Family business with discussion on few Indian cases, of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	CO1
II	EDP in India – Phases of Entrepreneurial programs – Government Policies- Administrative Frame work – Policy instruments – Statutory Boards – Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies. Business Incubators & Start-ups.	CO2
III	Evaluating Business Opportunity - Sources of business ideas and opportunity recognition, Guesstimating the market potential of a business idea, Feasibility analysis of the idea, Industry, competition and environment analysis. Meaning of Creativity, Blocks to creativity. Business Plans and reasons of failure of business plans.	CO3
IV	Building Blocks of Starting Ventures –Building Startups (Marketing, Team & Operations Tools) , Low cost Marketing using digital technologies, Team building from scratch, Establishing the value-chain and managing operations, Legal aspects like IPR and compliances.	CO4
V	Start-up Ecosystem - Know the components of the start-up ecosystem including Incubators, Accelerators, Know various govt. schemes like Start-up India, Digital India, MSME etc., – Micro-Small-Medium (MSME) Enterprise – Definition Characteristics- Objectives- Advantages- Disadvantages-Role in in developing	CO5

	countries- Problems- steps for starting- – Government Policies. Intellectual Property management	
VI	Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, Commercial Banks. Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit and End to a venture.	CO6

References:

1. Startup India Learning Program by Start Up India available at www.startupindia.gov.in
2. Entrepreneurship, Rajeev Roy, Oxford University Press
3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
4. Family Business Management by Rajiv Agarwal, Sage Publishing
5. Anish Tiwari, "Mapping the Startup Ecosystem in India", Economic & Political Weekly.

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4 th Semester		BBA 25402 Operations Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: To develop knowledge of operations management concepts, including strategy, functions, process design, capacity planning, quality management, and emerging trends, while integrating tools, techniques, and technologies like AI for improving efficiency, productivity, and decision-making in business operations.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand operations management, production systems, strategy alignment.
CO2	Analyze the functions of operations management and their application in automation, performance monitoring, and process improvement for enhanced productivity.
CO3	Process design, process selection, workflow mapping using flowcharts and process maps, layout decisions, and factors affecting efficiency, flexibility, and cost in operations.
CO4	Examine capacity planning and layout optimization including capacity-demand balance, space utilization, layout types, and factors like safety, comfort, productivity, and continuous improvement.
CO5	Apply quality management concepts, TQM, Six Sigma, Lean, and quality tools to improve efficiency, quality, and customer satisfaction.
CO6	Describe emerging trends in operations management such as sustainability and global operations for operational excellence.

Unit	Content	CO
I	Basics of Operations Management and Strategy:- Understand the role of operations management in planning, organizing, and improving efficiency, quality, and customer satisfaction. Learn production systems and how operations align with business strategy, with basic use of AI for forecasting and decision-making.	CO1
II	Functions of Operations Management with AI Support:- Learn key functions—planning, organizing, staffing, leading, and controlling—and how AI helps in automation, performance monitoring, and process improvement for better productivity.	CO2
III	Understanding Process Design and Analysis Tools:- Basics of process design and strategic decision-making in operations. Types of processes and process selection. Use of flowcharts and process maps for analyzing workflows. Layout decisions and their impact on operations. Factors influencing process design such as efficiency, flexibility, and cost.	CO3
IV	Capacity Planning and Layout Optimization: Concept of capacity planning and its importance in operations. Strategies for balancing capacity with demand. Techniques for improving space utilization. Types of layouts and their suitability for different operations. Considerations of safety, comfort, productivity, and continuous improvement in process and capacity management.	CO4

V	Quality Management: Quality management ensures products and services meet customer expectations and industry standards. Key quality concepts, Total Quality Management (TQM), Six Sigma, and Lean Manufacturing. It also includes tools and techniques to improve quality, reduce defects, enhance efficiency, and achieve customer satisfaction and competitive advantage.	CO5
VI	Emerging Trends in Operations Management:-Evolving trends in operations management including sustainable operations, technological advancements, and global operations. Focus on integration of sustainable practices, use of technologies like AI and IoT, and management of operations in a global business environment. Emphasis on adapting to dynamic changes and achieving operational excellence.	CO6

References:

- Operations Management by William J. Stevenson
- Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
- The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox
- Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield

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4 th Semester		BBA 25403 Financial Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. Further help them comprehend its practical applicability in the corporate world.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept of financial management, Decisions and Ethics in Finance.
CO2	Help the students to get understanding of Sources of Finance - Securities and Debentures.
CO3	To enunciate the students with the concept of Capital Structure and Capitalization.
CO4	Develop the knowledge in the context of Cost of Capital and Leverages.
CO5	To facilitate sound investment decisions based on capital budgeting techniques.
CO6	Understand the implication of Dividend in Financial Decision Making and explore the concept of Working Capital Management.

Unit	Content	CO
I	Introduction to Financial Management - Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Definition of ethics and the importance of ethics in Finance. Role of AI in financial decision-making and management.	CO1
II	Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, no par stock/shares, Shares with differential rights, Sweat Equity Creditor ship securities – Debentures – Zero coupon bonds, zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long-term sources. Startup finance-Bootstrapping, Series Funding.	CO2
III	Capital Structure & Capitalization - Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure	CO3
IV	Cost of Capital and Leverages - Meaning of cost of capital, significance of cost of capital, components of cost of capital –Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage , Types of Leverages – operating, financial and combined leverage.	CO4

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V	Capital Budgeting - Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, Use of AI for budgeting, forecasting, and cash flow management. Practical problems on Payback Period, Net Present Value, Profitability Index, IRR methods,	CO5
VI	Dividend policy-Meaning , Kinds, Theories of dividend decisions, determinants of dividend policy decisions. Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working capital-Practice problems. Management of cash. Management of inventory and debtors.	CO6

References:

1. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.
3. Pandey,I.M. Financial Management. New Delhi, India. Vikas Publishing House.
4. Kumar, A. Financial Management, Khanna Publishing House.
5. Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers.
6. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
7. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.

Handwritten signatures in blue ink: "K", "R", and "P".

4 th Semester		BBA 25404 Marketing Management			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: 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.

Course Outcomes: After studying the course, students will be able to:

CO1	Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
CO2	Describe the complexities of the marketing environment and its different types.
CO3	Develop necessary skills for effective market segmentation, targeting and positioning and to know the impact of Consumer Buying Decision Behavior.
CO4	Illustrate various components of product mix, product life cycle and comprehend the new product development process.
CO5	To gain knowledge about the emerging trends in marketing about Pricing, Promotion, Marketing Channel Decisions.
CO6	To understand the concept of marketing in Services and Modern Marketing Techniques.

Unit	Content	CO
I	Introduction Of Marketing: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept;	CO1
II	Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Creating and Delivering Customer Value. Types of marketing (B2C, B2G, B2B, C2C). Conversational Marketing — Chatbots, voice assistants, and AI customer support.	CO2
III	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics, Consumer and Business Customer's Buying Decision Process.	CO3
IV	Product Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labeling.	CO4
V	Pricing Decisions: Determinants of Price, Pricing Methods. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Generative AI in Content Marketing — AI-created ads, blogs, videos, and campaigns. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.	CO5

VI	Marketing of Services: Characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only). AI Ethics in Marketing — Transparency, consent, and fairness in AI-driven campaigns.	CO6
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References:

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | Marketing Management. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform: Fresh Perspectives on the Future. Routledge.
7. Percy, L. Strategic Integrated Marketing Communications. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.
9. Biswas A. K. Strategic Market Management: Managing Markets for profit and growth Notion Press.
10. Schmitt, B. Experiential marketing. Bilbao: Deusto.
11. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market. Basic Books.

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4 th Semester		BBA 25405 International Business			
Internal Marks	40		L	T	P
External Marks	60		4	0	0
Total Marks	100		Credits		4

Course Objective: The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business.

Course Outcomes: After studying the course, students will be able to:

CO1	To comprehend the basic underlying concepts and stages of Internationalization of Business.
CO2	Demonstrate and interpret the fundamental theories of international business and trade.
CO3	Develop an understanding of the concept of Foreign Direct Investment and its impact on World economy
CO4	Analyze the significance of economic Integration in International Business
CO5	Appraise and develop a comprehensive understanding of global emerging trends.
CO6	Understanding the Implications of Brexit on international Business laws, Digital platforms and E-commerce

Unit	Content	CO
I	Introduction to International Business – Meaning, nature, scope and importance of International Business, Stages of Internationalization – EPRG Framework, mode of entry to international business.	CO1
II	International Trade Theories - Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses. Role of AI in Global Business Environment	CO2
III	Introduction of Foreign Direct Investment - Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.	CO3
IV	Economic Integration - Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies.	CO4
V	Emerging Trends in International Business - International Entrepreneurship and Born Global Firms, Ethical Considerations – CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues, Cultural and Technological Barriers in AI Adoption	CO5
VI	Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Near shoring Trend, Impact of pandemic on International Business.	CO6

References:

1. International Business: Competing in the Global Marketplace" by Charles W. L. Hill.
2. International Business: Concept, Environment and Strategy, 3e by Vyuptakesh Sharan Pearson Education
3. International Business: The Challenges of Globalization by John J. Wild and Kenneth L. Wild.
4. Rakesh, M. J. International Business, New Delhi, Oxford University Press.
5. Aswathappa, A. . International Business, 2e. Tata McGraw-Hill Education..



4 th Semester	VAC 25401 Geopolitics and Impact on Business				
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Objective: The course aims to help students to Understand the role and significance of Geopolitics and Global Dimensions of International Business and examine the changing nature of Global Geopolitics and its potential effects of Global and persistent Geopolitical conflicts on Economy.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the concept of Geopolitics and its theories.
CO2	Elaborate the Various issues of Geopolitics like Environmental, Energy and Natural Resources, Technology, Border Disputes.
CO3	Identify the role and impact of geopolitics on the International political economic variables in international business
CO4	Analyze and evaluate the application of knowledge of Global trade and monetary systems to develop competitive strategies in regional and global markets
CO5	Assess and predict how emerging trends in geopolitics impact strategic decisions of international business
CO6	Elaborate the role of Business Ethics and Culture in International Business.

Unit	Content	CO
I	Introduction to Geopolitics - Definition, Nature and Scope of Geopolitics, Theories of Geopolitics- Mackinder's Heartland Theory, Sea Power (Alfred Thayer Mahan), Rimland Theory (Nicholas J Spykman), Robert DKaplan.	CO1
II	Contemporary Issues in Geopolitics- Global Environmental Issues, Geopolitics of Energy and Natural Resources, Geoeconomics, Geopolitics & Technology, Globalization and geopolitics, Border Disputes, Popular Culture and Geopolitics, Geopolitics and Risk Analysis. Rise of Protectionism, and Geopolitical Tensions.	CO2
III	Globalization and International Political Economy in geopolitical scenario Post-War International Economic Order- IMF, World Bank, WTO; New International Economic Order- BRICS, North-South, South-South Cooperation; Globalization, National Differences in Political Economy.	CO3
IV	Global Trade and Monetary Systems Foreign Direct Investment, Foreign Exchange Market, Global Capital Market, International Monetary System, Supply Chain Disruptions and Management.	CO4
V	Emerging Trends and Issues in Geopolitics - Differences and Challenges in International Business trade wars, Global and Sustainable Trade Practices and its impact on national economies, Issues in Brexit, World Recession, Inflationary Trends.	CO5
VI	Business Ethics and Culture in International Business - unfair trade practices by developed and developing economies, anti-dumping, Tariff wars, MNCs and their lobbying and influence in domestic politics, Cyber Warfare and Cyber Attacks and anti-piracy law.	CO6

References:

1. Kline, J. Ethics for International Business: Decision-making in a global political economy. London: Routledge.
2. Dodds, Klaus, Geopolitics in a Changing World, Prentice Hall: Essex, England.
3. Mearsheimer, J. J. The tragedy of great power politics. W. W. Norton & Company.
4. Kaplan, R. D. The revenge of geography: What the map tells us about coming conflicts and the battle against fate. Random House.
5. Black, J. ,Geopolitics and the Quest for Dominance. Bloomington: Indiana University Press.
6. Ikenberry, G. J. The Illusion of Geopolitics. Foreign Affairs, 93(3), 80.
7. Cavusgil, S.T., Knight, G., & Riesenberger, J.R., International Business: The New Realities. Prentice Hall.

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4 th Semester	BBASEC 25401 Design Thinking and Innovation				
Internal Marks	40		L	T	P
External Marks	60		2	0	0
Total Marks	100		Credits		2

Course Objective: A Design Thinking and Innovation would typically cover the core principles and practices of design thinking, including its application in business and innovation using AI in innovation. The curriculum would likely emphasize understanding users, defining problems, generating creative solutions, and testing and iterating on those solutions.

Course Outcomes: After studying the course, students will be able to:

CO1	Understand the fundamental concept of innovation or its significance in Business.
CO2	Enhances customer experience by addressing real-world challenges, aligning customer expectations with product parameters.
CO3	Develop understanding of students that how to Empathize and define the problem.
CO4	Enable students to apply the five stages of Design Thinking, brainstorming techniques, customer experience mapping, and rapid prototyping for effective problem-solving.
CO5	Help to understand that how the feedback loop is designed to prioritize user experience, address ergonomic challenges or ensure a user-focused design.
CO6	Demonstrate the concepts of re-designing and re-creating, testing them, and presenting them to solve problems using innovative solutions.

Unit	Content	CO
I	Basics of Design Thinking- Understand the concept of innovation and its significance in business, creative thinking process and problem-solving approaches, Design Thinking approach and its objective. Role of Artificial Intelligence in Design Thinking – use of AI in innovation, problem-solving and creative thinking	CO1
II	Design Thinking and Customer Centricity – real world examples of customer challenges, use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product, Use of AI for customer insights – predictive analytics, personalization, recommendation systems, and sentiment analysis for improving customer experience.	CO2
III	Learning to Empathize and Define the Problem- Know the importance of empathy in innovation process – develop empathy using design tools, Observing and assimilating information, Individual differences & Uniqueness Group Discussion and Activities to encourage the understanding, acceptance and appreciation of individual differences, wicked problems, Identifying wicked problems and the potential impact of their solutions.	CO3
IV	Ideate, Prototype and Implement - Five stages of Design Thinking Process – Empathize, Define, Ideate, Prototype, Implement. Know the various templates of ideation like brainstorming - Concept of brainstorming – how to reach consensus on wicked problems, systems thinking, Mapping customer experience for ideation, Know the methods of prototyping, purpose of rapid prototyping, Implementation. AI in ideation and prototyping – use of generative AI for idea generation, Use of AI for customer journey mapping and rapid prototyping.	CO4


V	Feedback – Meaning, role, importance, Channels and Feedback loop, focus on User Experience, address ergonomic challenges, user focused design. Implications of AI-driven feedback systems by using automated feedback collection (chatbots and surveys).	CO5
VI	Re-Design & Re-Create - Meaning, role, importance, Final concept testing, Final Presentation – Solving Problems through innovative design concepts & creative solution.	CO6

References:

1. Design Thinking by Nigel Cross, Bloomsbury

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 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle under Autonomous Category</small> <small>Autonomous College (Since 2014) Chartered by UGC</small>	B.Com (Hons.)	Department of Management Studies
	PROGRAMME OUTCOMES (POs)	

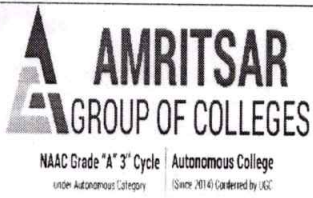
PO1	Knowledge of Commerce and Business: Graduates will demonstrate comprehensive knowledge of commerce, accounting, finance, taxation, economics, business laws, and related disciplines to understand and analyze business operations.
PO2	Ethics, Social Responsibility, and Sustainability: Graduates will understand and apply ethical principles, corporate governance, social responsibility, and sustainability in professional business decision-making and responsible organizational practices.
PO3	Managerial and Entrepreneurial Competence: Graduates will develop managerial, leadership, and entrepreneurial skills to effectively plan, organize, and manage business operations and ventures.
PO4	Communication and Interpersonal Skills: Graduates will demonstrate effective communication, presentation, and interpersonal skills to interact confidently in professional and multicultural environments.
PO5	Analytical, Research and Lifelong Learning Skills: Graduates will apply quantitative, qualitative, and analytical techniques to solve real-world business problems while cultivating research, critical thinking, and lifelong learning skills for innovation and adaptability in dynamic business environments.

Panampattar

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Puri

Dr. Pooja Puri
Professor & Head
Department of Management Studies


 <p>AMRITSAR GROUP OF COLLEGES</p> <p>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) (Approved by UGC)</p>	B.Com (Hons.)	Department of Management Studies
	PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)	

PEO1	Foundation in Commerce and Accounting: Graduates will possess comprehensive knowledge of commerce, accounting, finance, banking, insurance, economics, taxation, and laws to build a strong academic and professional foundation.
PEO2	Professional Application, Research, and Innovation: Graduates will apply business and financial concepts to solve organizational problems, analyze data, make effective decisions, and engage in research, innovation, and lifelong learning to adapt to dynamic business environments and global challenges.
PEO3	Communication, Technology, and Teamwork: Graduates will demonstrate effective communication skills, employ digital tools and IT applications, and work collaboratively in multidisciplinary teams to achieve organizational goals.
PEO4	Ethics, Social Responsibility, and Sustainability: Graduates will practice ethical values, demonstrate awareness of corporate governance, social responsibility, and contribute to sustainable business practices.
PEO5	Entrepreneurship and Leadership Development: Graduates will develop entrepreneurial orientation, leadership skills, and strategic thinking to initiate and manage enterprises, contributing to economic and social development.

Paramjit Singh

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Pooja
Dr. Pooja Puri
 Professor & Head
 Department of Management Studies


 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) Conferred by UGC</small>	BBA (Bachelor of Business Administration) PROGRAMME OUTCOMES (POs)	Department of Management Studies
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PO1	Business Knowledge: Graduate will demonstrate comprehensive knowledge of management principles, business functions, and global business environments to make informed managerial decisions.
PO2	Critical Thinking and Communication Skills: Graduates will demonstrate critical thinking and effective communication skills to interpret data, solve business challenges, and present practical, evidence-based solutions in professional settings.
PO3	Sustainable Leadership: Graduates will demonstrate ethical and sustainable leadership by managing diverse teams collaboratively and making responsible business decisions that create long-term value for organizations and society.
PO4	Entrepreneurship and Innovation: Graduate will cultivate entrepreneurial thinking, innovation, and managerial expertise to identify opportunities and drive sustainable business initiatives.
PO5	Research and Analytical Skills: Graduate will develop research and analytical skills to interpret data, support evidence-based decision-making, and drive business growth.

Parvinder Singh

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Pooja
Dr. Pooja Puri
Professor & Head
Department of Management Studies

 <p>AMRITSAR GROUP OF COLLEGES</p> <p>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) Chartered by UGC</p>	<p>BBA (Bachelor of Business Administration)</p>	<p>Department of Management Studies</p>
	<p>PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)</p>	

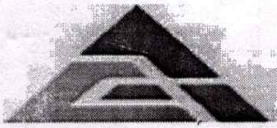
PEO1	Knowledge and Analytical Skills: Graduates will gain knowledge of management and business, develop expertise in accounts, marketing, HR, and interpersonal skills, critically analyze Indian and global business environments, and apply learning in diverse contexts.
PEO2	Leadership, Managerial, and Entrepreneurial Excellence: Graduates will develop managerial, entrepreneurial, and leadership skills, applying decision-making, problem-solving techniques to drive innovation, make ethical choices, and contribute positively to national and global business contexts.
PEO3	Teamwork, Diversity, and Ethical Awareness: Exhibit commitment, professionalism, and ethical behavior while working effectively in multicultural teams and managing diversity responsibly.
PEO4	Communication and Critical Thinking: Demonstrate effective communication, critical thinking, logical reasoning, and the ability to articulate ideas clearly in professional settings.
PEO5	Research and Continuous Learning: Cultivate research skills and a habit of continuous learning to gain in-depth understanding of the Indian and global business environment.

Parvinder Singh

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Puri
Dr. Pooja Puri
Professor & Head

Department of Management Studies



Pooja Puri <hod.mba@acetedu.in>

Fwd: Introduction of Non-Credit Mandatory Course on "Disaster Management and Preparedness" from January 2026 Session in all AICTE approved Institutions.

1 message

Dr. Upain Kumar Bhatia <deanacademics@acetedu.in>

Wed, May 13, 2026 at 10:18 AM

To: Sachin Khurana <hod.mca@acetedu.in>, Pooja Puri <hod.mba@acetedu.in>, "Dr.Sandeep Kad" <hod.cse@acetedu.in>, "Dr. Namarta Kad" <hod.eee@acetedu.in>, "Dr. Upain Kumar Bhatia" <hodme@acetedu.in>, "Dr. Upain Kumar Bhatia" <hod.ce@acetedu.in>

Dear Sir/Madam

As already under discussion through the academic Committee, this email is for your reference please.

----- Forwarded message -----

From: **Dr. P S Pannu** <registrar@acetedu.in>

Date: Sun, Dec 7, 2025 at 12:13 PM

Subject: Fwd: Introduction of Non-Credit Mandatory Course on "Disaster Management and Preparedness" from January 2026 Session in all AICTE approved Institutions.

To: Dr. Upain Kumar Bhatia <deanacademics@acetedu.in>

----- Forwarded message -----

From: **AICTE(no-reply)** <noreply2@aicte-india.org>

Date: Mon, Nov 24, 2025 at 10:30 AM

Subject: Introduction of Non-Credit Mandatory Course on "Disaster Management and Preparedness" from January 2026 Session in all AICTE approved Institutions.

To: <registrar@acetedu.in>

Dear Sir/Madam,

Greetings from All India Council for Technical Education!

In alignment with the national vision of building a disaster-resilient India and fostering preparedness among youth, the **All India Council for Technical Education (AICTE)** is pleased to inform that a **Non-Credit Mandatory Course (equivalent to 2 credits)** titled "**Disaster Management and Preparedness**" has been developed and approved for implementation across all AICTE-approved institutions/ Universities.

The course has been designed to impart essential knowledge and awareness about disaster risk reduction, management strategies, and community preparedness measures. It will form an integral part of students' holistic education and contribute towards strengthening the nation's capacity to effectively respond to natural and man-made disasters.

All AICTE-approved institutions/Universities are hereby directed to **implement this course compulsorily from the January 2026 academic session** for all students enrolled in undergraduate programs.

The **Model Curriculum and Guidelines** for the course will be made available on the AICTE website. Institutions are requested to ensure timely inclusion of this course in their academic schedule and report compliance of the same through the AICTE portal once implemented.

Your cooperation in successfully implementing this important national initiative is highly appreciated.

In this connection please find attached official letter from Hon'ble Chairman, AICTE addressed to all the Principals/Directors/ Vice Chancellors of AICTE approved Institution/ University.

Thanking you,

PFA: <https://drive.google.com/file/d/1qFqnhYgtsFqJtcqIH3cU1En-XzNP1KWX/view?usp=sharing>

With Warm Regards,
Dr. N. H. Siddalinga Swamy
Adviser-II,

Policy & Academic Planning Bureau
All India Council for Technical Education,
Nelson Mandela Marg, Vasant Kunj,
New Delhi- 110070
Phone no. 011-29581123
Email id - directorpnap@aicte-india.org

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Thank you & Regards,

Dr. Paramjit Singh Pannu
Registrar,
Amritsar Group of Colleges, Amritsar
(Autonomous College, NAAC Accredited 'A' Grade)
12 km Stone, Amritsar-Jalandhar G.T. Road, Amritsar, 143001, Punjab, INDIA
Phone: (+91)-183-5010421 (Office); (+91)-9855861155 (Mob.)
Website: www.agcamritsar.in

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With Regards

Dr. Upain Kumar Bhatia
Dean (Academics)
Amritsar Group of Colleges
Amritsar, Punjab (India)

M: 94161 69949

www.agcamritsar.in





प्रो. टी. जी. सीताराम
अध्यक्ष

Prof. T. G. Sitharam
FNAE, DGE, FASCE, FICE (UK)
Ph.D. (Univ of Waterloo, Canada), D.Sc
Post Doc (Univ of Texas, @Austin USA)
Chairman



सत्यमेव जयते

अखिल भारतीय तकनीकी शिक्षा परिषद्
(भारत सरकार का एक सांविधिक निकाय)
(शिक्षा मंत्रालय, भारत सरकार)
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दूरभाष : 011-26131498
ई-मेल : chairman@aicte-india.org

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(A STATUTORY BODY OF THE GOVT. OF INDIA)
(Ministry of Education, Govt. of India)
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070
Phone : 011-26131498
E-mail : chairman@aicte-india.org

1-29/AICTE/CM/2025/PAP/VCs_Instt/DMP
November 12, 2025

**All Principals/Directors/Vice Chancellors
AICTE-Approved Institutions/Universities**

Subject: Introduction of Non-Credit Mandatory Course on "Disaster Management and Preparedness" from January 2026 Session in all AICTE approved Institutions.

Dear Sir/Madam,

Greetings from All India Council for Technical Education!

In alignment with the national vision of building a disaster-resilient India and fostering preparedness among youth, the All India Council for Technical Education (AICTE) is pleased to inform that a Non-Credit Mandatory Course (equivalent to 2 credits) titled "Disaster Management and Preparedness" has been developed and approved for implementation across all AICTE-approved institutions/ Universities.

The course has been designed to impart essential knowledge and awareness about disaster risk reduction, management strategies, and community preparedness measures. It will form an integral part of students' holistic education and contribute towards strengthening the nation's capacity to effectively respond to natural and man-made disasters.


All AICTE-approved institutions/Universities are hereby directed to implement this course compulsorily from the January 2026 academic session for all students enrolled in undergraduate programs.


The Model Curriculum and Guidelines for the course will be made available on the AICTE website. Institutions are requested to ensure timely inclusion of this course in their academic schedule and report compliance of the same through the AICTE portal once implemented.

Your cooperation in successfully implementing this important national initiative is highly appreciated.

Thanking you,

Yours sincerely,


(T.G. Sitharam) 13/11

 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle under Autonomous Category</small> <small>Autonomous College (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	MBA 1st Semester (Nov 2025)	

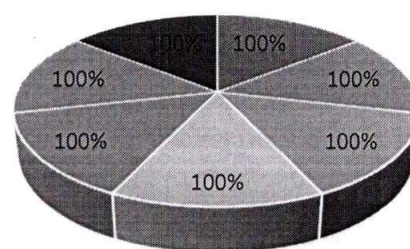
BATCH (2025-2027)

Students Detail	MBA 101-18	MBA 102-18	MBA 103-18	MBA 104-18	MBA 105-18	MBA 106-18	MBA 107-18
Students Appeared	43	43	40	43	43	43	43
Students Pass	43	43	40	43	43	43	43
Students Fail	-	-	-	-	-	-	-
Result Late	-	-	-	-	-	-	-
Pass %age	100%	100%	100%	100%	100%	100%	100%

List of Toppers

Position	Students Name	SGPA
1 st	Jasmeet Kaur Mehakpreet Kaur	9.00
2 nd	Navjot Kaur	8.86
3 rd	Harsharan Kaur Parneet Kaur Ramanjit Kaur	8.71

Pass %age




- MBA 101-18 ■ MBA 102-18 ■ MBA 103-18
- MBA 104-18 ■ MBA 105-18 ■ MBA 106-18
- MBA 107-18

Ramanjit Kaur

HK

Pooja Puri
Dr. Pooja Puri

Professor & Head
Department of Management Studies

 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle under Autonomous Category Autonomous College (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	MBA 3rd Semester (Nov 2025)	

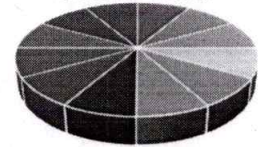
BATCH (2024-2026)

Students Detail	MBA 301-18	MBA 302-18	MBA 303-18	MBA 921-18	MBA 922-18	MBA 911-18	MBA 912-18	MBA 931-18	MBA 932-18	MBA 304-18	HVPE 101-18	HVPE 102-18
Students Appeared	33	33	34	33	33	13	13	25	27	34	33	34
Students Pass	33	33	34	33	33	13	13	25	27	33	33	34
Students Fail	0	0	0	0	0	0	0	0	0	1	0	0
Result Late	-	-	-	-	-	-	-	-	-	-	-	-
Pass %age	100%	100%	100%	100%	100%	100%	100%	100%	100%	97%	100%	100%

List of Toppers

Position	Students Name	SGPA
1 st	Aastha Sareen	9.50
2 nd	Kiranpreet Kaur	9.25
3 rd	Navroop Kaur, Seema Kumari	9.13

Chart Title



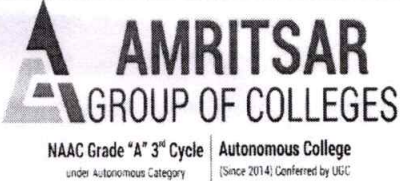
- MBA 301-18 ▪ MBA 302-18 ▪ MBA 303-18
- MBA ▪ MBA ▪ MBA
- MBA ▪ MBA ▪ MBA 932-18
- MBA 304-18 ▪ HVPE 101-18 ▪ HVPE 102-18

Parvinder Singh

HC

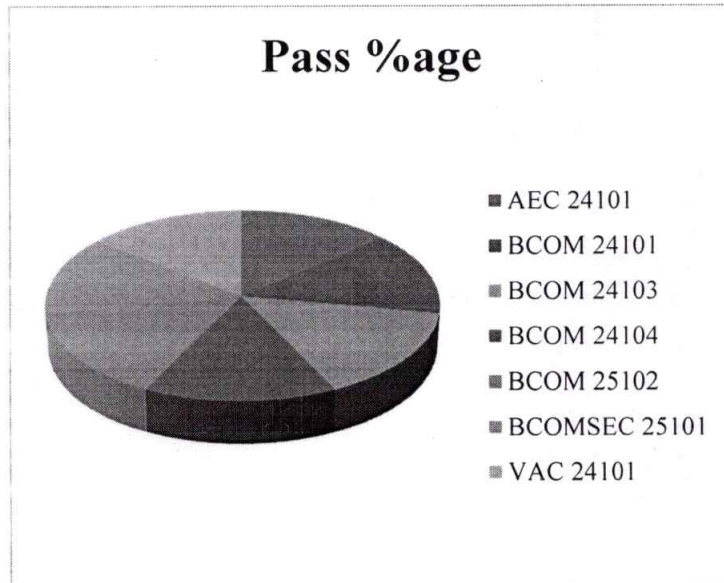
Pooja

Dr. Pooja Puri
Professor & Head
Department of Management Studies

 <p>AMRITSAR GROUP OF COLLEGES</p> <p>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) Conferred by UGC</p>	Result Analysis	Department of Management Studies
	B.COM (H) 1st Semester (Dec. 2025)	

BATCH (2025-2028)

Students Detail	AEC 24101	BCOM 24101	BCOM 24103	BCOM 24104	BCOM 25102	BCOM SEC 25101	VAC 24101
Students Appeared	52	54	51	53	52	52	55
Students Pass	47	50	50	50	50	47	51
Students Fail	5	4	1	3	2	5	4
Result Late	-	-	-	-	-	-	-
Pass %age	90%	93%	98%	94%	96%	90%	93%


List of Toppers

Position	Students Name	SGPA
1 st	Jaspreet Kaur	8.87
2 nd	Komalpreet Kaur	8.74
3 rd	Armanpreet Kaur	8.48

Paramjit Singh

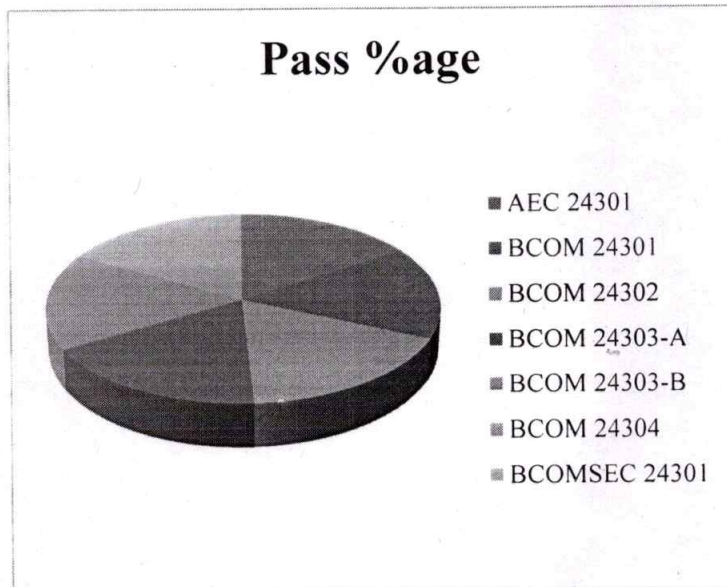
JK

Puri
Dr. Pooja Puri
Professor & Head
Department of Management Studies

 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	B.COM (H) 3rd Semester (Dec. 2025)	

BATCH (2024-2027)


Students Detail	AEC 24301	BCOM 24301	BCOM 24302	BCOM 24303- A	BCOM 24303- B	BCOM 24304	BCOM SEC 24301
Students Appeared	45	48	47	20	26	47	45
Students Pass	39	41	44	19	22	42	41
Students Fail	6	7	3	1	4	5	4
Result Late	-	-	-	-	-	-	-
Pass %age	87%	85%	94%	95%	85%	89%	91%

List of Toppers

Position	Students Name	SGPA
1 st	Simrandeep Kaur	9.24
2 nd	Komalpreet Kaur, Shubdeep Kaur, Sumandeep Kaur	9.00
3 rd	Prabhjot Kaur, Tarshpreet Kaur	8.86

Pooja Puri
HK

Pooja Puri
Dr. Pooja Puri
Professor & Head
Department of Management Studies

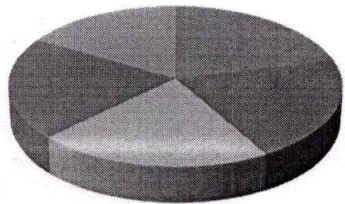
 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle Autonomous College</small> <small>under Autonomous Category (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	B.COM (H) 5th Semester (Dec. 2025)	

BATCH (2023-2026)

Students Detail	BCOM 501-18	BCOM502-18	BCOP521-18	BCOP522-18	BMPD 502-18
Students Appeared	20	20	20	20	25
Students Pass	20	20	20	20	20
Students Fail	0	0	0	0	5
Result Late	-	-	-	-	-
Pass %age	100%	100%	100%	100%	80%

List of Toppers


Position	Students Name	SGPA
1 st	Jasleen Kaur (32)	8.76
2 nd	Jasmeet Kaur	8.52
3 rd	Simranpreet Kaur	8.28

Pass %age

- BCOM 501-18
- BCOM 502-18
- BCOM 521-18
- BCOM 522-18
- BMPD 502-18

Paramjit Singh
HC

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Professor & Head
Department of Management Studies

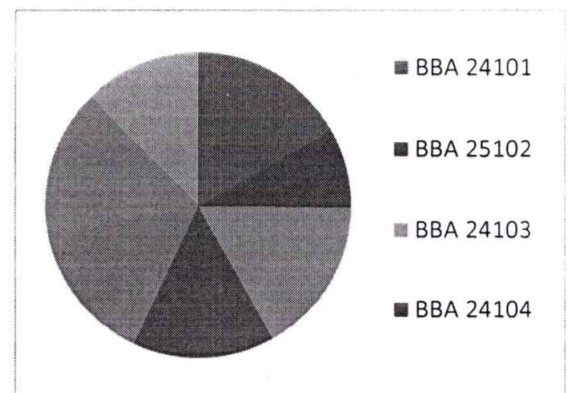
 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle Autonomous College under Autonomous Category (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	BBA 1st Semester (Dec 2025)	

BATCH (2025-2028)

Students Detail	BBA 24101	BBA 24103	BBA 25102	BBA 25104	BBA AEC 25101	EMC 25101	VAC 24101
Students Appeared	90	88	99	86	86	104	83
Students Pass	77	38	77	66	68	82	52
Students Fail	13	50	13	20	18	22	31
Result Late	-	-					
Pass %age	86%	43%	86%	77%	79%	79%	63%

List of Toppers


Position	Students Name	SGPA
1 st	Harnoor Kaur Cheema	8.67
2 nd	Navneet Kaur	8.62
3 rd	Drishy Prathna Kalra	8.48



Paramjeet Singh

JK

Pooja
Dr. Pooja Puri
Professor & Head
Department of Management Studies

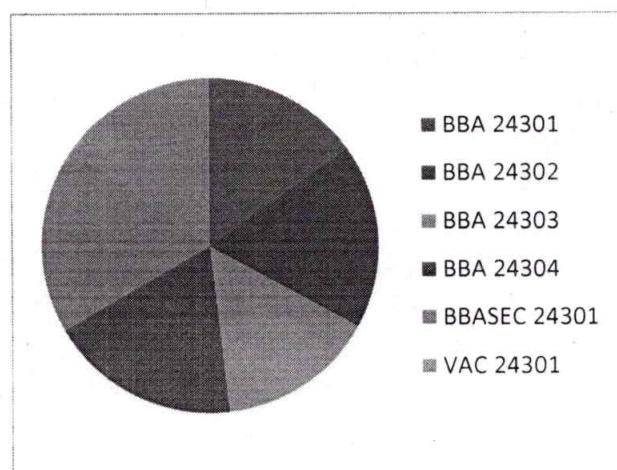
 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle under Autonomous Category</small> <small>Autonomous College (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	BBA 3rd Semester (Dec 2025)	

BATCH (2024-2027)

Students Detail	BBA 24301	BBA 24302	BBA 24303	BBA 24304	BBAS EC24301	VAC24301
Students Appeared	78	74	73	73	78	71
Students Pass	62	69	58	70	74	56
Students Fail	16	5	15	3	4	15
Result Late						
Pass %age	79%	93%	79%	96%	95%	79%


List of Toppers

Position	Students Name	SGPA
1 st	Yashita Jain	8.70
2 nd	Shail	8.60
3 rd	Komalpreet kaur	8.40



Paranjyoti *JK*

Pooja
Dr. Pooja Puri
Professor & Head
Department of Management Studies

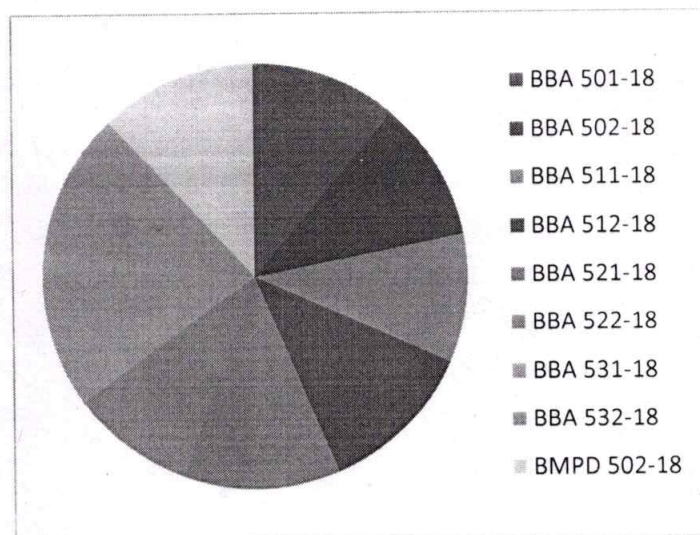
 AMRITSAR GROUP OF COLLEGES <small>NAAC Grade "A" 3rd Cycle under Autonomous Category</small> <small>Autonomous College (Since 2014) Conferred by UGC</small>	Result Analysis	Department of Management Studies
	BBA 5th Semester (Dec 2025)	

BATCH (2023-2026)

Students Detail	BBA 501-18	BBA 502-18	BBA 511-18	BBA 512-18	BBA 521-18	BBA 522-18	BBA 531-18	BBA 532-18	BMPD 502-18
Students Appeared	42	42	11	11	19	19	13	13	44
Students Pass	39	38	9	11	19	15	13	12	44
Students Fail	3	4	2	0	0	4	0	1	0
Result Late	-	--	-	-	-	-	-	-	-
Pass %age	93%	90%	82%	100%	100%	79%	100%	92%	100%

List of Toppers

Position	Students Name	SGPA
1 st	Sakshi Prinja	9.24
2 nd	Ishmeen Kaur	9.00
3 rd	Vishali Devi & GurlalSingh	8.76



Paramjit Singh

JK

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 Professor & Head
 Department of Management Studies

S.No.	Roll No	Student Name	Branch	Company Name	Annual Package (in Lakhs)
1	2333521	Aaryan Sharma	B.Com	AJ Mohan & Associates	1.8
2	2333547	Rohit Kumar	B.Com	AJ Mohan & Associates	1.8
3		Jasleen Kaur	B.Com	Lemon Tree	30000.00
4	2342021	Simranpreet Kaur	B.Com	TDS Capital	1.2
5		Mandeep Kaur	B.Com	ITC Welcom	60000.00
6	2333548	Sehajpreet Kaur	B.Com	AJ Mohan & Associates	1.80
7	2333533	Jasmeet Kaur	B.Com	AJ Mohan & Associates	1.20
8	2333534	Komalpreet Kaur	B.Com	AJ Mohan & Associates	1.80
9		Jasleen Kaur	B.Com	Shree Dhanwantri Herbals	1.76
10	2333539	Mohit Kumar	B.Com	Shree Dhanwantri Herbals	1.76
11	2333525	Anmolpreet Kaur	B.Com	Maxicus Technologies Pvt. Ltd.	2.16
12	2333631	Vishali Devi	BBA	Zeal Insurance Brokers Pvt.Ltd.	1.20
13	2333620	Shilpy Ranjan	BBA	Mentors Daily	1.20
14		Jasmeet Kaur	BBA	TDS Capital	1.2
15		Komal Sandhu	BBA	AJ Mohan & Associates	1.20
16	2333601	Praveen Kumar Raj	BBA	Catechu Health Care Pvt.Ltd.	1.98
17	2333570	Himanshu Raj	BBA	Senior Packaging Machinery Mfg.Co.	3.60
18	2333595	Nikita Kumari	BBA	Cogent E-Services	2.40
19	2333626	Smriti Kumari	BBA	NetAmbit	3.00
20	2333554	Aditya Kumar	BBA	Muthoot Microfin	2.28
21	2333577	Manoj Kumar	BBA	Fast World Legal	1.98
22		Jasleen Kaur	BBA	ICICI Bank	5
23	2412600	Shailesh	MBA	Anarock	1.20
24		Akriti	MBA	TDS Capital	1.2
25	2412571	Khushboo Kumari	MBA	Airtel	2.16
26	2412589	Priyanka	MBA	Regenta Central Amritsar	1.92
27	2412601	Shivam Sharma	MBA	Roman Hi-Tech Pvt Ltd	1.92
28	2412592	Rishabh Raj Tiwari	MBA	Justdial	2.00
29	2412567	Jaskirat	MBA	Kamal Exports	1.50
30	2412601	Ashutosh Kumar	MBA	Kamal Exports	1.50
31	2412548	Akhilesh	MBA	Kamal Exports	1.50
32	2412574	Krishma	MBA	Anarock	1.20
33	2412582	Navroop Kaur	MBA	Gem Lab	1.68
34	2412598	Saurabh Kumar	MBA	Anarock	1.20
35	2412570	Khksham Parween	MBA	Cyfuture India Pvt.Ltd.	1.88
36	2412599	Seema Kumari	MBA	Kochar Tech	96000.00

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Pooja

Dr. Pooja Puri
Professor &
Head Deptt. of Management
Studies

Sr. No	Activity Name	Teacher Coordinator	Date
1	Guest Lecture on Career Opportunities & Career Planning in the Current Scenario	Ms. Arjinder Kaur	29.01.2026
2	Guest Lecture on FinHouse – A Gamified Financial Literacy Session	Mr. Hardev Singh	3-2-2026
3	BIZ QUIZ CHAMP (Literary Club)	Dr. Namrita Kalia Ms. Sharanjot Kaur	11-2-2026
4	5 Days Management Development Training Programme	Ms. Harpreet Kalra Mr. Hardev Singh	16.02.2026 to 20.02.2026
5	Guest Lecture on The Role of value System in Success	Dr. Hardeep Singh	18.02.2026
6	Certificate Programme in Banking, Finance & Insurance	Dr. Hardeep Singh	23.02. 2026 to 30.04. 2026
7	Virtonomics (Virtual Business Plan Competition)	Ms. Gagandeep Kaur	27.02.2026
8	Info Cons Social Media Campain on world Consumer Rights Day	Mr. Paramjeet Singh	18.03.2026
9	Mehndi Competition	Ms. Bhawna Mehra Ms. Diksha	25.03.2026
10	Group Discussion	Dr. Namrita Kalia Ms. Sharanjot Kaur	7.4.2026
11	Flameless Cooking Competition	Dr. Archana Kumari Ms. Simran Kaur	10.04.2026
12	Industrial Visit MIST	Ms. Bhawna Mehra	10.04.2026
13	Vaisakhi Festival	Ms. Harpreet Kalra Mr. Hardev Singh	13.04.2026
14	Badminton Competition	Ms. Kamaljit Kaur	15.04.2026
15	DMS Cricket League	Dr. Sahil Chouhan	22.4.2026
16	Industry Visit RBI Chandigarh/Economics Times	Mr. Paramjeet Singh Ms. Gagandeep Kaur	24.4.2026
17	NUKKAD NATAK	Ms. Sanmeet Kaur	27.4.2026

JK

Puri

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Dr. Pooja Puri
Professor & Head
Department of Management Studies



17th Board of Studies Meeting

13th May, 2026

Dr. Pooja Puri
Chairperson - Board of Studies
Department of Management Studies
AGC, Amritsar



Welcome
to
All Members



OUR EXPERTS



1. **Prof. Sanjay Kaushik**
VC, Gurugram University, Gurugram
2. **Dr. Vikram Sandhu**
Professor, University Business School,
Guru Nanak Dev University, Amritsar (Punjab)
3. **Dr. Harpreet Kaur**
Associate Professor, IIM, Amritsar (Punjab)
4. **Mr. Ravish Malhotra (Industry Expert)**
Project Manager, Wipro Greater Noida
5. **Mr. Naresh Kapoor (Industry Expert)**
Chief Manager, The Times Group, Chandigarh
6. **Ms. Swati Jain (Alumni)**
Workforce Manager, Wipro Ltd. Greater Noida
7. **Mr. Ajay Pal Singh (Industry Expert)**
Manager, Indusind Bank, Amritsar (Punjab)



Agenda

1. To approve the minutes of Previous Meeting of BoS
2. To discuss and finalize the study scheme from 5th to 6th semester of B Com (Hons) to be applicable for 2024 admitted Batches and onward.
3. To discuss and finalize the study scheme from 5th to 6th semester of BBA to be applicable for 2024 admitted Batches and onward
4. To discuss the study scheme from 3rd to 6th semester of B Com (Hons) and finalize the Study Scheme of 3rd and 4th semester of B Com (Hons) to be applicable for 2025 admitted Batches and onward.
5. To discuss the study scheme from 3rd to 6th semester of BBA and finalize the study scheme of 3rd and 4th semester of BBA to be applicable for 2025 admitted Batches and onward
6. To discuss and finalize the detailed syllabi and Course outcomes for 5th and 6th semester of BBA/B Com. (Hons) to be applicable for 2024 admitted batch and onwards



Agenda

7. To discuss and finalize the detailed syllabi and Course outcomes for 3rd and 4th semester of BBA/B Com. (Hons) to be applicable for 2025 admitted batch and onwards
8. To consider and approve the Programme Outcomes (POs) and Programme Educational Objectives (PEOs) of BBA and B Com (Hons) programmes
9. To offer upto 40% of total courses in a semester in online mode through SWAYAM platform for MBA/BBA and B Com (Hons) 3rd semester students applicable to 2025 admitted batch and onwards
10. To offer upto 40% of total courses in a semester in online mode through SWAYAM platform for MBA/BBA/B Com (Hons) 5th semester students applicable to 2024 admitted batch and onwards
11. To consider and approve the inclusion and implementation of a mandatory 'Entrepreneurship Mindset Curriculum' in BBA and B Com (Hons) as per the directions of the Government of Punjab through IKGPTU for BBA and B Com (Hons) students admitted from the session 2025 and onwards

Pur



Agenda

- 12 Regarding inclusion of Subject of Disaster Management and Preparedness in BBA curriculum as per the direction of AICTE.
- 13. To apprise the BoS of the result of Nov 2025 examinations
- 14 To apprise the members of the Board of Studies regarding the increase in seats of B Com (Hons) from 60 to 120 from the upcoming academic session
- 15 To apprise the members of the Board of Studies regarding the introduction of the following new courses and adoption of curriculum as per IKGPTU
 - a) B.A. (Computer Science) – 60 Seats
 - b) Master in Hospital Administration – 30 Seats
 - c) B. Voc (E-Commerce & Digital Marketing) – 25 Seats



Agenda

- 16 To apprise the BoS of the new academic initiatives taken during Jan-May 2026
 - Major activities/events organized by the department
 - Students' Placements
 - MoU with Bajaj Finserv for providing Certificate Program in Banking Finance & Insurance for MBA/BBA/B Com (Hons) students
 - MoU with Krisha Foundation providing Skill based training program 30 hours course duration to the MBA/BBA/B Com (Hons) students
- 17. Any other agenda with the permission of the chair.



Agenda 2

To discuss and finalize the study scheme from 5th to 6th semester of B. Com (Hons) to be applicable for 2024 admitted Batches and onward.



B.Com (Hons) 5th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 24901	Major 9	Corporate Accounting	5	0	0	40	60	100	5
BCOM 24902	Major 10	Indian Economy	4	0	0	40	60	100	4
BCOM 24903	Minor 11	E-Commerce	4	0	0	40	60	100	4
BCOM 24904	Minor 5	Elective - III	4	0	0	40	60	100	4
BCOM 24905	Internship	Seminar on Summer Training Report	-	-	-	50	-	50	4
Total			17	0	0	210	240	450	21



B.Com. (Hons) 5th Semester

List of Courses (Elective -III)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 24904	Minor 5	Security Analysis & Portfolio Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 24904	Minor 5	Banking Laws & Services	4	0	0	40	60	100	4



B.Com (Hons) 6th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 24902	Major 12	Industrial Relations and Labour Laws	4	0	0	40	60	100	4
BCOM 24902	Major 13	Operation Research	5	0	0	40	60	100	5
BCOM 24903	Minor 14	Goods and Services Tax	4	0	0	40	60	100	4
BCOM 24904	Major 15	Entrepreneurship Development	4	0	0	40	60	100	4
BCOM 24905	Minor 6	Elective - IV	4	0	0	40	60	100	4
Total			21	0	0	200	300	500	21

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AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

B.Com. (Hons) 6th Semester
 List of Courses (Elective -IV)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM2466A	Minor 6	Advanced Financial Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM2466B	Minor 6	Risk Management & Insurance	4	0	0	40	60	100	4

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Agenda 3

To discuss and finalize the study scheme from 5th to 6th semester of BBA to be applicable for 2024 admitted Batches and onward

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA24501	Core Course	Strategic Management	4	0	0	40	60	100	4
BBA24502	Core Course	Human Behaviour and Organization	4	0	0	40	60	100	4
BDANX24501	Skill Enhancement Course 5	Internship/capstone Project	-	-	-	50	-	50	4
		Major Project (evaluation in sixth semester)	-	-	-	-	-	-	0
	Discipline Specific (Elective I)	(Elective I)	4	0	0	40	60	100	4
	Discipline Specific (Elective II)	(Elective II)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-I)	Theory (Audit Course-I)	3	0	0	-	-	-	0
TOTAL			19	0	0	160	290	450	20

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester

Elective – Subjects for Specialization in Marketing

Course Code	Elective Type	Course Title	L	T	P	Internal	External	Total Marks	Credits
BBA24511	(Elective I)	Customer Behaviour	4	0	0	40	60	100	4
BBA24512	(Elective II)	Integrated Marketing Communication	4	0	0	40	60	100	4
BBA24513	Theory (Audit Course-I)	Digital Marketing	3	0	0	-	-	-	0

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester

Elective – Subjects for Specialization in Finance

Course Code	Elective Type	Course Title	L	T	P	Internal	External	Total Marks	Credits
BBA24521	(Elective I)	Banking and Insurance	4	0	0	40	60	100	4
BBA24522	(Elective II)	Investment Analysis & Portfolio Management	4	0	0	40	60	100	4
BBA24523	Theory (Audit Course-I)	Financial Analytics	3	0	0	-	-	-	0

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester

Elective – Subjects for Specialization in Human Resource Management

Course Code	Elective Type	Course Title	L	T	P	Internal	External	Total Marks	Credits
BBA24531	(Elective I)	Training & Development	4	0	0	40	60	100	4
BBA24532	(Elective II)	Cross Culture HRM	4	0	0	40	60	100	4
BBA24533	Theory (Audit Course-I)	Team Building in the organizations	3	0	0	-	-	-	0

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AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 3rd Cycle Autonomous College

BBA 6th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 24601	Core Course 15	Project Management	4	0	0	40	60	100	4
BBA 24602	Core Course 16	Business Taxation	4	0	0	40	60	100	4
BBA 24603	Skill Enhancement Course 6	Corporate Law and Governance	2	0	0	40	60	100	2
	Skill Enhancement Course 7	Major Project [Initiated in 5 th Semester]	-	-	-	-	100	100	4
	Discipline Specific (Elective III)	(Elective III)	4	0	0	40	60	100	4
	Discipline Specific (Elective IV)	(Elective IV)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-II)	Theory (Audit Course-II)	3	0	0	-	-	-	0
TOTAL			21	0	0	200	400	600	22

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 3rd Cycle Autonomous College

BBA 6th Semester

Elective – Subjects for Specialization in Marketing

Course Code	Elective	Course Title	L	T	P	Internal	External	Total Marks	Credits
BBA 24611	(Elective III)	Marketing of Services	4	0	0	40	60	100	4
BBA 24612	(Elective IV)	Supply-Chain Management	4	0	0	40	60	100	4
BBA 24613	Theory (Audit Course-II)	Neuro Marketing	3	0	0	-	-	-	0

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 3rd Cycle Autonomous College

BBA 6th Semester

Elective – Subjects for Specialization in Finance

Course Code	Elective	Course Title	L	T	P	Internal	External	Total Marks	Credits
BBA 24621	(Elective III)	Financial Planning	4	0	0	40	60	100	4
BBA 24622	(Elective IV)	Direct Tax	4	0	0	40	60	100	4
BBA 24623	Theory (Audit Course-II)	Strategic Corporate Finance	3	0	0	-	-	-	0

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 3rd Cycle Autonomous College

BBA 6th Semester

Elective – Subjects for Specialization in Human Resource Management

Course Code	Elective	Course Title	L	T	P	Internal	External	Total Marks	Credits
BBA 24631	(Elective III)	Industrial Relations and Labour Law	4	0	0	40	60	100	4
BBA 24632	(Elective IV)	Change Management and Organizational Development	4	0	0	40	60	100	4
BBA 24633	Theory (Audit Course-II)	Coaching & Mentoring	3	0	0	-	-	-	0

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 3rd Cycle Autonomous College

Agenda 4

To discuss the study scheme from 3rd to 6th semester of B. Com (Hons) and finalize the Study Scheme of 3rd and 4th semester of B. Com (Hons) to be applicable for 2025 admitted Batches and onward.

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 3rd Cycle Autonomous College

B.Com. (Hons) 3rd Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25301	Major 5	Management Accounting	5	0	0	40	60	100	5
BCOM 25302	Major 6	Human Resource Management	4	0	0	40	60	100	4
BCOM 25303-T	Minor 3	Elective - I	4	0	0	40	60	100	4
BCOM 25304	Interdisciplinary Course 3	Company Law	3	0	0	40	60	100	3
BCOM 25305	Ability Enhancement Course 3	Communicative English - I	2	0	0	40	60	100	2
EMC 25201	Skill Enhancement Course 3	EMC	0	0	4	60	40	100	2
Total			18	0	4	240	260	600	20

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B.Com. (Hons) 3rd Semester

List of Courses (Elective - I)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25303-A	Minor 3	Personal Financial Planning	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25303-B	Minor 3	Banking Services Management	4	0	0	40	60	100	4



B.Com. (Hons) 4th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25401	Major 7	Financial Management	5	0	0	40	60	100	5
BCOM 25402	Major 8	Income Tax Law & Practice	5	0	0	40	60	100	5
BCOM 25403-A	Minor 4	Elective - II	4	0	0	40	60	100	4
BCOM/EC 25401	Ability Enhancement Course 4	Communicative English - II	2	0	0	40	60	100	2
BCOM 25404	Interdisciplinary Course 4	Indian Knowledge System	2	0	0	40	60	100	2
EMC 25401	Enhancement Course 4	EMC	0	0	4	60	40	100	2
Total			18	0	4	260	340	600	20



B.Com. (Hons) 4th Semester

List of Courses (Elective - II)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25403-A	Minor 4	Management of Financial Services	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25403-B	Minor 4	Insurance Services Management	4	0	0	40	60	100	4



B.Com. (Hons) 5th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25501	Major 9	Corporate Accounting	5	0	0	40	60	100	5
BCOM 25502	Major 10	Indian Economy	4	0	0	40	60	100	4
BCOM 25503-A	Minor 11	E-Commerce	4	0	0	40	60	100	4
BCOM 25503-B	Minor 5	Elective - III	4	0	0	40	60	100	4
BCOM 25504	Internship	Seminar on Summer Training Report	-	-	-	50	-	50	4
	Research Project	Major Project [evaluation in sixth semester]	-	-	-	-	-	-	0
EMC 25401	Enhancement Course 5	EMC	0	0	4	60	40	100	2
Total			17	0	4	270	280	550	23



B.Com. (Hons) 5th Semester

List of Courses (Elective - III)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
BCOM 25504-A	Minor 5	Security Analysis & Portfolio Management	4	0	0	40	60	100	4
Banking & Insurance									
BCOM 25504-B	Minor 5	Banking Laws & Services	4	0	0	40	60	100	4



B.Com. (Hons) 6th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCOM 25601	Major 12	Operation Research	5	0	0	40	60	100	5
BCOM 25602	Major 13	Goods and Services Tax	5	0	0	40	60	100	5
BCOM 25603	Minor 14	Entrepreneurship Development	4	0	0	40	60	100	4
	Major Project	Major Project [Initiated in 5 th Semester]	0	0	0	-	100	100	4
BCOM 25604-A	Minor 6	Elective - IV	4	0	0	40	60	100	4
EMC 25501	Skill Enhancement Course 6	EMC	0	0	4	60	40	100	2
Total			18	0	4	220	380	600	24

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B.Com. (Hons) 6th Semester

List of Courses (Elective -IV)

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
Accounting & Finance									
B.COM 25605 A	Minor 6	Advanced Financial Management	4	0	0	40	60	100	4
Banking & Insurance									
B.COM 25605 B	Minor 6	Risk Management & Insurance	4	0	0	40	60	100	4



Agenda 5

To discuss the study scheme from 3rd to 6th semester of BBA and finalize the study scheme of 3rd and 4th semester of BBA to be applicable for 2025 admitted Batches and onward.



BBA 3rd Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25303	Core Course	Cost and Management Accounting	4	0	0	40	60	100	4
BBA 25301	Core Course	Legal and Ethical Issues in Business	4	0	0	40	60	100	4
BBA 25302	Core Course	Human Resource Management	4	0	0	40	60	100	4
BBA 25304	Multidisciplinary Course	India System of Health and Wellness	2	0	0	40	60	100	2
BBA 25301	Skill Enhancement Course	Management Information System (MIS)	4	0	0	40	60	100	4
VAC 25306	Value Added Course	Disaster Management	2	0	0	40	60	100	2
EMC 25301	Skill Enhancement Course	EMC	0	0	4	60	40	100	2
TOTAL			20	0	4	300	400	700	22



BBA 4th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25401	Core Course	Entrepreneurship and Startup Ecosystem	2	0	0	40	60	100	2
BBA 25402	Core Course	Operations Management	4	0	0	40	60	100	4
BBA 25403	Core Course	Financial Management	4	0	0	40	60	100	4
BBA 25404	Core Course	Marketing Management	4	0	0	40	60	100	4
BBA 25405	Core Course	International Business	4	0	0	40	60	100	4
VAC 25406	Value Added Course	Geo Politics and Impact on Business	2	0	0	40	60	100	2
BRANC 25401	Skill Enhancement Course	Design Thinking and Innovation	2	0	0	40	60	100	2
EMC 25401	Skill Enhancement Course	EMC	0	0	4	60	40	100	2
TOTAL			22	0	4	340	460	800	24



BBA 5th Semester

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25501	Core Course	Strategic Management	4	0	0	40	60	100	4
BBA 25502	Core Course	Human Behaviour and Organization	4	0	0	40	60	100	4
BBA 25501	Skill Enhancement Course	Internship/onspore Project	-	-	-	50	-	50	4
BBA 25502	Research Project	Major Project [evaluation in 6 th sem]	-	-	-	-	-	-	0
	Discipline Specific (Elective I)	(Elective I)	4	0	0	40	60	100	4
	Discipline Specific (Elective II)	(Elective II)	4	0	0	40	60	100	4
	Discipline Specific Elective (Audit Course-I)	Theory (Audit Course-I)	3	0	0	-	-	-	0
EMC 25501	Skill Enhancement Course	EMC	0	0	4	60	40	100	2
TOTAL			19	0	4	220	330	550	22



BBA 5th Semester

Elective – Subjects for Specialization in Marketing

BBA 25511	(Elective I)	Consumer Behaviour	4	0	0	40	60	100	4
BBA 25512	(Elective II)	Integrated Marketing Communication	4	0	0	40	60	100	4
BBA 25513	Theory (Audit Course-I)	Digital Marketing	3	0	0	-	-	-	0

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NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester
Elective – Subjects for Specialization in Finance

BBA 25531	(Elective I)	Banking and Insurance	Lectures				60	100	4
			L	T	P	Internal			
BBA 25532	(Elective II)	Investment Analysis & Portfolio Management	4	0	0	40	60	100	4
BBA 25533	Theory (Audit Course-I)	Financial Analytics	3	0	0	-	-	-	0

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NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester
Elective – Subjects for Specialization in Human Resource Management

BBA 25531	(Elective I)	Training & Development	Lectures				60	100	4
			L	T	P	Internal			
BBA 25532	(Elective II)	Cross Culture HRM	4	0	0	40	60	100	4
BBA 25533	Theory (Audit Course-I)	Team Building in the organizations	3	0	0	-	-	-	0

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NAAC Grade 'A' Cycle Autonomous College

BBA 6th Semester

Course Code	Course Type	Course Title	Lect Allocation			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 25601	Core Course	Project Management	4	0	0	40	60	100	4
BBA 25602	Core Course	Business Taxation	4	0	0	40	60	100	4
BBA 25603	Skill Enhancement Course	Corporate Law & Governance	2	0	0	40	60	100	2
BBA 25604	Skill Enhancement Course	Major Project [Initiated in 5 th Semester]	-	-	-	-	100	100	4
BBA 25605	Discipline Specific (Elective III)	(Elective III)	4	0	0	40	60	100	4
BBA 25606	Discipline Specific (Elective IV)	(Elective IV)	4	0	0	40	60	100	4
BBA 25607	Discipline Specific Elective (Audit Course-II)	Theory (Audit Course-II)	3	0	0	-	-	-	0
BBA 25608	Skill Enhancement Course	EMC	0	0	4	60	40	100	2
TOTAL			21	0	4	260	440	700	24

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NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester
Elective – Subjects for Specialization in Marketing

BBA 25611	(Elective III)	Marketing of Services	Lectures				60	100	4
			L	T	P	Internal			
BBA 25612	(Elective IV)	Logistics & Supply Chain Management	4	0	0	40	60	100	4
BBA 25613	Theory (Audit Course-II)	Neuro Marketing	3	0	0	-	-	-	0

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NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester
Elective – Subjects for Specialization in Finance

BBA 25621	(Elective III)	Financial Planning	Lectures				60	100	4
			L	T	P	Internal			
BBA 25622	(Elective IV)	Direct Tax	4	0	0	40	60	100	4
BBA 25623	Theory (Audit Course-II)	Strategic Corporate Finance	3	0	0	-	-	-	0

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

BBA 5th Semester
Elective – Subjects for Specialization in Human Resource Management

BBA 25631	(Elective III)	Industrial Relation and Labor Law	Lectures				60	100	4
			L	T	P	Internal			
BBA 25632	(Elective IV)	Change Management and Organizational Development	4	0	0	40	60	100	4
BBA 25633	Theory (Audit Course-II)	Coaching & Mentoring	3	0	0	-	-	-	0

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Agenda 6

To discuss and finalize the detailed syllabi and Course outcomes for 5th and 6th semester of BBA/B.Com. (Hons) to be applicable for 2024 admitted batch and onwards.



Agenda 7

To discuss and finalize the detailed syllabi and Course outcomes for 3rd and 4th semester of BBA/B.Com. (Hons) to be applicable for 2025 admitted batch and onwards.



Agenda 8

To consider and approve the Programme Outcomes (POs) and Programme Educational Objectives (PEOs) of BBA and B. Com (Hons.) programmes.



**B.Com (Hons)
PROGRAMME OUTCOMES (POs)**

PO1	Knowledge of Commerce and Business: Graduates will demonstrate comprehensive knowledge of commerce, accounting, finance, taxation, economic business laws, and related disciplines to understand and analyze business operations.
PO2	Analytical and Problem-Solving Skills: Graduates will acquire the ability to apply quantitative, qualitative, and analytical techniques to interpret business data and solve real-world business problems.
PO3	Ethical and Social Responsibility: Graduates will recognize the importance of ethics, corporate governance, and social responsibility in business decision-making and practice responsible and sustainable business behavior.
PO4	Managerial and Entrepreneurial Competence: Graduates will develop managerial, leadership, and entrepreneurial skills to effectively plan, organize, and manage business operations and ventures.
PO5	Communication and Interpersonal Skills: Graduates will demonstrate effective communication, presentation, and interpersonal skills to interact confidently in professional and multicultural environments.
PO6	Lifelong Learning and Research Orientation: Graduates will cultivate research, critical thinking, and lifelong learning skills to adapt to dynamic business environments and contribute innovatively to organizational growth.
PO7	Ethics, Social Responsibility and Sustainability: Understand ethical principles, corporate governance, social responsibility, and sustainability in business and apply them in professional decision-making.



**B.Com (Hons)
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

PEO1	Foundation in Commerce and Accounting: Graduates will possess comprehensive knowledge of commerce, accounting, finance, banking, insurance, economics, taxation, and laws to build a strong academic and professional foundation.
PEO2	Professional Application and Problem Solving: Graduates will apply business and financial concepts to solve organizational problems, analyze data, and make effective managerial and financial decisions.
PEO3	Research, Innovation, and Lifelong Learning: Graduates will engage in research, adopt innovative practices, and embrace lifelong learning to adapt to dynamic business environments and global challenges.
PEO4	Communication, Technology, and Teamwork: Graduates will demonstrate effective communication skills, employ digital tools and IT applications, and work collaboratively in multidisciplinary teams to achieve organizational goals.
PEO5	Ethics, Social Responsibility, and Sustainability: Graduates will practice ethical values, demonstrate awareness of corporate governance, social responsibility, and contribute to sustainable business practices.
PEO6	Entrepreneurship and Leadership Development: Graduates will develop entrepreneurial orientation, leadership skills, and strategic thinking to initiate and manage enterprises, contributing to economic and social development.



**BBA
PROGRAMME OUTCOMES (POs)**

PO1	Business Knowledge: Graduates will demonstrate comprehensive knowledge of management principles, business functions, and global business environments to make informed managerial decisions.
PO2	Critical Thinking and Problem-Solving: Graduates will develop the ability to analyze business problems, apply critical thinking, and provide innovative, practical solutions in dynamic business contexts.
PO3	Communication and Critical Thinking: Demonstrate effective communication, critical thinking, logical reasoning, and the ability to articulate ideas clearly in professional settings.
PO4	Ethics, Sustainability and Social Responsibility: Graduates will apply ethical, sustainable, and socially responsible practices in business decision-making, promoting integrity, inclusiveness, and long-term value for society and stakeholders.
PO5	Leadership and Teamwork: Graduates will demonstrate leadership, teamwork, and interpersonal skills to manage diverse teams and achieve organizational goals through the effective functioning of marketing, strategy, finance, and operations.
PO6	Entrepreneurship and Innovation: Graduates will cultivate entrepreneurial thinking, innovation, and managerial expertise to identify opportunities and drive sustainable business initiatives.
PO7	Research and Analytical Skills: Graduates will develop research and analytical skills to interpret data, support evidence-based decision-making, and drive business growth.

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BBA
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1	Knowledge and Analytical Skills: Graduates will gain knowledge of management and business, develop expertise in accounts, marketing, HR, and interpersonal skills, critically analyze Indian and global business environments, and apply learning in diverse contexts.
PEO2	Leadership, Managerial, and Entrepreneurial Excellence: Graduates will develop managerial, entrepreneurial, and leadership skills, applying decision-making, problem-solving techniques to drive innovation, make ethical choices, and contribute positively to national and global business contexts.
PEO3	Teamwork, Diversity, and Ethical Awareness: Exhibit commitment, professionalism, and ethical behavior while working effectively in multicultural teams and managing diversity responsibly.
PEO4	Communication and Critical Thinking: Demonstrate effective communication, critical thinking, logical reasoning, and the ability to articulate ideas clearly in professional settings.
PEO5	Research and Continuous Learning: Cultivate research skills and a habit of continuous learning to gain in-depth understanding of the Indian and global business environment.

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Agenda 9

To offer upto 40% of total courses in a semester in online mode through SWAYAM platform for MBA/BBA and B.Com (Hons.) 3rd semester students applicable to 2025 admitted batch and onwards.

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Agenda 10

To offer upto 40% of total courses in a semester in online mode through SWAYAM platform for MBA/BBA/B.Com (Hons.) 5th semester students applicable to 2024 admitted batch and onwards.

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NAAC Grade 'A' 3rd Cycle | Autonomous College

Agenda 11

To consider and approve the inclusion and implementation of a mandatory 'Entrepreneurship Mindset Curriculum' in BBA and B.Com (Hons) as per the directions of the Government of Punjab through IKGPTU for BBA and B.Com (Hons.) students admitted from the session 2025 and onwards.

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Agenda 12

Regarding inclusion of Subject of Disaster Management and Preparedness in BBA curriculum as per the direction of AICTE.

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Agenda 13

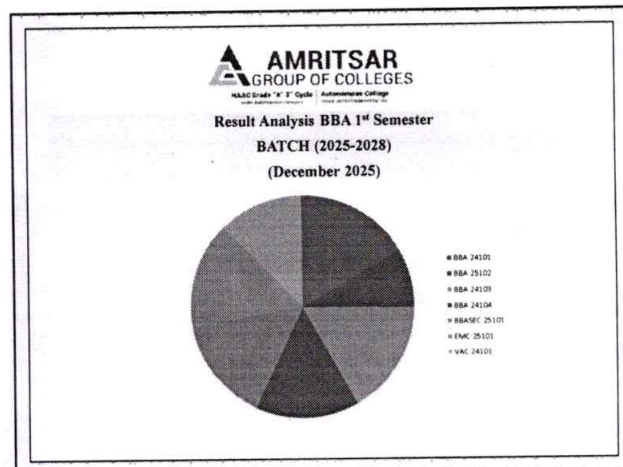
To apprise the BoS of the result of Nov 2025 examinations

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AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis BBA 1st Semester
BATCH (2025-2028)
(December 2025)

Students Detail	BBA 24101	BBA 24103	BBA 25102	BBA 25104	BBA AEC 25101	EMC 25101	VAC 24101
Students Appeared	90	88	99	86	86	104	83
Students Pass	77	38	77	66	68	82	52
Students Fail	13	50	13	20	18	22	31
Result Late							
Pass %age	86%	43%	76%	77%	79%	79%	63%



AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis BBA 1st Semester
Batch 2025-2028
(December 2025)

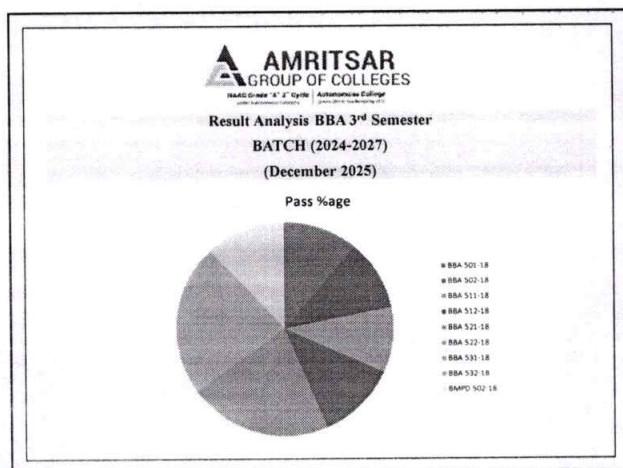
LIST OF TOPPERS

Position	Students Name	SGPA
1st	Harnoor Kaur Cheema	8.67
2nd	Navneet Kaur	8.62
3rd	Drishti & Pranshu Kalra	8.48

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis BBA 3rd Semester
BATCH (2024-2027)
(December 2025)

Students Detail	BBA 24301	BBA 24302	BBA 24303	BBA 24304	BBASEC 24301	VAC 24301
Students Appeared	78	74	73	73	78	71
Students Pass	62	69	58	70	74	56
Students Fail	16	5	15	3	4	15
Result Late						
Pass %age	79%	93%	79%	96%	95%	79%



AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis BBA 3rd Semester
Batch 2024-2027
(December 2025)

LIST OF TOPPERS

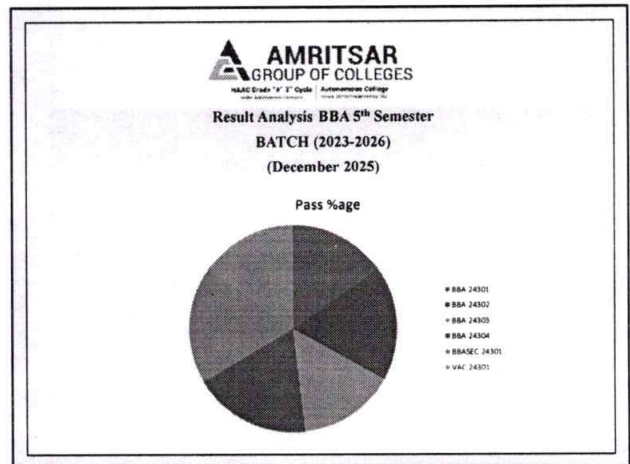
Position	Students Name	SGPA
1st	Yashita Jain	8.70
2nd	Shail	8.60
3rd	Komalpreet Kaur	8.40

Pass

AMRITSAR GROUP OF COLLEGES
MAAC Grade 'A' 'F' Cycle Autonomous College

Result Analysis BBA 5th Semester
BATCH (2023-2026)
(December 2025)

Students Detail	BBA 501-18	BBA 502-18	BBA 511-18	BBA 512-18	BBA 521-18	BBA 522-18	BBA 531-18	BBA 532-18	BBA 502-18
Students Appeared	42	42	11	11	19	19		13	13
Students Pass	39	38	9	11	19	15		13	12
Students Fail	3	4	2	0	0	4		0	1
Result Late	-	-	-	-	-	-		-	-
Pass %age	93%	90%	82%	100%	100%	79%		100%	92%



AMRITSAR GROUP OF COLLEGES
MAAC Grade 'A' 'F' Cycle Autonomous College

Result Analysis BBA 5th Semester
Batch 2023-2026
(December 2025)

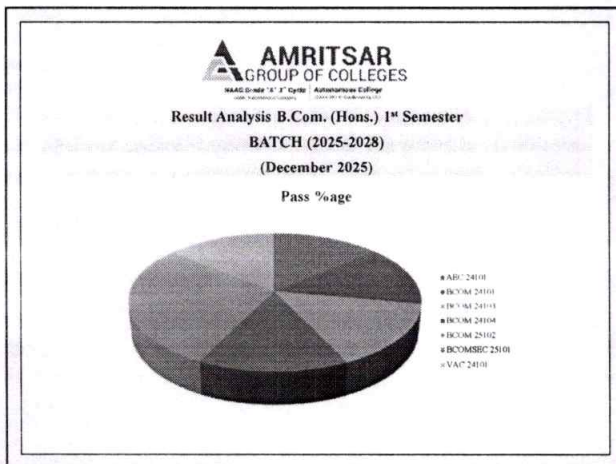
LIST OF TOPPERS

Position	Students Name	SGPA
1st	Sakshi Prinja	9.24
2nd	Ishmoon Kaur	9.00
3rd	Vishali Devi & Gurjal Singh	8.76

AMRITSAR GROUP OF COLLEGES
MAAC Grade 'A' 'F' Cycle Autonomous College

Result Analysis B.Com. (Hons.) 1st Semester
BATCH (2025-2028)
(December 2025)

Students Detail	AFC 24101	BCOM2 4101	BCOM 24103	BCOM2 4104	BCOM 25102	BCOMSEC 25101	VAC 24101
Students Appeared	52	54	51	53	52	52	55
Students Pass	47	50	50	50	50	47	51
Students Fail	5	4	1	3	2	5	4
Result Late	-	-	-	-	-	-	-
Pass %age	90%	93%	98%	94%	96%	90%	93%



AMRITSAR GROUP OF COLLEGES
MAAC Grade 'A' 'F' Cycle Autonomous College

Result Analysis B.Com. (Hons.) 1st Semester
BATCH (2025-2028)
(December 2025)

LIST OF TOPPERS

Position	Students Name	SGPA
1st	Jaspreet Kaur	8.87
2nd	Komalpreet Kaur	8.74
3rd	Armanpreet Kaur	8.49

Ravi

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis B.Com. (Hons.) 3rd Semester
BATCH (2024-2027)
(December 2025)

Students Detail	ACC 24301	BCOM124 301	BCOM1 24302	BCOM124 303-A	BCOM1 24303-B	BCOM1 24304	BCOM150A 24301
Students Appeared	45	48	47	20	26	47	45
Students Pass	39	41	44	19	22	42	41
Students Fail	6	7	3	1	4	5	4
Result Late	-	-	-	-	-	-	-
Pass %age	87%	85%	94%	95%	85%	89%	91%

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis B.Com. (Hons.) 3rd Semester
BATCH (2024-2027)
(December 2025)

Pass %age

- ACC 24301
- BCOM1 24301
- BCOM1 24302
- BCOM1 24303-A
- BCOM1 24303-B
- BCOM1 24304
- BCOM150A 24301

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis B.Com. (Hons.) 3rd Semester
BATCH (2024-2027)
(December 2025)

LIST OF TOPPERS

Position	Students Name	SGPA
1st	Sumanpreet Kaur	9.24
2nd	Kamalpreet Kaur, Shubdeep Kaur, Sumanpreet Kaur	9.00
3rd	Prabhjot Kaur, Tarapreet Kaur	8.56

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis B.Com. (Hons.) 5th Semester
BATCH (2023-2026)
(December 2025)

Students Detail	BCOM 501-18	BCOM502-18	BCOP521-18	BCOP522-18	BMPD 502-18
Students Appeared	20	20	20	20	25
Students Pass	20	20	20	20	20
Students Fail	0	0	0	0	5
Result Late	-	-	-	-	-
Pass %age	100%	100%	100%	100%	80%

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis BCom (Hons.) 5th Semester
BATCH (2023-2026)
(December 2025)

Pass %age

- BCOM 501-18
- BCOM 502-18
- BCOM 521-18
- BCOM 522-18
- BMPD 502-18

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' Cycle Autonomous College

Result Analysis BCom (Hons.) 5th Semester
BATCH (2023-2026)
(December 2025)

LIST OF TOPPERS

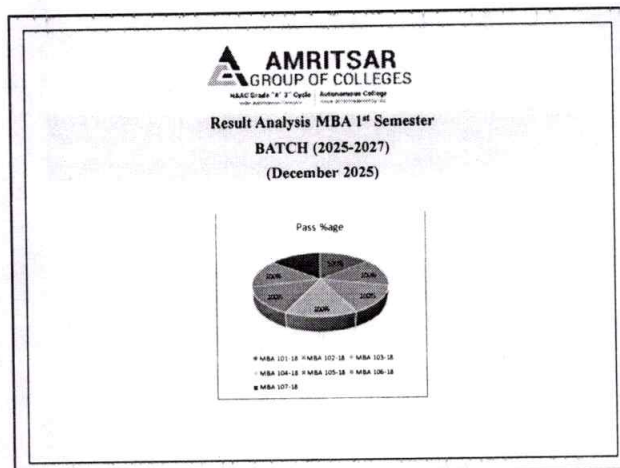
Position	Students Name	SGPA
1st	Jasleen Kaur (32)	8.76
2nd	Jasmeet Kaur	8.52
3rd	Sumanpreet Kaur	8.28

January

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 1st Cycle Autonomous College

Result Analysis MBA 1st Semester
BATCH (2025-2027)
(December 2025)

Students Detail	MBA 101-18	MBA 102-18	MBA 103-18	MBA 104-18	MBA 105-18	MBA 106-18	MBA 107-18
Students Appeared	43	43	40	43	43	43	43
Students Pass	43	43	40	43	43	43	43
Students Fail	-	-	-	-	-	-	-
Result Late	-	-	-	-	-	-	-
Pass %age	100%	100%	100%	100%	100%	100%	100%



AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 1st Cycle Autonomous College

Result Analysis MBA 1st Semester
BATCH (2025-2027)
(December 2025)

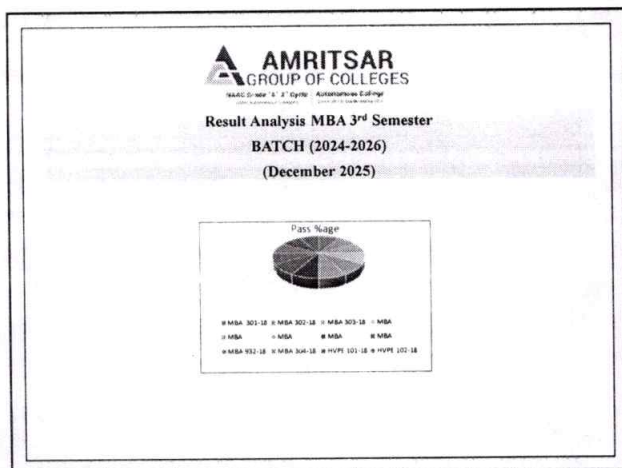
LIST OF TOPPERS

Position	Students Name	SGPA
1st	Jasmeet Kaur Mehakpreet Kaur	9.00
2nd	Navjot Kaur	8.86
3rd	Harshvini Kaur Parmeet Kaur Rumanyjit Kaur	8.71

AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 1st Cycle Autonomous College

Result Analysis MBA 3rd Semester
BATCH (2024-2026)
(December 2025)

Students Detail	MBA 301-18	MBA 302-18	MBA 303-18	MBA 304-18	MBA 305-18	MBA 306-18	MBA 307-18	MBA 308-18	MBA 309-18	MBA 310-18	MBA 311-18	MBA 312-18
Students Appeared	33	33	34	33	33	13	13	25	27	34	33	34
Students Pass	33	33	34	33	33	13	13	25	27	33	33	34
Students Fail	0	0	0	0	0	0	0	0	0	1	0	0
Result Late	-	-	-	-	-	-	-	-	-	-	-	-
Pass %age	100%	100%	100%	100%	100%	100%	100%	100%	100%	97%	100%	100%



AMRITSAR GROUP OF COLLEGES
NAAC Grade 'A' 1st Cycle Autonomous College

Result Analysis MBA 3rd Semester
BATCH (2024-2026)
(December 2025)

LIST OF TOPPERS

Position	Students Name	SGPA
1st	Aastha Sreen	9.50
2nd	Kiranpreet Kaur	9.25
3rd	Navroop Kaur Berma Kumari	9.13

Kaur



Agenda 14

To apprise the members of the Board of Studies regarding the increase in seats of B.Com. (Hons.) from 60 to 120 from the upcoming academic session.



Agenda 15

To apprise the members of the Board of Studies regarding the introduction of the following new courses and adoption of curriculum as per IKGPTU.

- a) B.A. (Computer Science) – 60 Seats
- b) Master in Hospital Administration – 30 Seats
- c) B. Voc. (E-Commerce & Digital Marketing) – 25 Seats



Agenda 16

To apprise the BoS of the new academic initiatives taken during Jan-May 2026

- Major activities/events organized by the department
- Students' Placements.
- MoU with Bajaj Finserv for providing Certificate Program in Banking Finance & Insurance for MBA/BBA/B. Com (Hons) students
- MoU with Krishna Foundation providing Skill based training program 30 hours course duration to the MBA/BBA/B. Com (Hons) students.



Major Activities/Events Organized

JAN-MAY 2026

Sr. No	Activity Name	Teacher/Coordinator	Date
1	Guest Lecture on Career Opportunities & Career Planning in the Current Scenario	Ms. Arjinder Kaur	29.01.2026
2	Guest Lecture on FinHouse – A Gamified Financial Literacy Session	Mr. Hardev Singh	3-2-2026
3	BIZ QUIZ CHAMP (Literary Club)	Dr. Namrita Kalia	11-2-2026
4	5 Days Management Development Training Programme	Ms. Sharanjot Kaur Mr. Harpreet Kaur	16.02.2026 to 20.02.2026
5	Guest Lecture on The Role of Value System in Success	Dr. Hardeep Singh	18.02.2026
6	Certificate Programme in Banking, Finance & Insurance	Dr. Hardeep Singh	23.02.2026 to 30.04.2026
7	Virtonomics (Virtual Business Plan Competition)	Ms. Gagandeep Kaur	27.02.2026
8	Info Cites Social Media Campaign on world Consumer Rights Day	Mr. Paramjeet Singh	18.03.2026



Major Activities/Events Organized

JAN-MAY 2026

Sr. No	Activity Name	Teacher/Coordinator	Date
9	Mehandi Competition	Ms. Bhawna Mehra/Ms. Dilshra	25.03.2026
10	Group Discussion	Dr. Namrita Kalia/Ms. Sharanjot Kaur	7.4.2026
11	Flameless Cooking Competition	Dr. Archana Kumari/Ms. Simran Kaur	10.04.2026
12	Industrial Visit MIST	Ms. Bhawna Mehra	10.04.2026
13	Vaisakhi Festival	Ms. Harpreet Kaur/Mr. Hardev Singh	13.04.2026
14	Badminton Competition	Ms. Kamaljit Kaur	15.04.2026
15	DMS Cricket League	Dr. Sahil Chouhan	22.4.2026
16	Industry Visit RBI Chandigarh/Economics Times	Mr. Paramjeet Singh/Ms. Gagandeep Kaur	24.4.2026
17	NUKKAD NATAK	Ms. Sanmeet Kaur	27.4.2026



Students' Placements

S.No.	Roll No.	Student Name	Branch	Company Name	Annual Package (in Lakhs)
1	233321	Aarjyan Sharma	B.Com	AJ Mohan & Associates	1.8
2	233347	Bohit Kumar	B.Com	AJ Mohan & Associates	1.8
3		Jasleen Kaur	B.Com	Lemon Tree	30000.00
4	234202	Singrajpreet Kaur	B.Com	TDS Capital	1.2
5		Mandeep Kaur	B.Com	ITC Welcom	60000.00
6	233348	Sahajpreet Kaur	B.Com	AJ Mohan & Associates	1.80
7	233333	Jasmeet Kaur	B.Com	AJ Mohan & Associates	1.20
8	233334	Conspireet Kaur	B.Com	AJ Mohan & Associates	1.80
9		Jasleen Kaur	B.Com	Shree Dhanwanthi Herbs	1.76
10	233339	Mohit Kumar	B.Com	Shree Dhanwanthi Herbs	1.76
11	233325	Anmolpreet Kaur	B.Com	AJ Mohan & Associates	1.20
12	233361	Vishal Dey	BBA	Manku Technology Pvt. Ltd.	2.16
13	233320	Shilpy Ranjan	BBA	Zee Insurance Brokers Pvt.Ltd.	1.20
14		Jasmeet Kaur	BBA	Mentors Daily	1.20
15		Komal Sandhu	BBA	TDS Capital	1.2
16	233360	Prayansh Kumar Raj	BBA	AJ Mohan & Associates	1.20
17	233370	Himanshu Raj	BBA	Credhu Health Care Pvt.Ltd.	1.98
18	233395	Mihika Kumari	BBA	Senior Packaging Machinery Mfg.Co.	3.60
19	233326	Smriti Kumari	BBA	Cognate E-Services	2.40
20	233334	Aadhye Kumar	BBA	Neekamit	1.00
21	233377	Mansi Kumar	BBA	Hudson Microfin	2.28
22		Jasleen Kaur	BBA	Fest World Legal	1.98
				ICICI Bank	5

Paras



Students' Placements

23	2412600	Shalish	MBA	Anarock	1.20
24		Aarib	MBA	TDS Capital	1.12
25	2412571	Khushboo Kumari	MBA	Airtel	2.16
26	2412588	Priyanka	MBA	Regenta Central Amritsar	1.97
27	2412601	Shivam Sharma	MBA	Roman Hi-Tech Pvt Ltd	1.92
28	2412592	Rishabh Raj Tiwari	MBA	Juozilal	2.00
29	2412567	Jaskirat	MBA	Kamal Exports	1.50
30	2412603	Ashutosh Kumar	MBA	Kamal Exports	1.50
31	2412548	Ashlesh	MBA	Kamal Exports	1.50
32	2412574	Krituha	MBA	Anarock	1.20
33	2412582	Nakroop Kaur	MBA	Gem Lab	1.68
34	2412598	Saurabh Kumar	MBA	Anarock	1.20
35	2412570	Khobham Parween	MBA	Cyfuture India Pvt.Ltd.	1.88
36	2412599	Seema Kumari	MBA	Kochar Tech	IN6000.00



Agenda 17

Any other agenda with the permission of chair.



THANKYOU

B

Gmail

Compose

Inbox 1,657

Starred

Blocked

Important

Sent

Categories

Purchases 388

Social 908

Updates

Forums

Promotions 2,009

More

Labels



Submission of Proceeding of the BoS Meeting (Held on 13th May 2026) , PPT and Detailed Stu- BBA and B.Com (Hons) External Inbox x

P

Pooja Puri

Dear Members of the Board of Studies, Greetings of the day. Please find attached the detailed Study Scheme, Syllabus, and Course Outcomes (COs) of the Bf

h

Harpreet Kaur

to me, vikram.ubs, Ravish, naresh.kapoor, sandhu.vikram

Approved from my side.

Warm Regards,

Harpreet Kaur

Associate Professor (Operations Management and Quantitative Methods)

Indian Institute of Management, Amritsar

Village Manawala, PO- Jandiala Guru SO

Amritsar, Punjab 143115

Phone: 9650826457 (M)



भारतीय प्रबंध संस्थान अमृतसर

Indian Institute of Management Amritsar

v

DR. VIKRAM SANDHU

to me

Respected maam,

The Proceedings/Minutes of the above mentioned meeting are approved from my side.

Thanks and regards,

Dr. VIKRAM SANDHU

Professor & Placement Incharge

University Business School

Guru Nanak Dev University

Amritsar, Punjab,India.

Ph. +91-9855609786



Pooja Puri <hod.mba@acetedu.in>

Proceedings of BoS Meeting held on 13 May 2026 in Department of Management Studies at AGC

1 message

Pooja Puri <hod.mba@acetedu.in>

Tue, May 19, 2026 at 3:02 AM

To: vikram.ubs@gndu.ac.in, sandhu.vikram@yahoo.com, harpreetk@iimamritsar.ac.in, Ravish Malhotra <ravish.jk@gmail.com>, naresh.kapoor@timegroup.com

Dear Sir/Mam

Kindly find the attachment regarding the above cited subject and approve the same.

Attachments:

Proceedings of BoS Meeting held on 13 May 2026

PPT for your reference

Thanks & Regards

**Dr. Pooja Puri
Professor & Head
Department of Management Studies
AGC, Amritsar**

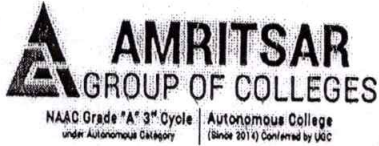
2 attachments



PROCEEDINGS_BoS_2026.pdf
843K



PPT BoS Meeting MAY 2026.pptx
517K



Requisition Form
for Reading Hall 4

Central
Library

Department: Management Studies

Event: BOS Meeting

Date: 13-05-2026

Time & Duration: 11:30 AM - 1:30 PM (2 Hour)

I shall be responsible for overall handling of Reading Hall 4 (Central Library) during the event and shall return it in the same condition (cleaning etc.) any breakage/ mishandling/ lost items will be paid by our department.

Paramjeet Singh

Name of the event co-ordinator

Paramjeet Singh
Signature

Recommendation

Date: 12/05/2026

[Signature]
Member Secretary/Organizing Secretary

Allotment

Reading Hall is vacant on the mentioned date so may be allowed.

[Signature]

In-charge Reading Hall-4

[Signature]
12/05/26
Head Librarian

Relinquishment

The venue has been returned in the same condition as it was originally allotted, with no signs of mishandling.

Remarks in case of mishandling:

Date: _____

In-charge Reading Hall-4

Catering Request Form

Department of
Hotel
Management

Date: 12-05-2022

Catering Date: <u>13-05-2026</u>	Breakfast/Afternoon Tea/ <input checked="" type="checkbox"/> Lunch/ Hi-Tea/ Dinner:	
Start Time: <u>1:00 pm</u>	End Time: <u>2:00 pm</u>	
Total No. of pax attending: <u>8</u>	No. of Internal pax: <u>4</u>	No. of External Pax: <u>4</u>
Event: <u>BOS Meeting</u>	Venue: <u>.</u>	
Department Organizing the event: <u>DMS</u>	Name of the Event Coordinator: <u>Bhauana</u>	Mob: <u>9501865219</u>
Email: <u>bhauana2527@gmail.com</u>	Name & Contact No. of Instructor/ Attendant: <u>Aditi 7508874977</u>	

Particulars	
<u>Lunch</u>	
<u>Dal Makhni</u>	
<u>Mix Veg.</u>	
<u>Paneer</u>	
<u>Breads</u>	
<u>Rice</u>	
<u>Raita</u>	
<u>Salad</u>	
<u>Sweetalish</u>	

Approximately Cost ₹2600/-

HOD _____

[Signature]

Principal _____

[Signature]

Request Instructions:

1. The request should be placed at least one day in advance and before 11 am.
2. All the above signatures are mandatory.
3. From the stated number of persons attending only an increase of 5% will be accommodated at the last hour.
4. Please send the above form duly signed to the Department of Hotel Management in either hard or soft format.

Cc: Registrar Finance

Catering Request Form

**Department of
 Hotel
 Management**

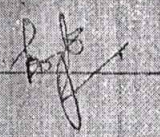
Date: 12-05-2024

Catering Date: <u>13-05-2026</u>		Breakfast/Afternoon Tea/ Lunch/ Hi-Tea/ Dinner: <u>✓</u>	
Start Time: <u>1:00 pm</u>	End Time: <u>2:00 pm</u>		
Total No. of pax attending: <u>8</u>	No. of Internal pax: <u>4</u>	No. of External Pax: <u>4</u>	
Event: <u>BOS Meeting</u>	Venue: <u>:</u>		
Department Organizing the event: <u>DMS</u>	Name of the Event Coordinator: <u>Bhauana</u>	Mob: <u>9501865219</u>	
Email: <u>Bhauana2527@gmail.com</u>	Name & Contact No. of Instructor/ Attendant: <u>Aditi 7508874977</u>		

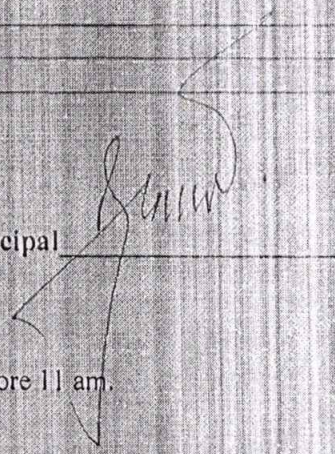
Particulars	
<u>Lunch</u>	
<u>Dal Makhni</u>	
<u>Mix Veg.</u>	
<u>Panier</u>	
<u>Breads</u>	
<u>Rice</u>	
<u>Raita</u>	
<u>Salad</u>	
<u>Sweetdish</u>	

Approximately Cost ₹2600/-

HOD _____



Principal _____



Request Instructions:

1. The request should be placed at least one day in advance and before 11 am.
2. All the above signatures are mandatory.
3. From the stated number of persons attending only an increase of 5% will be accommodated at the last hour.
4. Please send the above form duly signed to the Department of Hotel Management in either hard or soft format.

Cc: Registrar Finance

Catering Request Form

Department of
Hotel
Management

Date: 12-05-2022

Catering Date: 18-05-2022		Breakfast/Afternoon Tea/Lunch/Hi-Tea/Dinner: <input checked="" type="checkbox"/>	
Start Time: 1:00 pm	End Time: 2:00 pm		
Total No. of pax attending: 8	No. of Internal pax: 4	No. of External Pax: 4	
Event: BOS Meeting	Venue: -		
Department Organizing the event: DMS	Name of the Event Coordinator: Bhauna	Mob: 9501865219	
Email: bhauna2527@gmail.com	Name & Contact No. of Instructor/Attendant: Aditi	7508874971	

Particulars
Lunch
Dal Makhani
Mix Veg.
Ranek
Breads
Rice
Kulcha
Salad
Sweetalish

Approximately Cost ₹2600/-

HOD

[Signature]

Principal

[Signature]

Request Instructions:

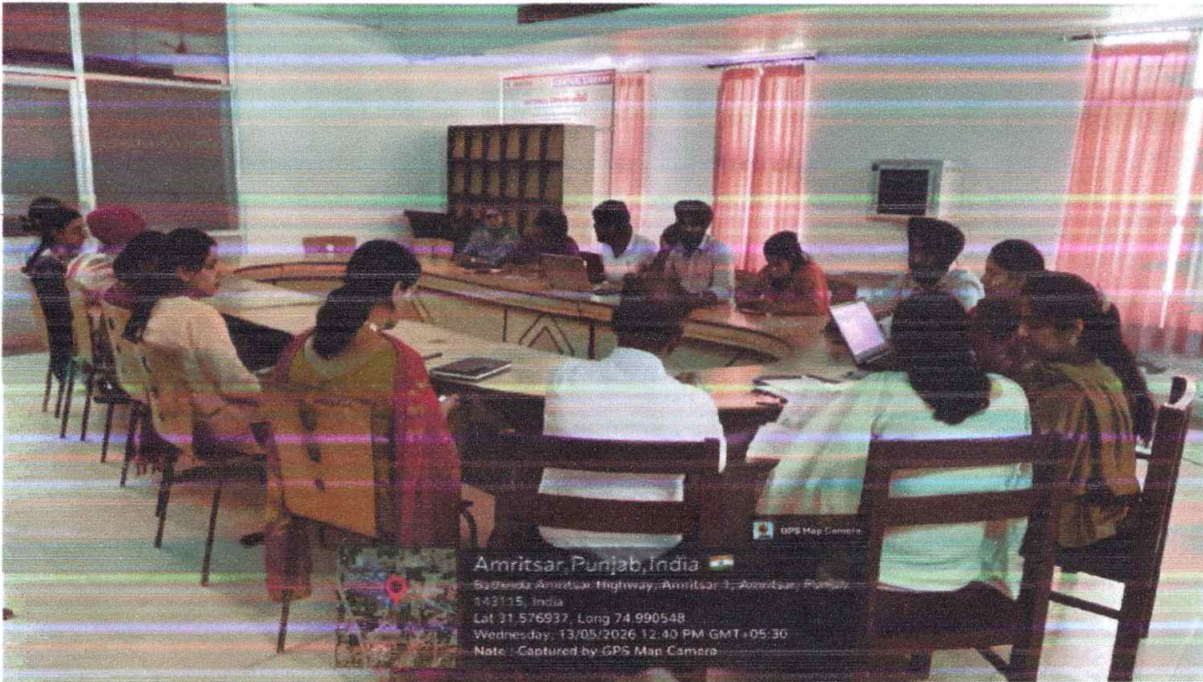
1. The request should be placed at least one day in advance and before 11 am.
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4. Please send the above form duly signed to the Department of Hotel Management in either hard or soft format.

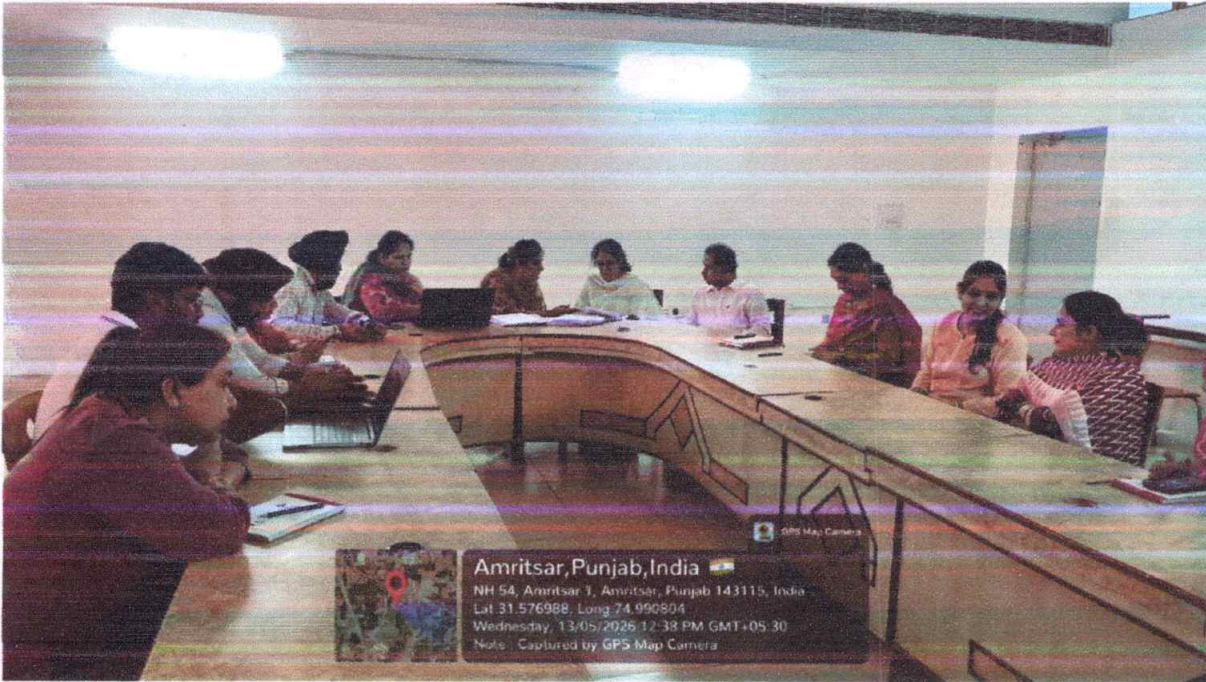
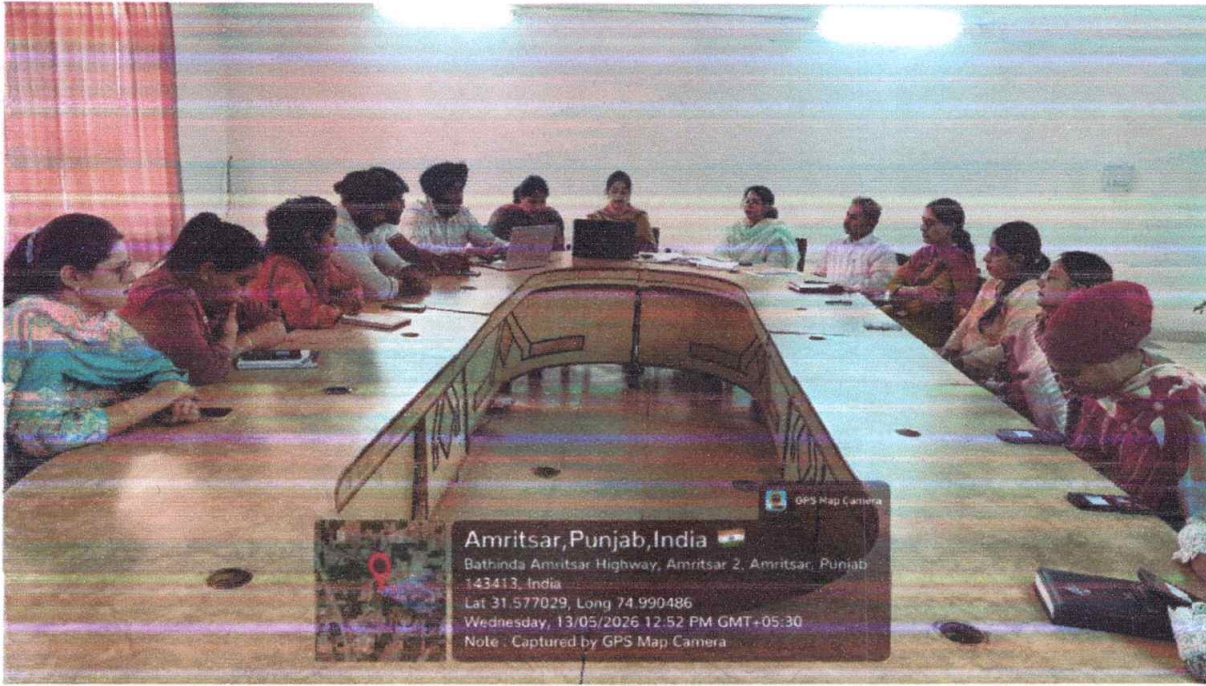
Cc: Registrar Finance

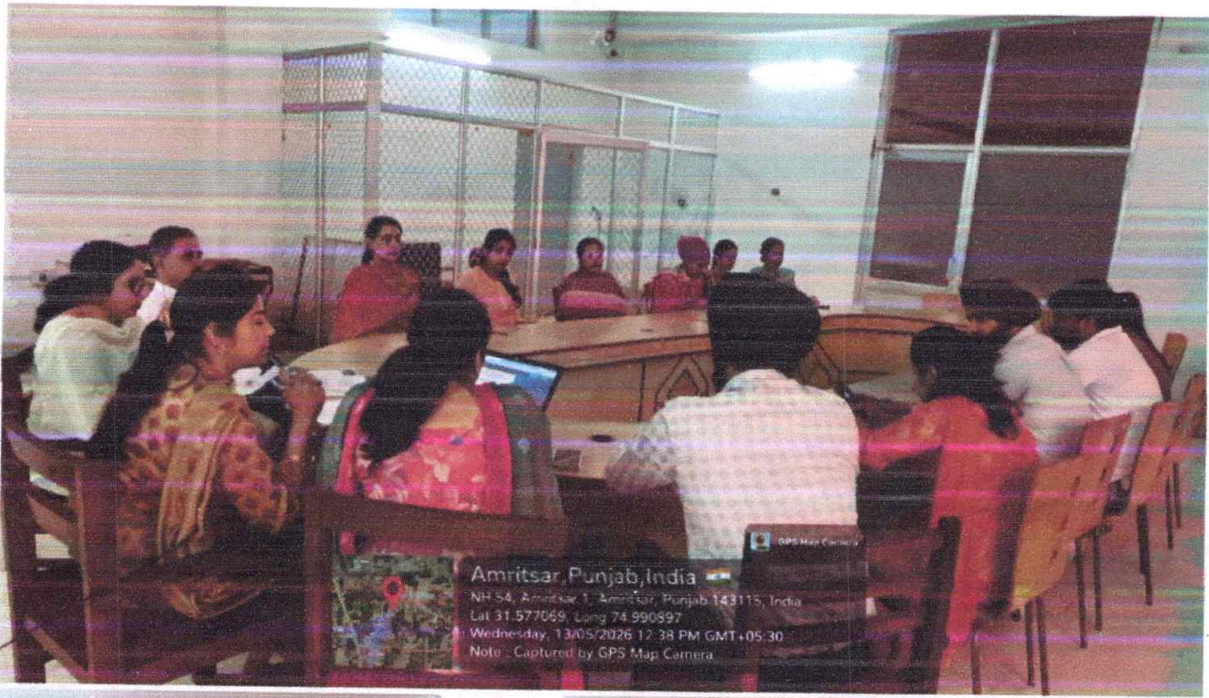
Received
[Signature]
12/05/22

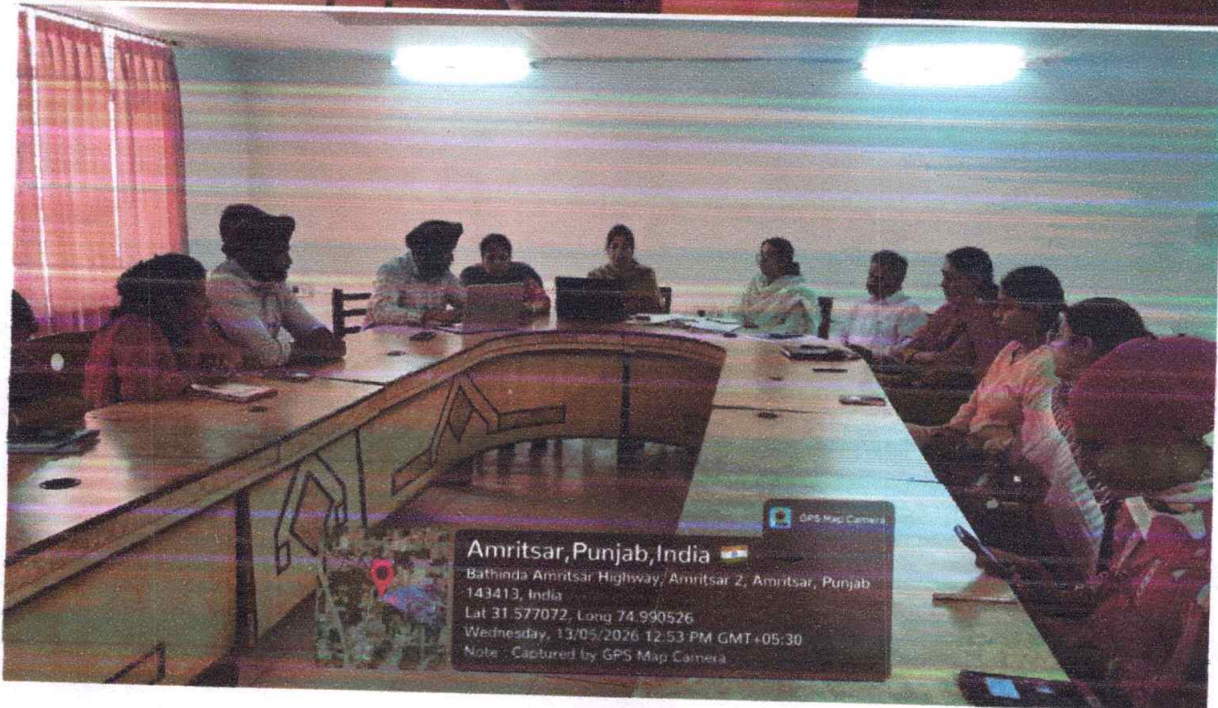
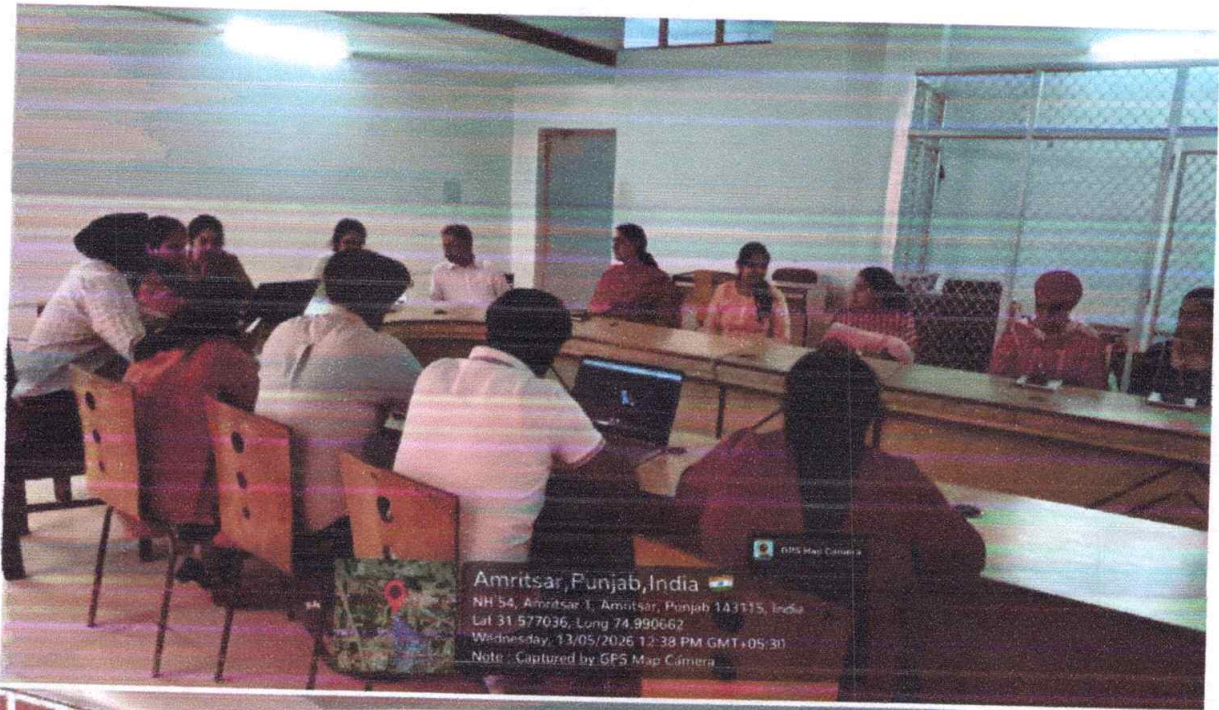


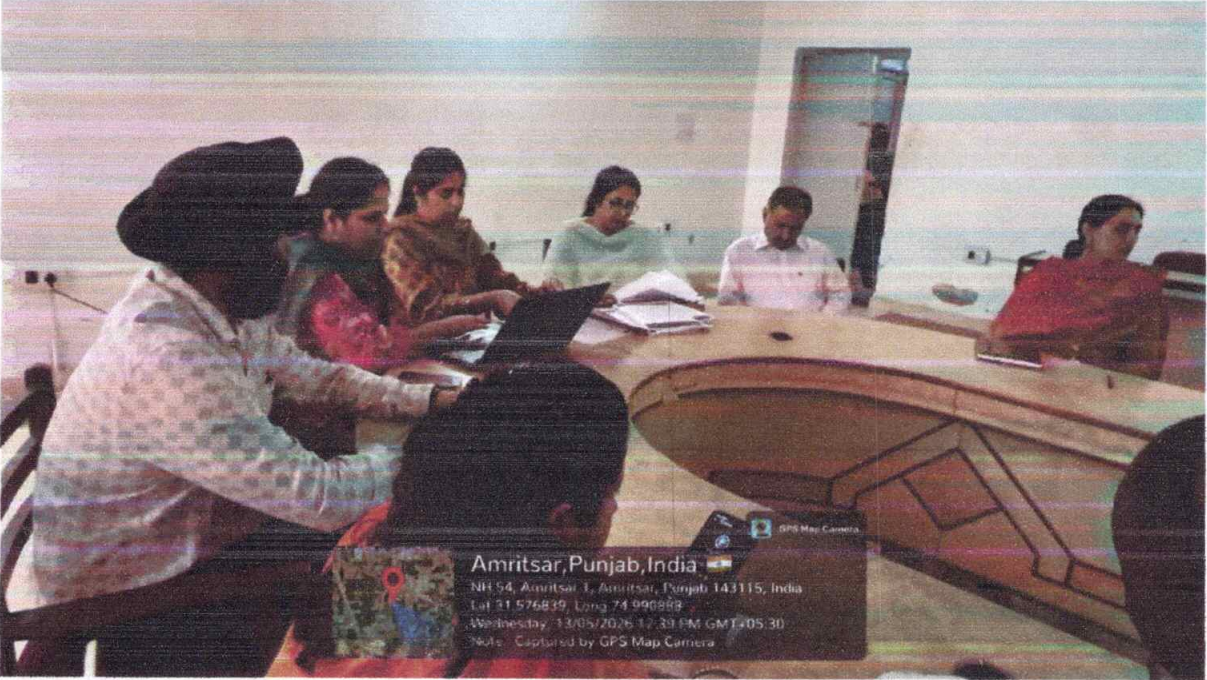
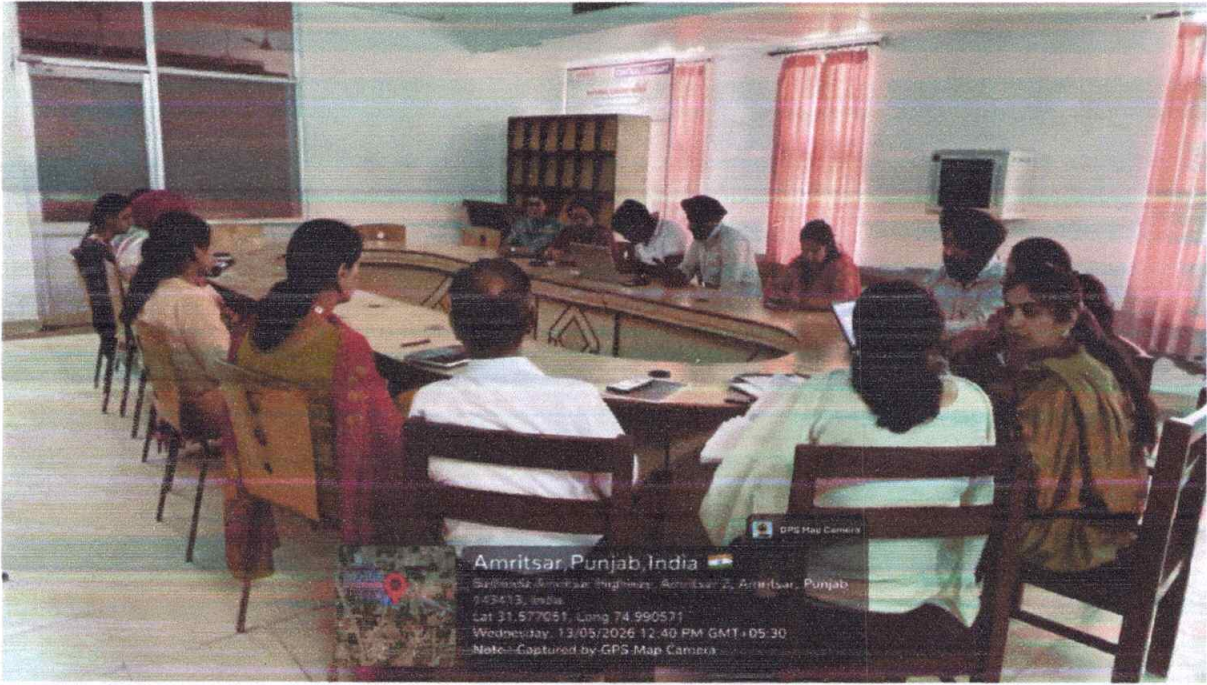
Amritsar, Punjab, India
Bathinda Amritsar Highway, Amritsar 1, Amritsar, Punjab
143115, India
Lat 31.577034, Long 74.990723
Wednesday, 13/05/2026 12:52 PM GMT+05:30
Note: Captured by GPS Map Camera

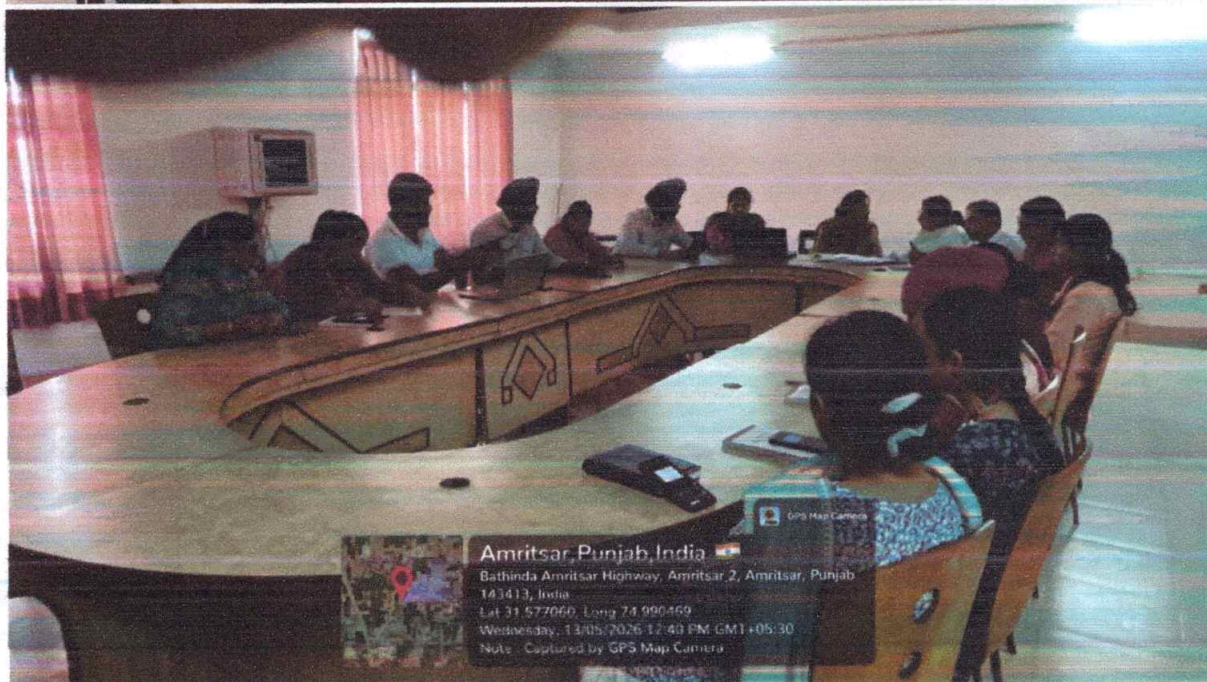


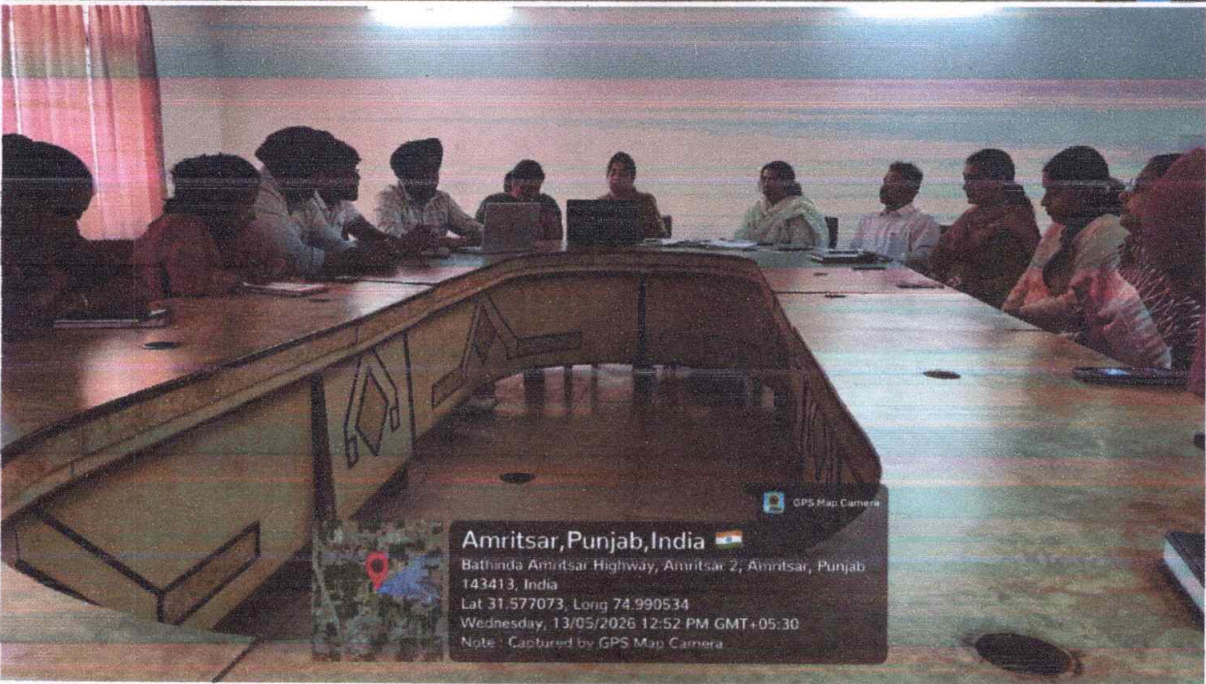
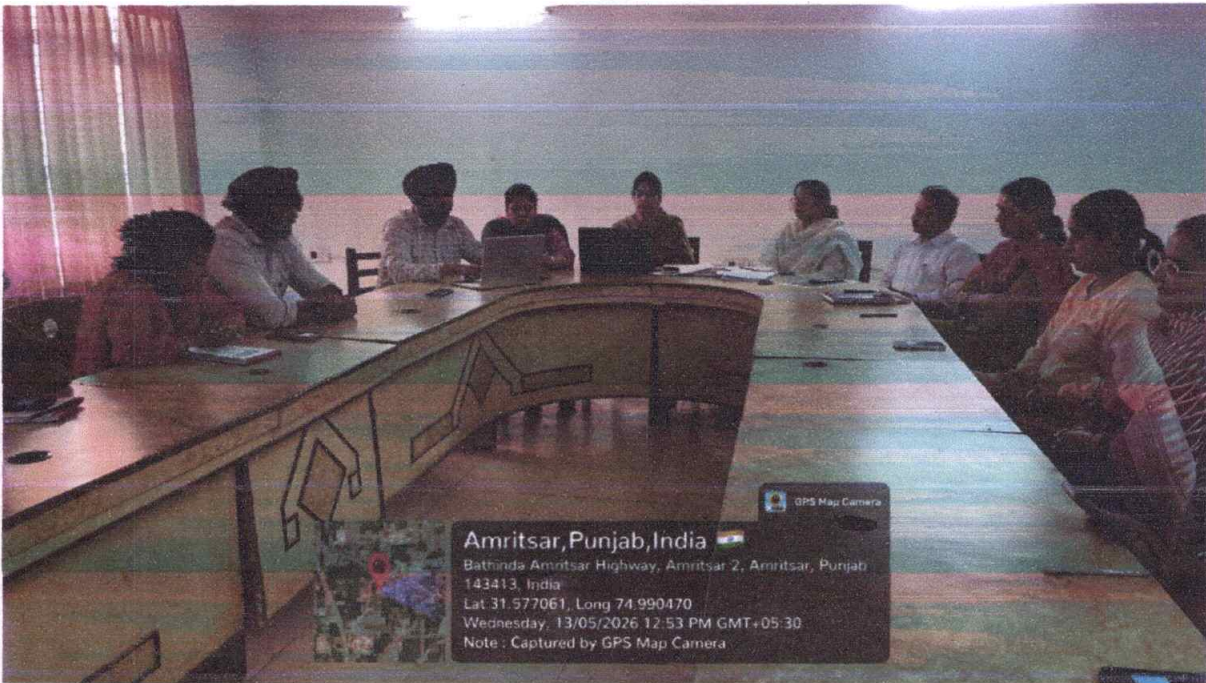












AMRITSAR GROUP OF COLLEGES
 AMRITSAR
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Agenda 16

To apprise the BoS of the new academic initiatives taken during Jan-May 2026.

- Major activities/events organized by the department.
- Students' Placements.
- Meet with Bajaj Finserv for providing Certificate Program in Banking Finance & Insurance for MBA/BA/B.Com (Hons) students.
- Meet with Krishna Foundation providing Skill based training program 30 hours course duration to the MBA/BA/B.Com (Hons) students.

AMRITSAR GROUP OF COLLEGES
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Agenda

16. To apprise the BoS of the new academic initiatives taken during Jan-May 2026.

- Major activities/events organized by the department.
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- Meet with Krishna Foundation providing Skill based training program 30 hours course duration to the MBA/BA/B.Com (Hons) students.

17. Any other agenda with the permission of the chair.

AMRITSAR GROUP OF COLLEGES
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BBA 6th Semester

Elective - Subjects for Specialization in Human Resource Management

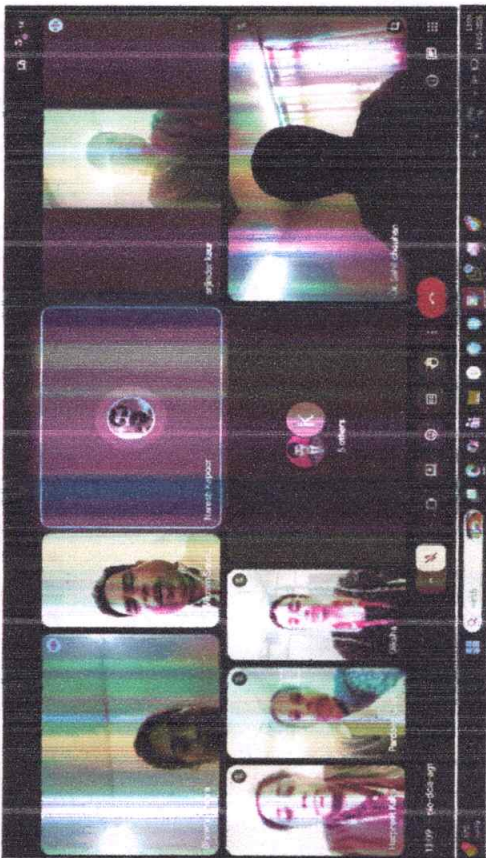
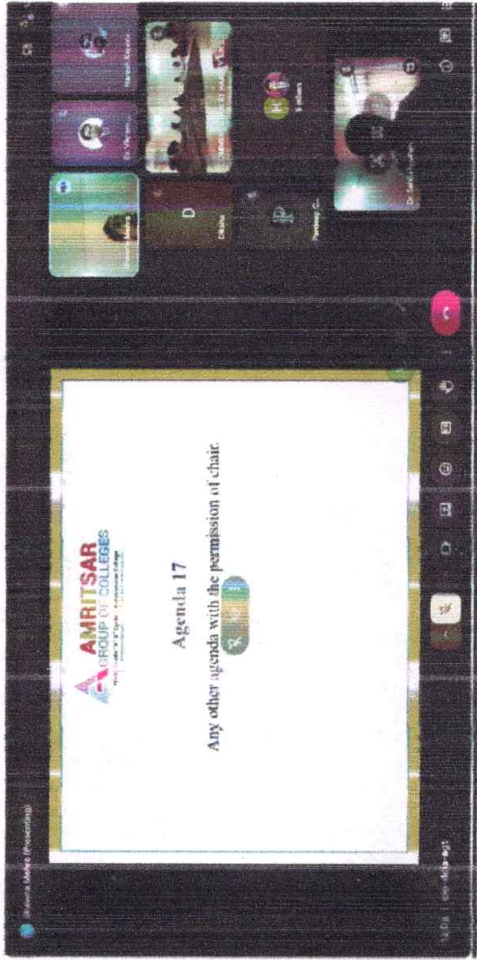
Sl. No.	Elective	Prerequisites	Course Objectives	Course Outcomes
1	HRM (1)	HRM (1)	1. To understand the concept of HRM and its importance in an organization.	1.1. Explain the concept of HRM and its importance in an organization.
2	HRM (2)	HRM (1)	2. To understand the concept of HRM and its importance in an organization.	2.1. Explain the concept of HRM and its importance in an organization.
3	HRM (3)	HRM (1)	3. To understand the concept of HRM and its importance in an organization.	3.1. Explain the concept of HRM and its importance in an organization.
4	HRM (4)	HRM (1)	4. To understand the concept of HRM and its importance in an organization.	4.1. Explain the concept of HRM and its importance in an organization.
5	HRM (5)	HRM (1)	5. To understand the concept of HRM and its importance in an organization.	5.1. Explain the concept of HRM and its importance in an organization.

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BBA 6th Semester

Elective - Subjects for Specialization in Marketing

Sl. No.	Elective	Prerequisites	Course Objectives	Course Outcomes
1	Marketing (1)	Marketing (1)	1. To understand the concept of Marketing and its importance in an organization.	1.1. Explain the concept of Marketing and its importance in an organization.
2	Marketing (2)	Marketing (1)	2. To understand the concept of Marketing and its importance in an organization.	2.1. Explain the concept of Marketing and its importance in an organization.
3	Marketing (3)	Marketing (1)	3. To understand the concept of Marketing and its importance in an organization.	3.1. Explain the concept of Marketing and its importance in an organization.
4	Marketing (4)	Marketing (1)	4. To understand the concept of Marketing and its importance in an organization.	4.1. Explain the concept of Marketing and its importance in an organization.
5	Marketing (5)	Marketing (1)	5. To understand the concept of Marketing and its importance in an organization.	5.1. Explain the concept of Marketing and its importance in an organization.



AMRITSAR GROUP OF COLLEGES
BBA 6th Semester

Sl. No.	Name of the Candidate	Marks	Grade
1.	A. A. Khan	60	C
2.	A. A. Khan	60	C
3.	A. A. Khan	60	C
4.	A. A. Khan	60	C
5.	A. A. Khan	60	C
6.	A. A. Khan	60	C
7.	A. A. Khan	60	C
8.	A. A. Khan	60	C
9.	A. A. Khan	60	C
10.	A. A. Khan	60	C

AMRITSAR GROUP OF COLLEGES

Agenda 14

To apprise the members of the Board of Studies regarding the increase in seats of B.Com. (Hons.) from 60 to 120 from the upcoming academic session.

AMRITSAR GROUP OF COLLEGES
B.Com. (Hons) 3rd Semester

Sl. No.	Name of the Candidate	Marks	Grade
1.	A. A. Khan	60	C
2.	A. A. Khan	60	C
3.	A. A. Khan	60	C
4.	A. A. Khan	60	C
5.	A. A. Khan	60	C
6.	A. A. Khan	60	C
7.	A. A. Khan	60	C
8.	A. A. Khan	60	C
9.	A. A. Khan	60	C
10.	A. A. Khan	60	C

AMRITSAR GROUP OF COLLEGES

Board of Studies B.Com. (Hons.) 3rd Semester

AMRITSAR GROUP OF COLLEGES

AMRITSAR GROUP OF COLLEGES
B.Com. (Hons) 4th Semester

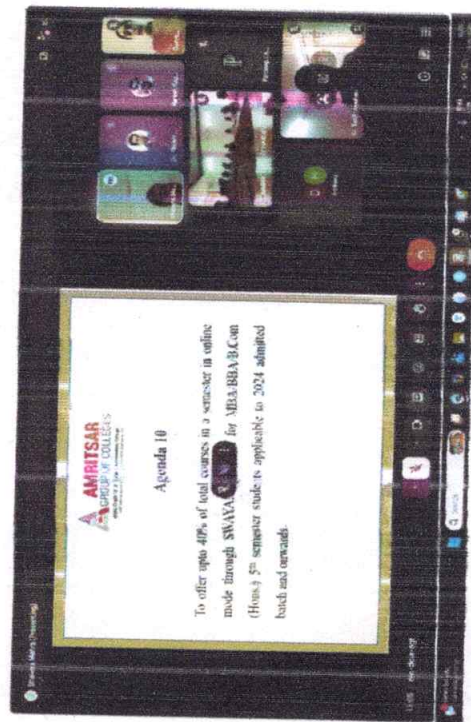
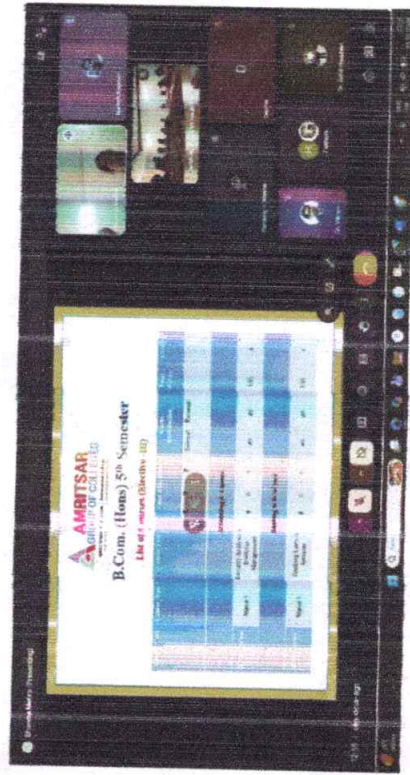
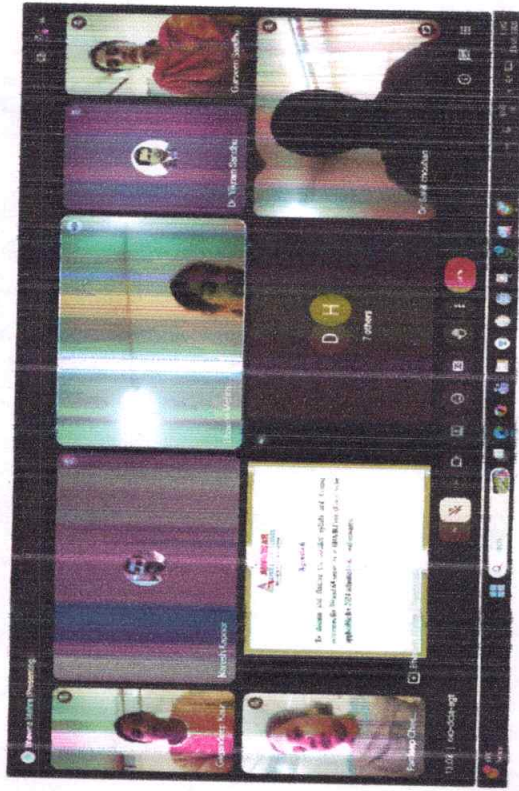
Sl. No.	Name of the Candidate	Grade	Percentage
1	Arshdeep Singh	B	65.00
2	Arshdeep Singh	B	65.00
3	Arshdeep Singh	B	65.00
4	Arshdeep Singh	B	65.00
5	Arshdeep Singh	B	65.00
6	Arshdeep Singh	B	65.00
7	Arshdeep Singh	B	65.00
8	Arshdeep Singh	B	65.00
9	Arshdeep Singh	B	65.00
10	Arshdeep Singh	B	65.00
11	Arshdeep Singh	B	65.00
12	Arshdeep Singh	B	65.00
13	Arshdeep Singh	B	65.00
14	Arshdeep Singh	B	65.00
15	Arshdeep Singh	B	65.00
16	Arshdeep Singh	B	65.00
17	Arshdeep Singh	B	65.00
18	Arshdeep Singh	B	65.00
19	Arshdeep Singh	B	65.00
20	Arshdeep Singh	B	65.00
21	Arshdeep Singh	B	65.00
22	Arshdeep Singh	B	65.00
23	Arshdeep Singh	B	65.00
24	Arshdeep Singh	B	65.00
25	Arshdeep Singh	B	65.00
26	Arshdeep Singh	B	65.00
27	Arshdeep Singh	B	65.00
28	Arshdeep Singh	B	65.00
29	Arshdeep Singh	B	65.00
30	Arshdeep Singh	B	65.00
31	Arshdeep Singh	B	65.00
32	Arshdeep Singh	B	65.00
33	Arshdeep Singh	B	65.00
34	Arshdeep Singh	B	65.00
35	Arshdeep Singh	B	65.00
36	Arshdeep Singh	B	65.00
37	Arshdeep Singh	B	65.00
38	Arshdeep Singh	B	65.00
39	Arshdeep Singh	B	65.00
40	Arshdeep Singh	B	65.00
41	Arshdeep Singh	B	65.00
42	Arshdeep Singh	B	65.00
43	Arshdeep Singh	B	65.00
44	Arshdeep Singh	B	65.00
45	Arshdeep Singh	B	65.00
46	Arshdeep Singh	B	65.00
47	Arshdeep Singh	B	65.00
48	Arshdeep Singh	B	65.00
49	Arshdeep Singh	B	65.00
50	Arshdeep Singh	B	65.00
51	Arshdeep Singh	B	65.00
52	Arshdeep Singh	B	65.00
53	Arshdeep Singh	B	65.00
54	Arshdeep Singh	B	65.00
55	Arshdeep Singh	B	65.00
56	Arshdeep Singh	B	65.00
57	Arshdeep Singh	B	65.00
58	Arshdeep Singh	B	65.00
59	Arshdeep Singh	B	65.00
60	Arshdeep Singh	B	65.00
61	Arshdeep Singh	B	65.00
62	Arshdeep Singh	B	65.00
63	Arshdeep Singh	B	65.00
64	Arshdeep Singh	B	65.00
65	Arshdeep Singh	B	65.00
66	Arshdeep Singh	B	65.00
67	Arshdeep Singh	B	65.00
68	Arshdeep Singh	B	65.00
69	Arshdeep Singh	B	65.00
70	Arshdeep Singh	B	65.00
71	Arshdeep Singh	B	65.00
72	Arshdeep Singh	B	65.00
73	Arshdeep Singh	B	65.00
74	Arshdeep Singh	B	65.00
75	Arshdeep Singh	B	65.00
76	Arshdeep Singh	B	65.00
77	Arshdeep Singh	B	65.00
78	Arshdeep Singh	B	65.00
79	Arshdeep Singh	B	65.00
80	Arshdeep Singh	B	65.00
81	Arshdeep Singh	B	65.00
82	Arshdeep Singh	B	65.00
83	Arshdeep Singh	B	65.00
84	Arshdeep Singh	B	65.00
85	Arshdeep Singh	B	65.00
86	Arshdeep Singh	B	65.00
87	Arshdeep Singh	B	65.00
88	Arshdeep Singh	B	65.00
89	Arshdeep Singh	B	65.00
90	Arshdeep Singh	B	65.00
91	Arshdeep Singh	B	65.00
92	Arshdeep Singh	B	65.00
93	Arshdeep Singh	B	65.00
94	Arshdeep Singh	B	65.00
95	Arshdeep Singh	B	65.00
96	Arshdeep Singh	B	65.00
97	Arshdeep Singh	B	65.00
98	Arshdeep Singh	B	65.00
99	Arshdeep Singh	B	65.00
100	Arshdeep Singh	B	65.00

AMRITSAR GROUP OF COLLEGES
B.Com. (Hons) 3rd Semester
 List of Courses (Elective 4)

Sl. No.	Name of the Candidate	Grade	Percentage
1	Arshdeep Singh	B	65.00
2	Arshdeep Singh	B	65.00
3	Arshdeep Singh	B	65.00
4	Arshdeep Singh	B	65.00
5	Arshdeep Singh	B	65.00
6	Arshdeep Singh	B	65.00
7	Arshdeep Singh	B	65.00
8	Arshdeep Singh	B	65.00
9	Arshdeep Singh	B	65.00
10	Arshdeep Singh	B	65.00
11	Arshdeep Singh	B	65.00
12	Arshdeep Singh	B	65.00
13	Arshdeep Singh	B	65.00
14	Arshdeep Singh	B	65.00
15	Arshdeep Singh	B	65.00
16	Arshdeep Singh	B	65.00
17	Arshdeep Singh	B	65.00
18	Arshdeep Singh	B	65.00
19	Arshdeep Singh	B	65.00
20	Arshdeep Singh	B	65.00
21	Arshdeep Singh	B	65.00
22	Arshdeep Singh	B	65.00
23	Arshdeep Singh	B	65.00
24	Arshdeep Singh	B	65.00
25	Arshdeep Singh	B	65.00
26	Arshdeep Singh	B	65.00
27	Arshdeep Singh	B	65.00
28	Arshdeep Singh	B	65.00
29	Arshdeep Singh	B	65.00
30	Arshdeep Singh	B	65.00
31	Arshdeep Singh	B	65.00
32	Arshdeep Singh	B	65.00
33	Arshdeep Singh	B	65.00
34	Arshdeep Singh	B	65.00
35	Arshdeep Singh	B	65.00
36	Arshdeep Singh	B	65.00
37	Arshdeep Singh	B	65.00
38	Arshdeep Singh	B	65.00
39	Arshdeep Singh	B	65.00
40	Arshdeep Singh	B	65.00
41	Arshdeep Singh	B	65.00
42	Arshdeep Singh	B	65.00
43	Arshdeep Singh	B	65.00
44	Arshdeep Singh	B	65.00
45	Arshdeep Singh	B	65.00
46	Arshdeep Singh	B	65.00
47	Arshdeep Singh	B	65.00
48	Arshdeep Singh	B	65.00
49	Arshdeep Singh	B	65.00
50	Arshdeep Singh	B	65.00
51	Arshdeep Singh	B	65.00
52	Arshdeep Singh	B	65.00
53	Arshdeep Singh	B	65.00
54	Arshdeep Singh	B	65.00
55	Arshdeep Singh	B	65.00
56	Arshdeep Singh	B	65.00
57	Arshdeep Singh	B	65.00
58	Arshdeep Singh	B	65.00
59	Arshdeep Singh	B	65.00
60	Arshdeep Singh	B	65.00
61	Arshdeep Singh	B	65.00
62	Arshdeep Singh	B	65.00
63	Arshdeep Singh	B	65.00
64	Arshdeep Singh	B	65.00
65	Arshdeep Singh	B	65.00
66	Arshdeep Singh	B	65.00
67	Arshdeep Singh	B	65.00
68	Arshdeep Singh	B	65.00
69	Arshdeep Singh	B	65.00
70	Arshdeep Singh	B	65.00
71	Arshdeep Singh	B	65.00
72	Arshdeep Singh	B	65.00
73	Arshdeep Singh	B	65.00
74	Arshdeep Singh	B	65.00
75	Arshdeep Singh	B	65.00
76	Arshdeep Singh	B	65.00
77	Arshdeep Singh	B	65.00
78	Arshdeep Singh	B	65.00
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81	Arshdeep Singh	B	65.00
82	Arshdeep Singh	B	65.00
83	Arshdeep Singh	B	65.00
84	Arshdeep Singh	B	65.00
85	Arshdeep Singh	B	65.00
86	Arshdeep Singh	B	65.00
87	Arshdeep Singh	B	65.00
88	Arshdeep Singh	B	65.00
89	Arshdeep Singh	B	65.00
90	Arshdeep Singh	B	65.00
91	Arshdeep Singh	B	65.00
92	Arshdeep Singh	B	65.00
93	Arshdeep Singh	B	65.00
94	Arshdeep Singh	B	65.00
95	Arshdeep Singh	B	65.00
96	Arshdeep Singh	B	65.00
97	Arshdeep Singh	B	65.00
98	Arshdeep Singh	B	65.00
99	Arshdeep Singh	B	65.00
100	Arshdeep Singh	B	65.00

A screenshot of a Zoom meeting interface. The main window displays a grid of participants. In the top-left corner, a shared screen shows a document titled "B.Com. (Hons) 4th Semester". The meeting controls at the bottom include a search bar, a list of participants, and a toolbar with icons for chat, mute, video, and other functions. The time displayed is 13:30.

A screenshot of a Zoom meeting interface. The main window displays a grid of participants. In the top-left corner, a shared screen shows a document titled "B.Com. (Hons) 3rd Semester". The meeting controls at the bottom include a search bar, a list of participants, and a toolbar with icons for chat, mute, video, and other functions. The time displayed is 13:30.



10:35 600-958-907

AMRITSAR GROUP OF COLLEGES

Agenda 4

To discuss the study scheme from 3rd to 6th semester of B. Com (Hons) and finalize the Study Scheme of 3rd and 4th semester of B. Com (Hons) to be applicable for 2025 admitted batches and onward.

10:35 600-958-907

11:03 600-958-907

AMRITSAR GROUP OF COLLEGES

Agenda 4

To discuss the study scheme from 3rd to 6th semester of B. Com (Hons) and finalize the Study Scheme of 3rd and 4th semester of B. Com (Hons) to be applicable for 2025 admitted batches and onward.

11:03 600-958-907

11:04 600-958-907

AMRITSAR GROUP OF COLLEGES

Line of Courses (Check by ID)

B.Com. (Hons) 4th Semester

Sl. No.	Course Name	Prerequisite	Grade	ECTS
1	Accounting	Accounting I	B	3
2	Business Law	Business Law I	B	3
3	Computer Applications	Computer Applications I	B	3
4	Business Statistics	Business Statistics I	B	3
5	Business Mathematics	Business Mathematics I	B	3
6	Business English	Business English I	B	3
7	Business Communication	Business Communication I	B	3
8	Business Ethics	Business Ethics I	B	3
9	Business Research Methods	Business Research Methods I	B	3
10	Business Project	Business Project I	B	3

11:04 600-958-907

11:00 600-958-907

AMRITSAR GROUP OF COLLEGES

B.Com. (Hons) 4th Semester

Sl. No.	Course Name	Prerequisite	Grade	ECTS
1	Accounting	Accounting I	B	3
2	Business Law	Business Law I	B	3
3	Computer Applications	Computer Applications I	B	3
4	Business Statistics	Business Statistics I	B	3
5	Business Mathematics	Business Mathematics I	B	3
6	Business English	Business English I	B	3
7	Business Communication	Business Communication I	B	3
8	Business Ethics	Business Ethics I	B	3
9	Business Research Methods	Business Research Methods I	B	3
10	Business Project	Business Project I	B	3

11:00 600-958-907

AMRITSAR GROUP OF COLLEGES
 AMRITSAR
 Group of Colleges

B.Com (Hons) 5th Semester

Sl. No.	Subject	Credits	Total
1	Accounting	4	4
2	Business Law	4	8
3	Business Mathematics	4	12
4	Business Statistics	4	16
5	Business Economics	4	20
6	Business English	4	24
7	Business Communication	4	28
8	Business Information Systems	4	32
9	Business Ethics	4	36
10	Business Research Methods	4	40
11	Business Project	4	44
12	Business Internship	4	48
13	Business Dissertation	4	52
14	Business Final Project	4	56
15	Business Final Exam	4	60

AMRITSAR GROUP OF COLLEGES
 AMRITSAR
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B.Com (Hons) 5th Semester

Sl. No.	Subject	Credits	Total
1	Accounting	4	4
2	Business Law	4	8
3	Business Mathematics	4	12
4	Business Statistics	4	16
5	Business Economics	4	20
6	Business English	4	24
7	Business Communication	4	28
8	Business Information Systems	4	32
9	Business Ethics	4	36
10	Business Research Methods	4	40
11	Business Project	4	44
12	Business Internship	4	48
13	Business Dissertation	4	52
14	Business Final Project	4	56
15	Business Final Exam	4	60

AMRITSAR GROUP OF COLLEGES
 AMRITSAR
 Group of Colleges

Agenda II

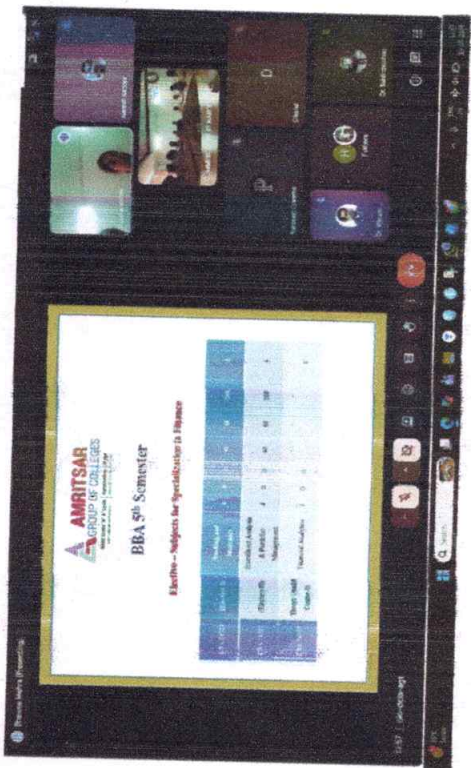
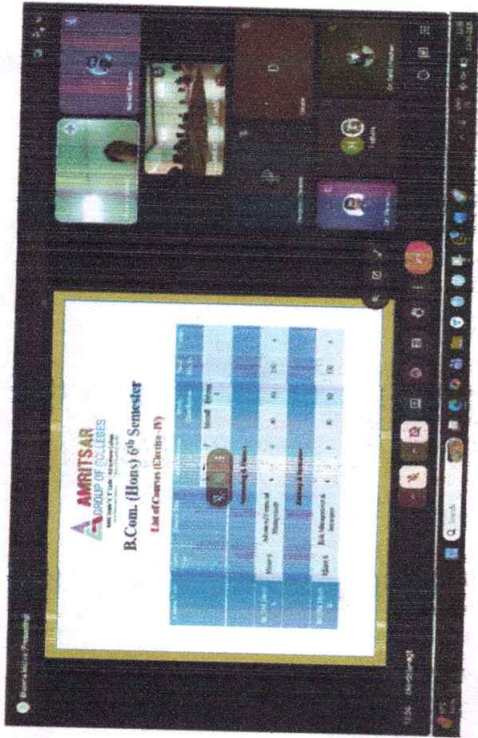
To consider and approve the inclusion and implementation of a mandatory 'Entrepreneurship Mindset Curriculum' in BBA and B.Com (Hons) as per the directions of the Government of Punjab through IKOPTU for BBA and B.Com (Hons) students admitted from the session 2025 and onwards.

AMRITSAR GROUP OF COLLEGES
 AMRITSAR
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BBA 6th Semester

Directive - Subjects for Specialisation in Finance - Research Management

Sl. No.	Subject	Credits	Total
1	Financial Accounting	4	4
2	Business Law	4	8
3	Business Mathematics	4	12
4	Business Statistics	4	16
5	Business Economics	4	20
6	Business English	4	24
7	Business Communication	4	28
8	Business Information Systems	4	32
9	Business Ethics	4	36
10	Business Research Methods	4	40
11	Business Project	4	44
12	Business Internship	4	48
13	Business Dissertation	4	52
14	Business Final Project	4	56
15	Business Final Exam	4	60



AMRITSAR GROUP OF COLLEGES
17th Board of Studies Meeting
13th May, 2026
Dr. Pooja Puri
Chairperson - Board of Studies
Department of Management Studies
AGC, Amritsar

₹5V

AMRITSAR GROUP OF COLLEGES
Agenda

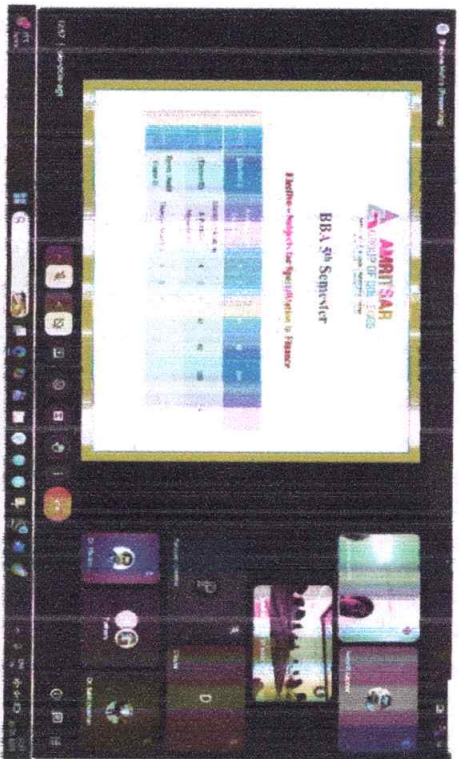
- To discuss and finalize the detailed syllabi and Course outcomes for 3rd and 4th semester of BBA/B.Com (Hons) to be applicable for 2025 admitted batch and onwards.
- To consider and approve the Programme Outcomes (POs) and Programme Educational Objectives (PEOs) of BBA and B.Com (Hons) programmes.
- To offer open slots of total courses in a semester in online mode through SWAYAM platform for M.A. BBA, B.Com (Hons) 5th semester students applicable to 2025 admitted batch and onwards.
- To offer open slots of total courses in a semester in online mode through SWAYAM platform for M.A. BBA, B.Com (Hons) 6th semester students applicable to 2025 admitted batch and onwards.
- To consider and approve the inclusion and implementation of a mandatory Entrepreneurship Module Curriculum in BBA and B.Com (Hons) programmes as per the directions of the Government of Punjab through ISOP/ETI for BBA and B.Com (Hons) students admitted from the session 2025 and onwards.

AMRITSAR GROUP OF COLLEGES
Agenda

- To approve the minutes of Previous Meeting of BOS.
- To discuss and finalize the study scheme from 5th to 6th semester of B.Com (Hons) to be applicable for 2024 admitted Batches and onwards.
- To discuss and finalize the study scheme from 6th to 6th semester of BBA to be applicable for 2024 admitted Batches and onwards.
- To discuss the study scheme from 6th to 6th semester of B.Com (Hons) and finalize the Study Scheme for 7th and 8th semester of B.Com (Hons) to be applicable for 2025 admitted Batches and onwards.
- To discuss the study scheme from 3rd to 6th semester of BBA and finalize the study scheme of 7th and 8th semester of BBA to be applicable for 2025 admitted Batches and onwards.
- To discuss and finalize the detailed syllabi and Course outcomes for 5th and 6th semester of BBA/B.Com (Hons) to be applicable for 2024 admitted batch and onwards.

AMRITSAR GROUP OF COLLEGES
Agenda

- Regarding inclusion of Subject of Disaster Management and Preparedness in BBA curriculum as per the direction of AICTE.
- To approve the lists of the result of Nov 2024 examinations.
- To approve the members of the Board of Studies regarding the increase in ratio of B.Com (Hons) from 60 to 200 from 2024 to 2025 student ratios.
- To approve the members of the Board of Studies regarding the introduction of the following new courses and subjects of competition as per ICPTU:
 - B.A. (Computer Science) - 60 Seats
 - Master in Hospital Administration - 30 Seats
 - B.Tech (E-Commerce & Digital Marketing) - 25 Seats



1742 04-05-2026

AMRITSAR
GROUP OF COLLEGES
AMRITSAR

17th Board of Studies Meeting
13th May, 2026

Dr. Pooja Puri
Chairperson - Board of Studies
Department of Management Studies
AGC, Amritsar

1742 04-05-2026

SSV

12:51 04-05-2026

AMRITSAR
GROUP OF COLLEGES
AMRITSAR

Agenda

- To discuss and finalize the detailed syllabi and course materials for 1st and 2nd semester of BBA (Hons) that to be applicable for 2025 admission batch and onwards.
- To consider and approve the Programme Outcomes (POs) and Programme Educational Objectives (PEOs) of BBA and B.Com (Hons) programme.
- To offer open slots of B.Ed courses in 3rd semester in online mode through SWAYAM platform for MBA/BBA and B.Com (Hons) 3rd semester students applicable to 2025 admitted batch and onwards.
- To discuss and finalize the detailed syllabi and course materials through SWAYAM platform for MBA/BBA (Hons) 3rd semester students applicable to 2025 admitted batch and onwards.
- To consider the inclusion and implementation of a mandatory Training Module (TM) and Internship (Int) as per the directives of the Government of Punjab through BAPPTU for BBA and B.Com (Hons) students admitted from the year 2025 and onwards.

12:51 04-05-2026

12:52 04-05-2026

AMRITSAR
GROUP OF COLLEGES
AMRITSAR

Agenda

- To approve the minutes of previous meeting of BGS.
- To discuss and finalize the study scheme from 5th to 6th semester of B.Com (Hons) to be applicable for 2025 admitted batches and onwards.
- To discuss and finalize the study scheme from 6th to 8th semester of BBA to be applicable for 2025 admitted batch and onwards.
- To discuss the study scheme from 5th to 6th semester of B.Com (Hons) and finalize the Study Scheme of 7th and 8th semester of B.Com (Hons) to be applicable for 2025 admitted batches and onwards.
- To discuss the study scheme from 6th to 8th semester of BBA and finalize the study scheme of 7th and 8th semester of BBA to be applicable for 2025 admitted batches and onwards.
- To discuss and finalize the detailed syllabi and course materials for 6th and 8th semester of MBA/BBA (Hons) to be applicable for 2025 admitted batch and onwards.

12:52 04-05-2026

12:53 04-05-2026

AMRITSAR
GROUP OF COLLEGES
AMRITSAR

Agenda

- Regarding inclusion of subject of Doctor Management and Negotiators in BBA curriculum as per the directive of AICTE.
- To approve the file of the report of Nov, 2025 examinations.
- To approve the members of the Panel of Examiners regarding the answer in scale of B.Com (Hons) from 6th to 7th semester applicable to 2025 admitted batch.
- To approve the members of the Board of Studies regarding the introduction of the following new courses and adoption of curriculum as per BOPPTU:
 - B.A. (Comparing Science) - 60 Seats
 - Master in Hospital Administration - 10 Seats
 - B.A. (Commerce & Digital Marketing) - 25 Seats

12:53 04-05-2026



Submission of Proceeding of the BoS Meeting (Held on 13th May 2026) , PPT and Detailed Study Scheme, Syllabus and Course Outcomes of BBA and B.Com (Hons)

1 message

Pooja Puri <hod.mba@acetedu.in>

To: vikram.ubs@gndu.ac.in, harpreetk@imamritsar.ac.in, Ravish Malhotra <ravish.jk@gmail.com>, naresh.kapoor@timegroup.com, sandhu.vikram@yahoo.com

Tue, May 19, 2026 at 9:33 PM

Dear Members of the Board of Studies,

Greetings of the day.

Please find attached the detailed Study Scheme, Syllabus, and Course Outcomes (COs) of the BBA and B.Com (Hons) programmes for your kind review and consideration.

For your reference, we are also enclosing the **Proceedings/Minutes of the meeting** along with the **PPT presentation** discussed during the departmental deliberations.

You are requested to kindly go through the attached documents and share your valuable suggestions, observations, or recommendations, if any, at the earliest convenience so that the same may be incorporated before final approval.

Your continuous support and guidance in strengthening the academic framework of the department are highly appreciated.

Thanks & Regards

Dr. Pooja Puri
Professor & Head
Department of Management Studies
AGC, Amritsar

7 attachments

 PROCEEDINGS 2026.docx

53K

 PPT BoS Meeting MAY 2026.pptx

517K

 BCOM 5th and 6th 2024 study scheme and syllabus (ANNEXURE-1).docx

122K

 BCOM 3rd and 6th 2025 study scheme and syllabus (ANNEXURE-3).docx


128K

 3rd and 4th sem (2025) BBA (Annexure-4).docx

125K

 5th & 6th Semester (2024) BBA (ANNEXURE-2).docx

299K

 PROCEEDINGS_BoS_2026.pdf

843K

Amritsar Group of Colleges, Amritsar
NBA & NAAC Accredited

Name Harjeet Kaur Honorarium/TA / DA Bill _____
Designation Associate Professor Basic Pay Rs. _____

Purpose of Journey BOS Meeting

Journey From UM Amritsar To AGC Amritsar

Date of Departure from Resi/AGC _____ Time _____

Date of Arrival at Resi/AGC _____ Time of Arrival _____

Total Days of Journey/Visit _____

Daily Allowance for _____ day/s @ Rs. _____ per day Rs. _____

Total kms if journey undertaken in own car (if eligible to do so) _____

Total Amount claimed @ Rs. _____ per km Rs. _____

Bus / Railway Fare (if journey not under taken in college conveyance)

A. [UP] From _____ To _____ Rs. _____

B. [Down] From _____ To _____ Rs. _____

Honorarium (if any) Rs. _____

Local Conveyance Toll Rs. _____

Tax(attach Slip)Total Rs. _____

Amount Journey Rs. _____

Verified _____
(Signatures & Designation)

Harjeet Kaur
(Signature)
Dated _____

For Accounts Branch

Amount claimed above is as per college rules / norms. Payment of Rs. _____ allowed to be made please.

Payment Approved

Registrar

Principal

* Account No details attached here with

Harjeet Kaur
13/5/26


Department of Management Studies


Date: 13th May, 2026

It is to inform you that department has conducted 17th BoS meeting on 13.05.2026 in physical mode. The bank details of BoS members are provided below to pay honorarium.

Dr. Vikram Sandhu	
Beneficiary name	Vikram Sandhu
Account Number	20031074636
Bank Name	SBI
Branch Address	Gopal Nagar, Amritsar
IFSC Code	SBIN0000748

Vikram Sir has joined online
for Board of Studies
meeting. Kindly pay
the Honorarium as per
rules.


Dr. Pooja Puri
Professor & Head
Department of Management Studies


13/5/26