

**Study Scheme & Syllabus of  
Bachelor of Business Administration  
(BBA)**

**Batch 2021 onwards  
Affiliated Colleges**



**Department of Academics  
I.K. Gujral Punjab Technical University**

## Courses & Examination Scheme:

### First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		19	3	6	280	320	600	25

\*\*The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

## Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) - III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			17	3	2	195	240	425	21

## Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			22	4	2	225	300	525	27

### Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA401-18	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA 402-18	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA 403-18	Core Theory 10	Financial Management	5	1	0	40	60	100	6
BBAGE 401-18	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			22	4	2	425	300	525	27

### Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
	Discipline Specific Elective 1	Elective – I	5	1	0	40	60	100	6
	Discipline Specific Elective 2	Elective – II	5	1	0	40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			20	4	2	225	240	425	25

## **SPECIALISATIONS**

Any of the following groups each having two papers in Semester V can be chosen as specialization by the students.

### 1. Marketing

BBA 511-18	Consumer Behaviour
BBA 512-18	Advertising and Sales Management

### 2. Finance

BBA 521-18	Corporate Accounting
BBA 522-18	Financial Markets & Services

### 3. Human Resource Management

BBA 531-18	Industrial Relations & Labour Law
BBA 532-18	Organisation Change & Development

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## **Sixth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
	Discipline Specific Elective 3	Elective – III	5	1	0	40	60	100	6
	Discipline Specific Elective 4	Elective – IV	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
		TOTAL	20	4	2	185	240	425	25

### **SPECIALISATIONS:**

Any of the following groups each having two papers in Semester VI can be chosen as specialization by the students.

#### 1. Marketing

BBA 611-18	Services Marketing
BBA 612-18	Retailing and Logistics Management

#### 2. Finance

BBA 621-18	Personal Financial Planning
BBA 622-18	Direct and Indirect Tax Laws

#### 3. Human Resource Management

BBA-631	Training & Development
BBA-632	Cross Cultural Human Resource Management

### **Program Educational Objectives (PEOs)**

**PEO1:** Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

**PEO2:** Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

**PEO3:** Graduates will develop an understanding of economic, legal and social environment of Indian business.

**PEO4:** Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

### **Program Outcomes (POs)**

At the end of the program the student will be able to:

**PO1:** Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

**PO2:** Recognise and apply various qualitative, technical and analytical methods in solving business problems.

**PO3:** Communicate effectively in various business settings both in written and oral formats.

**PO4:** Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

**PO5:** Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

**PO6:** Apply the entrepreneurial and managerial skills for effective business management.

<b>1<sup>st</sup> Semester</b>	<b>BBA 101 Principles and Practices of Management</b>				
<b>Internal Marks</b>	<b>40</b>		<b>L</b>	<b>T</b>	<b>P</b>
<b>External Marks</b>	<b>60</b>		<b>5</b>	<b>1</b>	<b>0</b>
<b>Total Marks</b>	<b>100</b>		<b>Credits</b>		<b>6</b>

**Course Objective:** the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

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

<b>CO1</b>	Describe Evolution and fundamental concepts of management. Role and responsibilities of managers and various styles of management across organizations.
<b>CO2</b>	Apply various tools that would facilitate the decision making process in the business.
<b>CO3</b>	Develop analytical abilities to face the business situations with strategic planning.
<b>CO4</b>	To analyze various organizational structures.
<b>CO5</b>	Develop peer based learning, staffing and motivating of groups and teams.
<b>CO6</b>	To comprehend the application of various authority and controlling techniques in management.

<b>Unit</b>	<b>Content</b>	<b>CO</b>
<b>I</b>	<b>Management:</b> Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company. Evolution of management thoughts: classical and new classical systems, contingency approaches, Scientific management.	CO1
<b>II</b>	<b>Planning:</b> nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning. <b>Decision Making:</b> Meaning, Steps in Decision Making, Techniques of Decision Making.	CO2
	<b>Strategic planning</b> – concepts, process, importance and limitations; <b>Growth strategies-</b> Internal and external.	CO3
<b>III</b>	<b>Organizing:</b> Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. <b>Teamwork</b> – meaning, types and stages of team building.	CO4
	<b>Concept of staffing-</b> Recruitment and Selection. Motivation – concept, importance and theories.	CO5
<b>IV</b>	<b>Authority:</b> definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority. <b>Control:</b> function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control. Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).	CO6

**References:**

1. Principles and practices of management: L. M. PRASAD ( S. Chand publishers)
2. Essentials of Management: Koontz H. & Wehrich H. (Tata Mc Graw Hill Publishers)
3. Management: Stephen Robbins (Pearson publishers)
4. VSP Rao & V H Krishna, Management, Excel books

1 <sup>st</sup> Semester		BBA 102 BASIC ACCOUNTING			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

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

CO1	To comprehend the basic underlying concepts, principles, and conventions of accounting.
CO2	To get an overview of the regulatory framework of accounting in India.
CO3	To identify the rules of debit and credit in accounting and understand the accounting process.
CO4	To prepare a firm's Trading, Profit & Loss, and Balance Sheet and reconciliation of Books of Cash and Bank.
CO5	To be familiar with the concept of depreciation and different methods to treat depreciation in accounting.
CO6	To analyze the final accounts of Companies and also describe the fundamental concept of Computerized Accounting.

Unit	Content	CO
I	<b>Introduction to Accounting-</b> Meaning, objectives and Scope of <b>Financial Accounting</b> , Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. <b>Accounting Concepts and Conventions.</b>	CO1
	<b>Accounting Standards-</b> Concept, objectives, benefits, brief review of Accounting Standards in India.	CO2
II	<b>The Accounting Equation;</b> Types and Nature of Accounts, Rules of Debit and Credit; <b>Accounting process</b> :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.	CO3
III	Bank Reconciliation Statement, <b>Preparation of Final Accounts:</b> Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business	CO4
	Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).	CO5
IV	<b>Introduction to Company Final Accounts:</b> Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company. <b>Computerised Accounting:</b> Computers and its application in accounting. Accounting software packages.	CO6

**References:**

1. Maheshwari, S.N. and Maheshwari, S.K, "Financial Accounting", 2009, VikasPublishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., "Financial Accounting", 1st Edition, 2003, TataMcGraw Hill.
3. Ramchandran, N. and Kakani, R.K., "Financial Accounting for Management", 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart 1, Elliot, John A. Philbrick, Donna R.,
6. "Introduction to Financial Accounting", Prentice Hall, New Delhi.
7. Gupta, Ambrish, "Financial Accounting for Management: An AnalyticalPerspective", Pearson Education, New Delhi.
8. Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.

1 <sup>st</sup> Semester		BBAGE 101-18 Managerial Economics- I			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment.

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

CO1	Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
CO2	Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
CO3	Understand and estimate of production function and Costs of Production and how they affect short and long run decisions.
CO4	Understand the different concepts of Revenue and relationship between TR, AR and MR.
CO5	Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.
CO6	Understand the different Pricing Practices and Factor Pricing – Concepts of Rent, Profit, Interest-Rate of Return and Interest Rates.

Unit	Content	CO
I	<b>Introduction to Managerial Economics: Managerial Economics:</b> Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.	CO1
	<b>Demand and the Firm:</b> Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. <b>Indifference Curve Analysis:</b> Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory	CO2
II	<b>Production Function:</b> Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function. <b>Theory of Cost:</b> Cost Concepts and Determinants of cost, short run and long run cost theory, <b>Modern Theory of Cost,</b> Relationship between cost and production function.	CO3
III	<b>Revenue Curve:</b> Concept of Revenue, Different Types of Revenues, concept and	CO4

	shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation	
	<b>Market Structure:</b> Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.	CO5
IV	<b>Pricing:</b> Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices <b>Factor Pricing:</b> Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.  <b>Note:</b> Relevant Case Studies will be discussed in class.	CO6

**References:**

1. K.K .Dewett, *Modern Economic Theory*, S. Chand Publication.
2. D.M.Mithani, *Managerial Economics Theory and Applications*, HimalayaPublication
3. Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
4. Gupta, *Managerial Economics*, TataMcGraw Hills
5. Geetika, *Managerial Economics*, Tata McGraw Hills
6. D.N.Dwivedi, *Managerial Economic*, Vikas Publications
7. Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, NewDelhi.
8. Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
9. Mehta, P. L, *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand& Sons, Delhi.
10. Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt.Ltd., New Delhi.
11. Shapiro, *Macro Economics*, Galgotia Publications.
12. H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
13. G.S Gupta, *Managerial Economics*, Tata McGraw Hill

1 <sup>st</sup> Semester		BTHU 103/18 English			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.**

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

CO1	Understand the fundamentals and tools of communication.
CO2	Develop in them the vital communication skills which are integral to their personal, social and professional communication.
CO3	Generate the specific and comprehensive understanding of difficult texts.
CO4	Analyze and interpret the text and enhance their reading skills.
CO5	Understand the format of Report and Letter Writing.
CO6	Generate proficiency in writing skills.

Unit	Content	CO
I	Introduction: Theory of Communication , Types and Modes of Communication. Language of Communication: Verbal and Non-Verbal, Personal ,Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group Communication	CO1
II	Reading and Understanding: Cloze Reading, Comprehension, Summary Paraphrasing, Analysis and Interpretation, Translation (from Hindi/Punjabi to English and vice-versa) and Literary/Knowledge Text	C02
III	Writing Skills: Report Writing, Letter Writing, Making Notes and Documenting Introduction: Theory of Communication , Types and Modes of Communication.	CO3 & CO4
IV	Language of Communication: Verbal and Non-Verbal, Personal ,Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group Communication	CO5 & CO6

**References:**

- Practical English Usage. Michael Swan. OUP. 1995.
- Remedial English Grammar. F.T. Wood. Macmillan. 2007
- On Writing Well. William Zinsser. Harper Resource Book. 2001
- Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press. 2011.

1st Semester		ENGLISH-II			
<b>BTHU 104-18 English Practical/Laboratory</b>					
<b>Internal Marks:</b>	<b>30</b>		<b>L</b>	<b>T</b>	<b>P</b>
<b>External Marks:</b>	<b>20</b>		<b>0</b>	<b>0</b>	<b>2</b>
<b>Total Marks:</b>	<b>50</b>		<b>Credits</b>		<b>1</b>

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

<b>CO1</b>	Evaluate their listening skills effectively.
<b>CO2</b>	Understand the fundamentals and tools of communication.
<b>CO3</b>	Develop positive attitude and enhance their speaking skills.
<b>CO4</b>	Prepare for their forthcoming interviews.
<b>CO5</b>	Develop confidence and become independent users of English Language.
<b>CO6</b>	Generate creative ideas confidently.

<b>Part</b>	<b>Content</b>	<b>CO</b>
I	Listening Comprehension.	CO1
II	Effective Communication/Mis-communication, Communication at workplace, Monologue:Common everyday situations, Conversations and dialogues.	CO2 & CO3
III	Self-Introduction,Group discussion, Role play and Interviews	CO4
IV	Formal Presentations and Public Speaking	CO5& CO6

**References:**

- Practical English Usage. Michael Swan. OUP. 1995.
- Remedial English Grammar. F.T. Wood. Macmillan.2007
- Fluency in English- Part 2,Oxford University Press,2006
- Business English, Pearson,2008

1st Semester		BMPD 102-18 Mentoring and Professional Development			
Internal Marks	25		L	T	P
External Marks	--		0	0	2
Total Marks	25		Credits		1

**Course Outcomes:** The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part	Content
A	<p><b>Class Activities</b></p> <p>Expert and video lectures  Aptitude Test  Group Discussion  Quiz (General/Technical)  Presentations by the students  Team building Exercises</p>
B	<p><b>Outdoor Activities</b></p> <p>Sports/NSS/NCC  Field project.  Society Activities of various professional student chapters, Cultural Clubs, etc.  <b>Note:</b> Evaluation shall be based on rubrics for Part – A &amp; B.  Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.</p>

2 <sup>nd</sup> Semester		BBA 201-18 Business Statistics			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

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

CO1	Comprehend the fundamental concepts of statistics and also identify the various sources of data
CO2	Understand the basic concepts of sampling and Population.
CO3	Familiarize the students with the calculation of arithmetic mean, median, and mode.
CO4	Enable the students with the basics of variation and sampling distribution.
CO5	Recall the concept of correlation, regression analysis, and its applications.
CO6	Acquaint with the prerequisite knowledge required to understand the Probability and applications of probability theory.

Unit	Content	CO
I	<b>Introduction to Statistics:</b> Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics. Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.	CO1
	<b>Sampling Concepts:</b> Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.	CO2
II	<b>Measures of Central Tendency:</b> Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.	CO3
	<b>Measures of Variation:</b> Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.  <b>Sampling Distribution:</b> Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.	CO4

III	<p><b>Simple Correlation Analysis:</b> Meaning of Correlation, Simple, multiple and partial, linear and non-linear correlation, correlation and causation, scatter diagram, pearson's correlation coefficient and Rank Correlation.</p> <p><b>Simple Regression Analysis:</b> Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.</p>	CO5
IV	<p><b>Theory of Probability:</b> Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).</p> <p><b>Probability Distribution:</b> Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poisson Distribution: Probability Function (including Poisson approximation to binomial distribution) Constants, Fitting of Poisson Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.</p>	CO6

**References:**

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice-Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

2 <sup>nd</sup> Semester	BBA202-18 Business Environment				
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

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

CO1	To provide knowledge of the environment in which businesses operate, and discuss about the economic conditions of business.
CO2	Analyze the relationships between Government and political policies.
CO3	To give students an understanding of the various constituents of the local and legal business environments.
CO4	To enable students identify and reveal the structural components of the socio-cultural environment
CO5	Demonstrate critical thinking and communication skills as applied to the public and private sectors.
CO6	To provide knowledge about the operation of different institutions in international Business environment.

Unit	Content	CO
I	<b>Introduction to Business Environment:</b> Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. <b>Economic Environment of Business:</b> Economic Systems.	CO1
	Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.	CO2
II	<b>Political and Legal Environment of Business:</b> Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.	CO3
III	<b>Socio- Cultural Environment:</b> Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility.	CO4
	<b>Public Sector-</b> Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.	CO5
IV	<b>International Business Environment:</b> Multinational Corporations- Benefits and Problems. Mergers and acquisitions - reasons - trends -	CO6

Advantages and Disadvantages. WTO, India. IMF. Regional Groupings.	Consequences of WTO for	
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**References:**

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises -Himalya Publishing House(13<sup>th</sup> Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya PublishingHouse Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India)Private Limited.(4<sup>th</sup> Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing HousePvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

2 <sup>nd</sup> Semester		BBAGE 201-18 Managerial Economics-II			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.** This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, which an objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

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

CO1	Explain the concept of national income and its measurement using different approaches.
CO2	Describe the underlying theories of demand and supply of money in an economy.
CO3	Interpret macroeconomic issues like inflation and unemployment.
CO4	Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.
CO5	To enunciate the students with the Concept of Multiplier.
CO6	Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

Unit	Content	CO
I	<b>National Income:</b> Measuring National Income. Problems in the measurement of National Income.	CO1
	<b>Theories of Money:</b> Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman’s re- statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; defining supply of money; measuring supply of money.	CO2
II	<b>Theories of Inflation and Unemployment:</b> Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Oakun’s Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.	CO3
III	<b>Business cycle:</b> Meaning, types and phases. Monetary, Fiscal and Income policy – Meaning and instruments.	CO4
	<b>Multiplier:</b> Concept, Features and Leakages. Foreign trade multiplier.	CO5
IV	<b>Macro-economic Framework in Indian Economy</b> –Public Finance–Tax system in India– Financial Administration: Finance Commission.	CO6

**References:**

- Ahuja,H.L.(2015) Macroeconomics-Theory and Policy. New Delhi: Sultan Chand.
- Jhingan, M.L. (2016) Macro Economic Theory. Delhi: Vrinda Publications Pvt. Ltd
- Dwivedi, D.N.(2017)Macroeconomics: Theory and Practice: Theory & Practice. NewDelhi: McGraw Hill.
- Jain, T.R., Khanna, O.P.(2014) Managerial Economics: V.K. Publications.

2 <sup>nd</sup> Semester		EVS102-18 Environment Studies			
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	Attribute the knowledge of multidisciplinary nature of environmental studies.
CO2	Understand the natural resources on the basis of their utilization and recognize their overexploitation
CO3	Evaluate the interlink between biotic and abiotic components of ecosystem.
CO4	Differentiate the terms of biodiversity and understand its role in society.
CO5	Apply the knowledge to understand the problems of pollution and its remedies by citing the case studies.
CO6	Relate the importance of environment sciences for sustainable approach.

Unit	Content	CO
I	<b>Introduction to Environment Studies [CO1]</b> Multidisciplinary nature of Environmental Studies, Scope and Importance, Role of individual and IT in protection.	CO1
	Renewable and Non- Renewable Resources Land Resources-Land use change and land degradation, soil erosion and desertification, Deforestation- causes, effect and impact due to dam construction. Water Resources- use and over- exploitation of surface and ground water, floods, droughts Energy Resources-use of alternate energy sources	CO2
II	<b>Ecosystem [CO3]</b> Structure and function of ecosystem Energy Flow Food Chain and Food Web Ecological Pyramids Case Studies of the ecosystem (Forest Ecosystem, Desert Ecosystem)	CO3
III	<b>Biodiversity [CO4]</b> Levels of biodiversity, India as a mega-biodiversity nation, Threats to biodiversity, Conservation of biodiversity, Values of biodiversity	CO4
	<b>Environmental Pollution [CO5]</b> Types, Causes, effects and controls  (Air, Water, Soil, and Noise) Human Health Risks, Solid	CO5

	waste management Pollution case studies	
<b>IV</b>	<p><b>Environmental and Social Issues [CO6]</b></p> <p>Climate change, Global Warming, Ozone layer Depletion, Acid Rain and impacts on Human communities and agriculture</p> <p>Wildlife Protection Act</p> <p>Forest conservation Act</p> <p>Montreal and Kyoto Protocols and Convention on Biological Diversity</p> <p><b>Human Population and Environment</b></p> <p>Human population Growth: Impacts on environment, Human health and welfare</p> <p>Disaster Management: Floods, Earthquakes, Cyclone and Landslides</p> <p>Environment Movement: Chipko Silent valley, Bishnoi's of Rajasthan</p> <p>Environmental Communication and Public Awareness, Case Studies (eg.CNG Vehicles in Delhi)</p> <p><b>Field Work</b></p> <ul style="list-style-type: none"> <li>• Visit to local polluted site-Urban/Rural/Industrial/Agricultural</li> <li>• Study of Common Plants, Insects, Birds</li> </ul> <p>Study of simple ecosystem Pond</p>	CO6

2 <sup>nd</sup> Semester		BMPD202-18 Mentoring and Professional Development			
Internal Marks	25		L	T	P
External Marks	--		0	0	2
Total Marks	25		Credits		1

**Course Outcomes:** The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part	Content
A	<p><b>Class Activities</b></p> <p>Expert and video lectures  Aptitude Test  Group Discussion  Quiz (General/Technical)  Presentations by the students  Team building Exercises</p>
B	<p><b>Outdoor Activities</b></p> <p>Sports/NSS/NCC  Field project.  Society Activities of various professional student chapters, Cultural Clubs, etc.  <b>Note:</b> Evaluation shall be based on rubrics for Part – A &amp; B.  Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.</p>

3 <sup>rd</sup> Semester		BBA 301- Organizational Behaviour			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

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

Course Outcomes: After studying the course, students will be able to:	
CO1	To explain the basics of Organizational behavior and various challenges for OB
CO2	To illustrate the foundations of Individual Behaviour and various factors influencing Individual behaviour viz.
CO3	To Explain or illustrate the foundations of learning, personality, perception, attitude and motivation.
CO4	To examine the dynamics of group development and group properties.
CO5	To understand various dimensions of organisational culture.
CO6	To analyse the process of conflict management and approaches to stress management.

Unit	Content	CO
I	<b>Introduction:</b> Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.	CO1
	<b>Individual behaviour in organization:</b> Foundations of individual behaviour, Factors influencing Individual Behaviour. <b>Learning:</b> Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.	CO2
II	<b>Perception:</b> Nature, importance, perceptual process, factors influencing perception, perceptual errors. <b>Attitude:</b> Meaning, importance, components and types of work related attitudes. <b>Personality:</b> Meaning, determinants of personality, personality traits. <b>Motivation:</b> Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.	CO3
III	<b>Group behaviour in organization:</b> Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness, <b>Work Teams:</b> Meaning, characteristics, types of team, Creating effective team. <b>Leadership:</b> nature, leadership styles, Leadership theories: trait theory and behavioural theories.	CO4
IV	<b>Conflict Management:</b> Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management. <b>Stress management:</b> sources of stress, approaches for stress management.	CO5
	<b>Organizational culture:</b> meaning, concept, types of culture, dimensions of organizational culture.	CO6

**References:**

1. Robbins, Organization Behaviour, Pearson
2. Education Asia Luthans, Organization Behaviour, Tata McGraw

Hill

3. Newstrom, Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill
4. L.M. Prasad, Organisation Behaviour, Sultan Chand
5. Parikh, Gupta, Organisational Behaviour, Tata McGraw Hill  
Aswathappa, Organization Behaviour, Himalaya

3 <sup>rd</sup> Semester		BBA 302- 18 Marketing Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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	Explain the basics of marketing, selling and its core concepts.
CO2	Describe the intricacies of the marketing environment and marketing information systems for Effective marketing planning and strategies.
CO3	Develop necessary skills for effective market segmentation, targeting and positioning. Analyzing the marketing mix and its components.
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 mix and its strategies.
CO6	Develop an understanding of promotion mix and strategies for successful promotion, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

Unit	Content	CO
I	<b>Marketing:</b> Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing.	CO1
	Analyzing marketing environment: micro, macro environment	CO2
II	<b>Market segmentation:</b> Need, concept, nature, basis and strategies, mass marketing vs. Segmentation. <b>Marketing mix:</b> 4Ps of products and 7Ps of services, components and factors affecting mix.	CO3
III	<b>Product decisions:</b> Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.	CO4
	<b>Pricing decisions:</b> importance, objectives, designing strategies, Pricing Techniques	CO5
IV	<b>Distribution:</b> Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components. <b>Product Promotion:</b> promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.	CO6

**References:**

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

3 <sup>rd</sup> Semester		BBA 303-18 Cost and Management Accounting			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

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

CO1	Understand the concept of Cost accounting and Management accounting.
CO2	To Familiarize the students about the key concept of Ratio Analysis.
CO3	To enable the students to analyze financial statements using various tools for financial analysis and interpret the financial position of a business organization.
CO4	Enunciate the students with the methods of Standard Costing.
CO5	Comprehend and apply the concepts of budgetary control for better decision-making.
CO6	To acquaint the students with the decision making techniques using the concepts of marginal costing.

Unit	Content	CO
I	<b>Introduction:</b> Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.	CO1
	<b>Ratio Analysis:</b> Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – liquidity ratios, solvency ratios, profitability ratios, turnover ratios	CO2
II	<b>Analysis and Interpretation of financial Statements:</b> Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.	CO3
	<b>Standard Costing:</b> Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.	CO4
III	<b>Budgetary Control:</b> Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.	CO5
IV	<b>Marginal Costing:</b> Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis- algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference	CO6

3 <sup>rd</sup> Semester		BBAGE- 301-18 Production and Operations Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

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

CO1	Understand ever growing importance of Product Operation management in business environment.
CO2	Gain an in-depth understanding of resource utilization of an organization.
CO3	Gain in dept understanding the way to prepare a plant in numerous way and also discuss the term production planning control.
CO4	Appreciate the unique challenges faced by firms in services and manufacturing.
CO5	Understand the subject as a crucial part to learn the modern techniques to production and identify the error to control.
CO6	Discuss the various concept of Value analysis. Stock control systems. Virtual factory concept. It also include the TQM and control charts.

Unit	Content	CO
I	<b>Operations management:</b> Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.	CO1
II	Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions.	CO2
	Production Planning & Control (PPC) –Concepts, Objectives, Functions.	CO3
III	Introduction to modern productivity techniques – just in time, Kanban system. Total QualityManagement & six sigma.	CO4
	Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.	CO5
IV	Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.	CO6

**References:**

1. Nair, Production & Operations management, 1st Edition, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, 5th Edition, Prentice Hall, India.
3. Krajewski & Ritzman, Operations Management, 5th Edition, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, 8th Edition, John Wiley
5. Chary, Production & Operations Management, 2<sup>nd</sup> Edition, Tata

McGraw

3 <sup>rd</sup> Semester		BBA- SEC 301 IT Tools for Business			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

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

CO1	Develop understanding of computer fundamentals, functions and their classifications.
CO2	Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system.
CO3	Demonstrate proficiency in Microsoft word and its various Components.
CO4	Apply formatting and editing features to enhance Skills of Power-Point.
CO5	Use styles, themes, and conditional formats to customize worksheets.
CO6	Application of Formulas, Tables, Graphs and Charts on Worksheets.

Unit	Content	CO
I	<b>Computer Fundamentals:</b> Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.	CO1
II	<b>Computer Software:</b> Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. <b>Introduction to Windows Operating System:</b> All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Copying and Deleting the Directory File Manipulation: Creating a File, Deleting, Copying, renaming a File Using accessories such as calculator, paint brush, CD player, etc	CO2
III	<b>MS-Word:</b> History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks,	CO3

	Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.	
	<b>MS-PowerPoint:</b> History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.	CO4
IV	<b>MS-Excel:</b> Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, , Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing,	CO5
	Graph and Chart Formatting Commands, Calculation of various Financial and Statistical Functions using Formulas.	CO6

**References:**

1. Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi:Age Publications
2. Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
3. Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
4. Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation. Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
5. Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGrawHill
6. Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

3 <sup>rd</sup> Semester		BMPD302-18 Mentoring and Professional Development			
Internal Marks	25		L	T	P
External Marks	--		0	0	2
Total Marks	25		Credits		1

**Course Outcomes:** The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part	Content
A	<p><b>Class Activities</b></p> <p>Expert and video lectures  Aptitude Test  Group Discussion  Quiz (General/Technical)  Presentations by the students  Team building Exercises</p>
B	<p><b>Outdoor Activities</b></p> <p>Sports/NSS/NCC  Field project.  Society Activities of various professional student chapters, Cultural Clubs, etc.  <b>Note:</b> Evaluation shall be based on rubrics for Part – A &amp; B.  Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.</p>

4 <sup>th</sup> Semester		BBA 401 Business Research Method			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

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

CO1	Understand the objectives, process and types of research design.
CO2	Analyze the advantages and types of sampling.
CO3	Understand various techniques of sampling and probability sampling techniques methods of data Collection
CO4	Identify the levels of measurements and scaling techniques.
CO5	Guidelines and types for developing a good questionnaire.
CO6	Apply different methods of data preparation and report writing.

Unit	Content	CO
I	<b>Research Methodology:</b> definition, objectives, scope in management research, process of research and limitations. <b>Research Design:</b> Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors.	CO1
II	<b>Sampling:</b> Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-probability sampling techniques, Probability sampling techniques, Sampling and nonsampling errors.	CO2
	<b>Data collection:</b> primary, secondary data collection, observation methods and survey method:	CO3
III	<b>Measurement Concept,</b> Levels of measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,	CO4
	<b>Questionnaire Designing:</b> Types, Guidelines for developing a good questionnaire	CO5
IV	<b>Data Preparation And Analysis:</b> Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts) <b>Report Writing:</b> Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.	CO6

**References:**

1. K.V. Rao : Research Methodology, Sterling Publishers,
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
4. Cooper and Schindler, Business Research Methods, Tata McGraw Hill
5. C.R. Kothari : Research Methodology, New Age International Publishers

4 <sup>th</sup> Semester		BBA 402 Human Resource Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.** To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

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

CO1	To explain the basics of Human Resource Management and analyse the evolution of HRM.
CO2	To appraise various functions of HRM that facilitate employee hiring viz. human resource planning.
CO3	To appraise the basics and depth study of job analysis , recruitment and selection.
CO4	To understand the role of training, development, career planning and performance appraisal functions in human resource development.
CO5	To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.
CO6	To comprehend the meaning and concept of Industrial relations.

Unit	Content	CO
I	Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements,	CO1
	HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.	CO2
II	Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement. Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process, testing and interviews, Placement and induction.	CO3
III	Training and Development: Identification of training needs, process of training and methods of training and development. Career planning and development: career life cycle, process of career planning and development. Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.	CO4
IV	Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.	CO5
	Industrial Relations: Meaning & Concept of Industrial Relations.	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

4 <sup>th</sup> Semester		BBA 403 Financial Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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 and time value of money.
CO2	Evaluate return for ascertain the price of invested capital and determinants of cost of capital
CO3	develop the knowledge in the concept of capital structure and leverages
CO4	Apply capital budgeting projects using traditional method and modern method.
CO5	With the concept of working capital the organization performance improved.
CO6	Develop understanding of How dividend decision taken by firm and how it may affect company in long run

Unit	Content	CO
I	<b>Financial management</b> -Introduction: Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. <b>Sources of finance</b> -Long term and short term. <b>Concept of Time Value of Money</b> -present value, future value, annuity, Present Value of a series of payments.	CO1
II	<b>Cost of Capital:</b> Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital.	CO2
	<b>Form of Capital:</b> Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure. <b>Operating and Financial Leverage:</b> Measurement of leverages; Financial and operating leverage, combined leverage.	CO3
III	<b>Investment Decision Making:</b> Meaning, importance, nature of investment decisions. Investment evaluation criteria, <b>Capital budgeting Techniques-Non-discounted cash flow</b> - Pay back methods; Post Payback period; Accounting rate of return method,	CO4
	<b>Discounted cash flow techniques</b> -Net Present value method; Internal rate of return method; Profitability indexmethod.	CO5

<b>IV</b>	<b>Working Capital:</b> Meaning, significance, types, approaches, Factors affecting working capital management capital. <b>Dividend Policies:</b> Issues in dividend decisions. Forms of dividend- Theories of relevance and irrelevance of dividends.	CO6
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**References:**

- I. Khan, M. Y. and Jain P. K.(2011),”Financial Management, Text, Problems & Cases”,Tata McGraw Hill Company, New Delhi.
- II. Pandey, I.M.(2015), “Essentials of Financial Management”, 4<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- III. Maheshwari, S.N.(2019), “Financial Management – Principles & Practice”,  
15<sup>TH</sup> Edition, Sultan Chand & Sons, New Delhi.
- IV. Rustagi,Dr.R.P.(2017), “Basic Financial Management”, 8<sup>th</sup> Edition, Sultan Chand& Sons, New Delhi.
- V. Patel, Bhavesh(2014),” Fundamentals of Financial Management”, Vikas PublishingHouse Pvt. Ltd., New Delhi.

4 <sup>th</sup> Semester		BBAGE- 401 Entrepreneurship Development			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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	Describe the concept and theories of entrepreneurship and its role in economic development of nation.
CO2	To understand the different types, barriers and ED cycle. Illustrate the steps in starting MSME.
CO3	Develop business plan and identify the reasons of failure of business plans.
CO4	Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.
CO5	Identify different sources of finance for new enterprises and assess the role of financial institutions.
CO6	Discuss the various government schemes in entrepreneurial development and financing options.

Unit	Content	CO
I	Definition and Concept of Entrepreneurship, Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development.	CO1
	Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.	CO2
II	Creativity and Business Ideas, Blocks to creativity. Business Plans and reasons of failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries- Problems- steps for starting- – Government Policies.	CO3
III	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.	CO4
IV	Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, IndustrialSickness, Causes-Remedies	CO5
	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. Kumar, Arya (2018), "Entrepreneurship", Pearson, New Delhi.
2. Gopal, V.P. Nanda (2015), "Entrepreneurial Development", Vikas Publishing, New Delhi.
3. Desai, Vasant, "Dynamics of Entrepreneurial Development & Management", Himalaya Publishing House.
4. Khanna, S S, Entrepreneurial Development, S.Chand & Co., New Delhi.

4 <sup>th</sup> Semester		BBA SEC- 401 Business Ethics & Corporate Social Responsibility			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:**.. This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

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

CO1	Explore the relationship between ethics and business across different cultural traditions.
CO2	To understand about the Ancient Indian Educational System; Science and Human Values and also Understand the information regarding Indian ethos.
CO3	Understand the holistic approach for managers and professional ethics of human values.
CO4	Discuss the moral and social responsibility dimensions of corporate governance.
CO5	Describe models of CSR in India and international framework for CSR.
CO6	Relationship between CSR and MDGs and UN guiding principles on business and human rights.

Unit	Content	CO
I	Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR.	CO1
	Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.	CO2
II	Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.	CO3
III	Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business;relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India	CO4
IV	Models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India. International framework for corporate social Responsibility	CO5
	Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.	CO6

**References:**

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt. Ltd, 2000).
3. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
4. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
5. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
6. Human Values By : Prof. A.N. Tripathi New Age International
7. Corporate Social Responsibility in India - Sanjay K Agarwal
8. Handbook on Corporate Social Responsibility in India, CII.

4 <sup>th</sup> Semester		BMPD 402-18 Mentoring and Professional Development			
Internal Marks	25		L	T	P
External Marks	--		0	0	2
Total Marks	25		Credits		1

**Course Outcomes:** The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part	Content
A	<p><b>Class Activities</b></p> <p>Expert and video lectures  Aptitude Test  Group Discussion  Quiz (General/Technical)  Presentations by the students  Team building Exercises</p>
B	<p><b>Outdoor Activities</b></p> <p>Sports/NSS/NCC  Field project.  Society Activities of various professional student chapters, Cultural Clubs, etc.  <b>Note:</b> Evaluation shall be based on rubrics for Part – A &amp; B.  Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.</p>

5 <sup>th</sup> Semester		BBA 501-18-Operation Research			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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 understanding the 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.
CO2	Illustrate the methods of linear programming for decision making.
CO3	Analyses the transportation and assignment problems of business.
CO4	Explain the methods of game theory to solve business problems.
CO5	Enuciate the techniques of network analysis to schedule business / project activities.
CO6	Describe the techniques of Inventory control to solve business problems.

Unit	Content	CO
I	<b>Introduction:</b> Introduction to Operations Research: Basics definition, scope, objectives, phases, models and limitations of Operations Research.	CO1
	<b>Linear Programming Problem</b> – Formulation of LPP, Graphical solution of LPP. Simplex Method, Artificial variables, Big-M method, two-phase method, degeneracy and unbound solutions.	CO2
II	<b>Transportation Problem:</b> Formulation, solution, unbalanced Transportation problem. Finding basic feasible solutions – Northwest corner rule, least cost method and Vogel’s approximation method. Optimality test: the stepping stone method and MODI method. <b>Assignment Model:</b> Formulation, Hungarian method for optimal solution, Solving unbalanced problem, Travelling salesman problem and assignment problem.	CO3
III	<b>Sequencing Models:</b> Solution of Sequencing Problem, Processing n Jobs through 2 Machines, Processing n Jobs through 3 Machines.	CO4
	<b>Network Models:</b> PERT & CPM, Introduction, analysis of time bound project situations, construction of net works, identification of critical path, slack and float, crashing of network for cost reduction.	CO5
IV	<b>Replacement Models:</b> Replacement of Items that deteriorate whose maintenance costs increase with time without change in the money value. Replacement of items that fail suddenly: individual replacement policy, group replacement policy. <b>Inventory Models:</b> 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:**

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

5 <sup>th</sup> Semester		BBA 502-18 Mercantile Law			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.** To provide the brief idea about the framework of Indian business laws. To familiarize students, about the legal aspects of business. Along with these the course aims to familiarize the students with case law studies related to business laws

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

CO1	Understand the concept, approaches and application of Contract Act and essentials of a valid acceptance in business decision making
CO2	Comprehend. the concept, discharge of contract, remedies for breach of contract and Law of Indemnity and Guarantee, Law of Bailment and pledge
CO3	The Sale of Goods Act 1930, Formalities of the contract of sale and rights of Unpaid Seller.
CO4	Understand the Essential elements of promissory Note and Bill of Exchange of in business decision making.
CO5	Understand and apply the provisions of Partnership Act in business decision making
CO6	To Gain knowledge about the applicability of different rights and protective laws for consumers.

Unit	Content	CO
I	<b>Law of Contract:</b> Introduction, kinds of contract, valid, void, voidable, contingent and quasi contract and E contract, Agreement, kinds of agreement, distinguish between Agreement and Contract, offer and acceptance, consideration, capacity of parties, free consent, legality of object	CO1
	Remedies for breach of contract, Indemnity and guarantee. Law of Agency:- Introduction, definitions ,creation of agency ,estoppel, types of agents, authority of an agent . Bailment and Pledge: Introduction, definitions, rights and duties of bailor and bailee, Pledge, rights and duties of pawnee and pawnor.	C02
II	<b>Sale of Goods Act:</b> Introduction, definitions, formation of contract, distinction between 'sale' and 'agreement of sell, distinction between sale and hire purchase agreement, conditions and warranties, difference between transfer of property and possession, right of an unpaid seller, performance of contract of sales	CO3
III	<b>Negotiable Instruments:</b> Introduction, definitions, characteristics of negotiable instruments, operational rules of Evidence- Presumptions, classification of negotiable instruments, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonour of negotiable instruments, rules of evidence, banker and drawer.	CO4
IV	<b>Law of Partnership:</b> Introduction to Partnership Act, definitions, formation, rights, duties, liabilities of partners, dissolution of partnership firm, limited liability partnership	CO5
	Salient features of RTI Act, Consumer Protection ACT 2019.	CO6

**References:**

1. Kapoor N.D., *Elements of Mercantile Law*; Sultan Chand & Sons, New Delhi .

Kuchhal M.C., *Business Law*; Vikas Publications.

2. · Majumdar A.K. and Kapoor G.K., *Company law* Taxmann publishers
3. · Akhileshwar P., *Legal Aspects of Business*, Tata McGraw Hill Education.

5 <sup>th</sup> Semester		BBA 511-18 Consumer Behaviour			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

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

Unit	Content	CO
I	<b>Consumer behaviour:</b> nature, scope, and importance & application Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.	CO1
	<b>Emerging trends in Consumer Behaviour:</b> Consumer Behaviour in online space. Use of Information technology and AI in consumer profiling and engagement	CO2
II	<b>Consumer as an individual:</b> Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs. <b>Introduction to Personality:</b> Theories, Product Personality, and Self-Concepts. <b>Perception:</b> Concept and Elements of Perception, Consumer Imagery. Consumer Attitude withreference to consumer behaviour.	CO3
III	<b>Consumer in social &amp; cultural setting:</b> Reference groups, concepts, factors affecting referencegroups, Family: Functions of family, Family decision making, Family Life Cycle Social class &its measurement. <b>Culture &amp; sub culture:</b> definition & influence on Consumer Behaviour	CO4
IV	<b>Consumer Decision Making:</b> Introduction to opinion leadership. Process Diffusion of innovations: Diffusion Process, Adoption Process.	CO5
	<b>Consumer decision making,</b> Models of consumer decision (Howard Sheth, Nicosia Model, EngelBlackwell and Kollat)	CO6

**References:**

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

5 <sup>th</sup> Semester		BBA 512-18 Advertising and Sales Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.** The course aims at providing fundamental knowledge and exposure to the students regarding the concepts, trends and practices in the field of advertising and sales management.

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

CO1	Understand advertising and its role in Marketing
CO2	Apply knowledge of advertising components in designing effective campaign for products and services
CO3	Design effective Media strategy for its product /Service awareness
CO4	Apply its knowledge in recruiting and selecting right set of Sales force for selling products and services in market
CO5	Design sound sales strategy for its products and services.
CO6	Measure performance of sales force and sales territories.

Unit	Content	CO
I	<b>Advertising:</b> Concept and definition, its role and importance. Advertising as a means of communication, its objectives and different forms of advertisements. Legal Ethical and social Aspects of Advertising. Concept of digital marketing/ communication.	CO1
	<b>Advertising copy:</b> Creative copy strategies, message structures, Advertising design & layout.	CO2
II	<b>Media planning and Scheduling:</b> Advertising Budget, Advertising Agencies: Overview of an Advertising Agency, Role, Types, Functions and various departments of an Advertising Agency. <b>Methods to measure effectiveness of advertisements:</b> Pre and Post Testing, Various different aspects of Advertising: Social, Ethical and Legal.	CO3
III	<b>Sales Management:</b> Definition, Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Sales Management Strategies, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives	CO4
	Sales Strategies. Personal Selling Process	CO5
IV	<b>Sales Force:</b> Recruitment and Selection Process for sales force, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information technology in Sales Management.	CO6

**References:** Aaker, David A and Myera John G.: *Advertising Management* (Prentice Hall of India)

- Wells W., Burnet J. and Moriarty S. *Advertising: Principles & Practice*, Pearson Education.
- Border, W.H, *Advertising*, John Wiley N.Y.
- Ogilvy D. *Ogilvy on Advertising*, Longman publication
- Chunnawala, *Advertising Management*, Himalya Publishing

5 <sup>th</sup> Semester		BBA 521-18 Corporate Accounting			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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	Understand and apply the basic concepts of accounting for share capital
CO2	Develop the practical knowledge of the process of Book-Building, Right, and Bonus Issue
CO3	Acquire the basics of accounting for preference share and debentures
CO4	Apprise about the preparation of financial statements and their provisions
CO5	Comprehend the fundamentals of consolidation of accounts and apply them.
CO6	Familiarize the students with the concept of Financial Reporting

Unit	Content	CO
I	<b>Corporate Accounting:</b> Meaning and Importance of Corporate Accounting, Accounting for Share Capital: Issue of Shares at Par, Discount and Premium, Forfeiture and Re-issue of Shares,	CO1
	Book Building. Buyback of Equity Shares, Right Issue and Bonus Shares.	CO2
II	<b>Accounting for Redemption of Preference Share and Debenture:</b> Types of Preference Shares, Types of Debentures: Different terms of issue of preference shares and debenture, Redemption of Debentures. Basics of Underwriting of Shares.	CO3
III	<b>Preparation of Financial Statements of a Company:</b> Provisions regarding preparation of Statement of Profit and Loss and Balance Sheet, Computation and treatment of Managerial Remuneration, Computation and treatment of Profit (Loss) prior to incorporation.	CO4
IV	<b>Consolidation of Accounts as per Companies Act, 2013:</b> Holding Company, Subsidiary Companies. Pre Acquisition and Post Acquisition Profits, Minority Interest, Cost of Control or Capital Reserve, Unrealized Profit, Mutual Indebtedness, Preparation of Consolidated Balance Sheet.	CO5
	Corporate Financial Reporting: Requirements of Corporate Reporting; Recent trends in Financial Reporting.	CO6

- 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.

4. Maheshwari, S.N. and Maheshwari, S.K., *Corporate Accounting*, Vikas Publication, New Delhi.
5. Mukherjee and Hanif, *Corporate Accounting*, Tata McGraw Hill, New Delhi
6. Shukla ,M.C., Grewal, T.S. and , Gupta S.C., *Corporate Accounting*, Sultan Chand andCo., New Delhi

5 <sup>th</sup> Semester		BBA 522-18 Financial Market and Services			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.** The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets.

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

CO1	Identify the prevailing financial system and financial markets in India.
CO2	Describe the various financial instruments available in India
CO3	Apprise about the roles of intermediaries and regulating bodies in Indian Financial System.
CO4	Acquire knowledge about different financial services
CO5	Comprehend the basics of the structure and schemes of mutual funds
CO6	Understand the process of Debt Securitization and know the concept of Venture Capital.

Unit	Content	CO
I	<b>Financial systems In India</b> – Its Structure and Role of Financial System in Economic Development. <b>Financial Markets</b> , Characteristics Of Financial Markets– Capital Markets & Money Markets – Interlink Between Money Market & Capital Market — SEBI and Regulations of Primary and Secondary Markets.	CO1
II	<b>Financial Instruments:</b> Government Securities, Treasury Bills, Commercial Bills, Commercial Paper and Certificates of Deposits.	C02
	Securities Markets-Functions, Organization and Structure, Listing, Trading and Settlement. Introduction to SEBI.	CO3
III	<b>Financial Services:</b> Concept, Nature and Scope of Financial Services – Regulatory Framework of Financial Services – Growth of Financial Services in India Financial Services. Lease Finance, Consumer Credit And Hire Purchase Finance, Factoring - Definition, Functions, Advantages, Evaluation And Forfeiting, Bills Discounting, Housing Finance. Stock Broking, and Credit Rating.	CO4
IV	<b>Mutual Funds:</b> Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India	CO5
	<b>Debt Securitisation</b> – Concept and Application – Demat Services - need and Operations-role of NSDL and CSDL. Allied Financial Services: <b>Venture Capital</b> – Growth of Venture Capital in India	CO6

**References:** Khan M Y, *Financial Services*, Tata McGraw-Hill.

· Bhole L M., *Financial Instructions & Markets*, Tata McGraw-Hill ·

Gurusamy S., *Financial Services & System*, Thomson Publications · Avdhani

V. A., *Financial Services in India*, Himalaya Publications

· Gordon & Natarajan, *Financial Markets & Services*, Himalaya Publications · Desai

· V., *Financial Markets & Financial Services*, Himalaya Publications

· Harrington, S. E., *Risk management and insurance: Instructor manual (2nd ed.)*, New York: McGraw- Hill Publishing Company.

5 <sup>th</sup> Semester		BBA 531-18 Industrial Relations and Labour Laws			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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	<b>Definition &amp; Concept of industrial relations</b> , Factors affecting industrial relations. Importance of industrial relations, Approaches to industrial relations, Impact of Technological changes on industrial relations.	CO1
	<b>Trade Unions:</b> 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.	CO2
II	<b>Concept of collective bargaining</b> , 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. <b>Grievance Management</b> – causes of grievance – effects of grievance, Negotiation and Collective Settlements, Grievance redressal procedure.	CO3
III	<b>Meaning &amp; causes of Industrial Conflicts</b> , Types of Industrial Conflicts. Strikes & Lockouts, Machinery for resolving Industrial Disputes under Law. <b>Meaning of workers participation in management</b> , concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management.	CO4
IV	<b>Emergence and Objectives of Labour Laws</b> , An overview of Factories Act , Industrial Disputes Act ,Payment of wages Act, Payment of Bonus Act	CO5

	, ESI Act, Payment of Gratuity Act, Minimum Wage Act, PF Act. An introduction to The Industrial Relations Code-2019.	CO6
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**References:** Davar, *Personnel management and Industrial Relations*, Vikas Publishing House Pvt Limited

- 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*

5 <sup>th</sup> Semester		BBA 532-18 Organization Change and Development			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The basic objective is to acquaint the students with the concepts underlying organizational change and development and to explore the practice of change management and to examine individual group and organizational reactions to change.

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

CO1	Develop understanding of organization change and illustrate theories of planned change.
CO2	Analyze the issues and problems arising out of organizational change initiatives.
CO3	Understand the concept of Resistance and Methods of minimizing resistance and able to study The Strategies of change.
CO4	Explain the meaning, objectives and process of organizational development.
CO5	Understand the role of various intervention strategies in organizational development.
CO6	Explain the issues in the consultant client relationship

Unit	Content	CO
I	<b>Introduction to Organizational Change and Development;</b> Definitions & its distinguishing characteristics, Dynamics of planned change, triggers for change, strategies for implementing organizational change.	CO1
	<b>Foundations of OD:</b> 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
II	<b>Action Research and OD,</b> Action Research: A Process and an Approach. <b>Managing OD Process:</b> Diagnosis, Nature of OD intervention; Creating Parallel Learning Structures <b>Change and its Impact:</b> Diagnosis and Resistance to Change; Implementing Change; Strategies and Skills for Communicating Change; Consolidating Change	CO3
	<b>Introduction to Organizational Development;</b> Foundations of Organizational Development; Process of Organizational Development; Diagnostic Strategies and Skills; Power, Politics and Ethics in OD; Evaluating change and future of Organizational Development	CO4
III	<b>OD Interventions:</b> An overview, characteristics of OD interventions. Structural Interventions, Training Experience: T-Groups, Behavioral Modeling and Career Anchors. Team Interventions, Intergroup and Third-Party Peace-Making Interventions.	CO5
IV	<b>Issue in Consultant-Client Relations:</b> 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 as a microcosm, the dependency issue and terminating the relationship, <b>Ethical standards in OD,</b> Implications of OD for the Client. Contemporary Issues in OD. OD and Quality Movement, OD- Now and Beyond.	CO6

- References:** Wendeel L. French, Cecil H. Bell : *Organization Development* Prentice Hall  
Richard Beckhard: *Organization Development Strategies & Models* Tata Mc Graw Hill.  
Blake, Robert & Mouton : *Building a Dynamic Corporate through Grid OD*, Homewood  
Thomas H, Patten *Organization Development through Team Building* , Thomas Publication  
Edgar F. Huse : *Organization Development & Change*, Thomas Publication  
Burke  
W.W.: *Organization Development Principles & Practice*, Sage Publication  
S. Ramnarayan & Kuldeep Singh and T.V. Rao: *OD – Interventions & Strategies*, Response  
Books, New Delhi.
- S. Ramnarayan, and T.V. Rao: *OD – Accelerating Learning & Transformation*, Sage, New  
Delhi
  - Gareth R. Jones, ‘*Organisational Theory*’, *Design & Change*, Pearson Education, 2004.
  - Madhukar Shukla, ‘*Understanding Organisations*’ – ‘*Organisational Theory & Practice in  
India*’, Prentice Hall of India, 2005

5 <sup>th</sup> Semester		BMPD 502-18 Mentoring and Professional Development			
Internal Marks	25		L	T	P
External Marks	--		0	0	2
Total Marks	25		Credits		1

**Course Outcomes:** The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part	Content
A	<p><b>Class Activities</b></p> <p>Expert and video lectures  Aptitude Test  Group Discussion  Quiz (General/Technical)  Presentations by the students  Team building Exercises</p>
B	<p><b>Outdoor Activities</b></p> <p>Sports/NSS/NCC  Field project.  Society Activities of various professional student chapters, Cultural Clubs, etc.  <b>Note:</b> Evaluation shall be based on rubrics for Part – A &amp; B.  Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.</p>

6 <sup>th</sup> Semester		BBA 601-18-Strategy Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The objective is to develop an understanding of corporate strategy formulation, implementation and its evaluation. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment.

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

CO1	Gain familiarity with the basics of strategy planning and corporate strategies.
CO2	Understand the complete process of strategic management and various models of Business Environment.
CO3	Understand the segmentation process and environmental scanning.
CO4	Identify and understand different types of Diversification strategy and its applicability in corporate world
CO5	Familiarity with the basics of Strategic Choice and its concepts and also know about Strategic Implementation.
CO6	Understand the concept of Strategic evaluation and control and also know the concept of Strategic Leadership

Unit	Content	CO
I	<b>Strategy:</b> concept, role and basic framework; Strategic planning, process of strategy and decision making, business and corporate strategies, development of strategic ideas	CO1
	<b>Strategic Management,</b> Traditional approaches of Strategy, Levels of Strategy, Scope and importance of Strategic management, Framework of Strategic Analysis	CO2
II	<b>Business Environment: External analysis,</b> Competitive dynamics, Dynamic Competition: Hyper competition, and Competitor Analysis Resource based view, Competitive advantages, Segmentation and Strategic Groups, PEST analysis, Porter Analysis, Life stage analysis, <b>Environmental Scanning,</b> Environmental Threat and Opportunity Profile.	CO3
III	<b>Diversification strategy:</b> meaning, objective, competitive advantage; Cost and differentiation strategy, Innovation, Balanced Scorecard	CO4
	<b>Strategic Choice:</b> Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix.	CO5
IV	<b>Strategic Implementation:</b> The process of strategy implementation, resource allocation –Strategy and structure –Supportive culture – Implementing strategies in functional areas <b>Strategic evaluation and control:</b> Evaluation of strategy and strategic control, evaluation process, strategic control process, types of external controls, Managing Strategic Change, Strategic Leadership and Specialist issues in strategic management	CO6

**References:** Kazmi, Azhar: *Business Policy*, Tata McGraw Hill

- Jouch & Gluick: *Strategic Management & Business Policy*, Tata Mcgraw Hill
- Wheelen & Hunger: *Strategic management & Business Policy*, Pearson Education · Pearce & Robinson: *Strategic Management* AITBS
- Hill & Manikutty, *Strategic Management*, Cengage Learning
- Pitts, Robert A and Lei, David. “*Strategic Management Building and Sustaining Competitive Advantage*”, Thomson, India
- David, R Fred, “*Strategic Management- Concepts and Cases*”, Pearson Education, India

6 <sup>th</sup> Semester		BBA 602-18 Company Law			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The course aims at providing basic knowledge of the provisions of the Companies Act 2013. The course will enable the students to abide by the corporate laws.

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

CO1	Understand the various clauses of Indian Companies Act-2013.
CO2	Know the procedure of formation of company and the concept of prospectus.
CO3	To understand about the Memorandum of association and Articles of association.
CO4	Describe the share capital and borrowing powers of a company
CO5	Develop an understanding of conducting of board and other meetings and winding of company law.
CO6	Understand about the administration of company law, Dividends, Accounts and Audit.

Unit	Content	CO
I	<b>Company: Meaning and Definition,</b> Characteristics of a company, Latest Amendments, Company distinguished from partnership. Classification of companies including one person company, Limited Liability Partnership (LLP), Lifting the corporate veil.	CO1
	<b>Formation of a company:</b> Promoters, their legal position, pre-incorporation and provisional contracts, Steps involved in the formation and incorporation of a company, on-line filing of documents, on-line registration of a company.	CO2
II	<b>Documents: Memorandum of association:</b> Meaning and Importance, Form and Contents, Alteration of Memorandum. <b>Articles of association:</b> Meaning, Relationship and distinction between MOA and AOA, Doctrine of Constructive Notice and Indoor management. <b>Prospectus:</b> Meaning, Definition and contents, statutory requirements in relation to prospectus.	CO3
III	<b>Share capital:</b> Kinds of share capital, Alteration of share capital, Allotment of shares, share certificate and share warrant, calls on shares, Forfeiture and surrender of shares, transfer of shares. Demat of shares, <b>Borrowing powers;</b> Debentures and charges.	CO4
	<b>Management:</b> Directors, Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, removal of directors, powers and duties of directors. <b>Meetings of shareholders and board;</b> Types of meeting, convening and conduct of meetings, requisites of a valid meeting, proxies, voting, meeting through video conferencing. <b>Winding up</b> – concept and modes of winding up, consequences of winding up.	CO5
IV	<b>Administration of Company Law</b> including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts. <b>Dividends, Accounts, Audit</b> – Provisions relating to payment of Dividend, Books of	CO6

Account, Provisions relating to Audit.	
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**References:**

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

Kuchal M.C.: *Modern India Company Law*; Shri Mahavir Books, Noida.

Kapoor N.D.: *Company Law -Incorporating the Provisions of the Companies,Amendment Act*, Sultan Chand & Sons, New Delhi

· Ramaiya, A., “*A Ramaiya’s Guide to Companies Act*”, Lexis Nexis ButterworthsWadhwa, Nagpur

Singh, Harpal, “*Indian Company Law*”, Galgotia Publishing, Delhi.

Manual of Companies Act, Corporate Laws and SEBI Guidelines, Bharat Law House,New Delhi,

6 <sup>th</sup> Semester		BBA 611-18 Services Marketing			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:.** The course aims to develop an understanding about the fundamentals of marketing of services and the service marketing mix. The course will also provide an insight into service quality and delivery mechanisms.

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

CO1	Understand the different types of Services, its characteristics and services marketing mix.
CO2	Explore how to manage consumer behaviour, customer expectations and perceptions in the service marketing.
CO3	Comprehend the customer centric approach of building relations with customers and set customer defined standards.
CO4	Know about various concepts of marketing and its integration with services.
CO5	Learn to manage demand and capacity of services.
CO6	Infer about delivery of the services with customer centric approach.

Unit	Content	CO
I	<b>Introduction of Service Marketing:</b> Introduction, meaning of services, Service and technology, Characteristics of services compared to goods, <b>Services marketing mix</b> , Growth of service sector and service industry.	CO1
II	<b>Focus on Customer:</b> Consumer behaviour in services, <b>customer expectations of services, customer perception of services</b>	C02
	Building customer relationships, Customer defined service standards, Service recovery.	CO3
III	<b>Integrated services marketing communication</b> , Pricing of services, Service innovation and design, physical evidence and servicescape	CO4
	<b>Managing demand and capacity of services.</b>	CO5
IV	<b>Service Delivery:</b> Employees role in service delivery, customer role in service delivery, Delivering services through intermediaries and electronic channels, <b>GAPS model of service quality</b> , Ethical Aspects in Service Marketing.	CO6

**References:**

- Zeithaml V., Bitner M., Gremler D., Pandit A., Services Marketing — 5th Edition - TMH
- Gupta R., Services Marketing, Galgotia Publications.
- Lovelock C., Services Marketing, Pearson Publications Payne A.,
- The Essence of Service Marketing, Prentice- Hall of India,
- Woodruffe H., Service Marketing, Macmillan India Ltd. Delhi, 1997.

6 <sup>th</sup> Semester		BBA 612-18 -Retailing and Logistics Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The objective is to develop an understanding of modern day retailing and its management. It also aims to gain familiarity with logistic and supply chain management and its importance in business.

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

CO1	Understand the significance of retailing and various retail formats available
CO2	To understand the importance of buying behaviour retailing and Social factors affecting buying behaviour
CO3	Gain knowledge of retailing strategy and financial and human resource management in retailing
CO4	Comprehend merchandise and store management strategy
CO5	Develop an understanding of Supply Chain Management and Logistics.
CO6	To understand the the Logistics Structure and its functioning.

Unit	Content	CO
I	Definition, Scope, Economic significance, Opportunities in retailing, various retail formats, Multichannel retailing including online retailing (E-tailing), Changing scenario of retail,	CO1
	<b>Customer Buying Behavior in Retailing:</b> Types of buying decisions, Buying process, Social factors influencing buying decisions in retailing	CO2
II	<b>Retailing Strategy:</b> Retail strategy, Target market and retail planning process, Financial strategy. <b>Retail Locations and Site Selection,</b> location opportunities, factors affecting the site selection, estimating demand for a new location. <b>Human Resource Management in Retailing:</b> Gaining competitive advantage through HRM, Designing retail organization structure, Motivating retail employees.	CO3
III	<b>Merchandise Management:</b> Planning merchandise, buying merchandise, Pricing decision for merchandise. <b>Retail Communication Mix:</b> Developing brands and building customer loyalty, Promotion strategy, planning a retail promotion strategy. <b>Store Management:</b> Managing the store, store layout, design and visual merchandising.	CO4
IV	<b>Supply Chain &amp; Logistics Management</b> –Introduction, Difference between Logistics and Supply Chain Management, Role of Logistics in an Economy, Challenges in Supply Chain & Logistics Management	CO5
	Logistics and Customer Relationships Management, Logistics - Functions, Logistics - Structure, Logistics – Costs, Customer Service & Logistics Management, Logistics in Organised Retail in India	CO6

**References:**

- Levy, Weitz, & Pandit, 'Retail Management', Tata McGraw Hill, New Delhi.
- Cullen, 'Retailing : Environment and Cases' Cengage India
- Barry Berman & Joel R Evans, 'Retail Management', PHI, New Delhi.
- Dunne 'Introduction to Retail' Cengage Learning.

- Myerson, *'Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design'*, Pearson FT Press.

6 <sup>th</sup> Semester		BBA 621-18 -Personal financial planning			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The objective of this course is to enable the students to analyze their personal financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers, and apply the knowledge learned in school to financial situations encountered later in life.

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

CO1	Understand the importance of personal financial planning and the time value of money which is fundamental in achieving their financial goals.
CO2	Comprehend the students with the concept of financial statements and ratio analysis.
CO3	Describe the concept of risk return, risk management, and insurance.
CO4	Enunciated the ability to reach their financial objectives by explaining investment fundamentals, and taxation policy.
CO5	Acquire knowledge about building and maintenance of a good credit system
CO6	Apprise about the comprehensive financial planning related to retirement and estate planning.

Unit	Content	CO
I	<b>Understanding personal finance:</b> Financial security, the importance of personal financial planning, Principles of personal finance, Financial planning process, Biases in personal finance, Time value of money	CO1
	<b>Financial statements and ratios analysis:</b> Managing cash flows, Creating and reviewing financial statements, Analyzing financial statements, Budget.	CO2
II	<b>Introduction to insurance and risk management:</b> Risk and return, Risk management, Risk diversification, Managing life, health and disability risks, concept and types of insurance.	CO3
III	<b>Investment fundamentals:</b> Saving and investment, Rules of investing, Debt and equity. <b>Investment in bonds and mutual funds. Managing income taxes:</b> Introduction to personal income tax planning, Tax avoidance, and tax evasion.	CO4
	<b>Building and maintaining good credit:</b> Credit basics and debt management, Sources of debt, Credit report and scores	CO5
IV	<b>Introduction to retirement planning:</b> Basic retirement plans. <b>Estate planning. Ethical considerations in personal financial planning.</b>	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*. Cengage Learning India Private Limited.
- Madura, J., *Personal Finance*. Pearson.
- Koh, B., *Personal Financial Planning*. FT Press.

• Nayan, K., *Personal Finance: An Indian Perspective*.

6 <sup>th</sup> Semester		BBA 622-18 Direct and Indirect Tax Laws			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** To acquaint the students with underlying provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.

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

CO1	Understand the history of direct and indirect tax laws and the concept of income assessment.
CO2	You able to know about the different types of incomes heads and their taxability and expenses with computation of Gross Total Income.
CO3	Learn about the procedure of set off and carry forward of losses in Clubbing of income and There deductions.
CO4	Learn about how to file ITR forms and PAN card.
CO5	Working knowledge of principles and provisions of GST.
CO6	Learn how to register new user on GST portal.

Unit	Content	CO
I	<b>Concept of Tax-</b> Nature and characteristics of different types of taxes- Direct and Indirect taxes. <b>Direct Tax Laws-</b> Income Tax Act 1961: Introduction and brief history of Income tax in India, Scope of the Act, Meaning and concept of Income, Assessment Year, Previous Year, Assesse, Person, Agriculture Income, Basis of Charge, Determination of residential status	CO1
II	<b>Heads of Income-</b> Computation of income under the Head of Salaries, House Property, Capital Gains, Profits & Gains from Business and Profession and Other sources. Computation of Gross Total Income and Deductions from gross total income.	CO2
III	<b>Clubbing of income,</b> set off and carry forward of losses, Procedure of Assessment, advance payment of tax and deduction of tax at source.	CO3
	<b>Practical work:</b> Preparation of Form 16 and 16 A, Preparation and Filling of ITR Forms, Preparation of PAN Request Forms	CO4
IV	<b>GST Act 2017:</b> Overview of Goods and Services Tax, Implementation of GST, Reasons for GST introduction, Liability of Tax Payer, Structure of GST (SGST, CGST, UTGST & IGST); GST Council, Levy and collection of CGST/ SGST	CO5
	<b>Registration:</b> Introduction, Registration Procedure, Special Persons, Amendments /Cancellation. <b>GST Portal:</b> Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	CO6

**References:**

Mehrotra H. C. and Goyal S.P., *Income Tax Law & Practice*, Sahitya Bhawan, Agra. Hariharan, N., *Income Tax Law and Practice*, Tata McGraw Hill.

Singhania V K, 2014, *Direct Taxes Planning and Management*, Taxmann. Datey V.S., *Taxmann's GST Ready Reckoner Taxman*, Publications (P) Ltd. Garg K. R., *GST Ready Reckoner*, Bharat Law House, Delhi.

The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department) 12th April, 2017) published in The Gazette of India dated 12<sup>th</sup> April, 2017.

Goods and Services Tax in India Notifications by Government of India

GST Bill 2012

[www.cbec.gov.in](http://www.cbec.gov.in)

6 <sup>th</sup> Semester		BBA- 631-18 Training and Development			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**Course Objective:** The course aims at developing knowledge about concepts, process, methods and evaluation of training and 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. Able to assess training needs and select optimal method for employee Training.
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	CO
I	<b>Learning:</b> concept, principles of learning, methods of learning, importance of teaching techniques, instruction technology, instructor behavior, attention versus involvement.	CO1
II	<b>Training:</b> Concept, Importance & Objectives of Training, Process and Significance of Training, Identification of Training Needs, Evaluation of Training Effectiveness. <b>Methods of training:</b> On the job training ,Off the job training,	C02
III	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.	CO3
IV	<b>Development:</b> Concept & need, differences between training and development, Developing Effective Trainers,	CO4
	<b>Evaluation of Training and Development Programs:</b> Criteria, Problem and Steps Involved in evaluation	CO5
	Emerging issues in Training and Development in India.	CO6

**References:**

- Dayal, I, *Manpower Training in organizations*, Prentice Hall of India, New Delhi · Craig, R., *Training and Development*, McGraw Hill, New York
- Lynton, R.P and Pareek U., *Training and Development*, Irwine Doresy, Hopwood · Reddy, *Effective Human Resource Training and Development Strategy*, Himalaya · Publications
- Goldstein, *Training in Organisations*, Cengage Learnings
- Sharma, R., *360 Degree Feedback, Competency Mapping and Assessment Centres*
- Pattanayak and Biswajeet, *Human Resources Management*
- Armstrong M.A., *Handbook of Human Resource Management Practice*, Cogan Page, London
- Taylor B. and Lippitt G., *Management Development and Training Handbook*

6 <sup>th</sup> Semester		BBA 632-18 Cross Cultural Human Resource Management			
Internal Marks	40		L	T	P
External Marks	60		5	1	0
Total Marks	100		Credits		6

**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	CO
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 .	CO1
	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	CO2
II	Comparing Culture : Cultural and Behavioral differences in different countries, various modelsfor comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological andTechnological Facing Business and their Management.	CO3
III	Cross Cultural Human Resources Management – Staffing and Training for Global Operations	CO4
	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 culturecontext,	CO5
IV	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.	CO6

**References:**

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

6 <sup>th</sup> Semester		BMPD602-18 Mentoring and Professional Development			
Internal Marks	25		L	T	P
External Marks	--		0	0	2
Total Marks	25		Credits		1

**Course Outcomes:** The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part	Content
A	<p><b>Class Activities</b></p> <p>Expert and video lectures  Aptitude Test  Group Discussion  Quiz (General/Technical)  Presentations by the students  Team building Exercises</p>
B	<p><b>Outdoor Activities</b></p> <p>Sports/NSS/NCC  Field project.  Society Activities of various professional student chapters, Cultural Clubs, etc.  <b>Note:</b> Evaluation shall be based on rubrics for Part – A &amp; B.  Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.</p>