Curriculum and Syllabi
BBA
(HR/B&F/IB/MKTG/HCM/LSCM/ENTP/ Accounting and Finance)

Regulation 2019-22

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and accelerate entrepreneurship
Seeking beyond boundaries

Core Values

Integrity
Leadership
Diversity
Community

School of Business Studies, Sharda University

Vision

To be the center of excellence of global repute in business education to foster learning, attitude, professional prudence, creativity, entrepreneurship, and leadership accountable to the society.

Mission

M1. Creating a stimulating learning environment

M2. Consolidating professional skills and attitude

M3. Growing our research acumen, teaching, and industry linkages

M4. Delivering leading-edge knowledge in management, business development, leadership and global economy for society.

Core Values

Integrity, Leadership, Diversity and Community

1.3 Programme Educational Objectives (PEO)

The Program Educational objective of the BBA of SBS is:

PEO1 : To provide students with a basic theoretical knowledge and understanding of organizations, their management and the environment in which they operate.

PEO2 : To provide students with first-hand experience of a managerial and/or management-related role and of how organizations operate in practice.

PEO3 : To provide students with an integrated understanding of the important functions within management and the way in which they interact and acquire new skills.

PEO4 : To develop students' critical analysis of and reflection upon management issues and their ability to undertake serious, deep and well-rounded research in selected areas.

PEO5 : To prepare students for a career in management or management-related fields and develop their capability to contribute to society at large.

PEO6 : To enhance students' lifelong learning skills, communication skills and personal development.

1.3.2 Map PEOs with Mission Statements:

Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO 1	1	3	2	3
PEO 2	1	2	3	1
PEO 3	1	1	2	2
PEO 4	1	2	3	2
PEO 5	3	1	3	1
PEO 6	3	1	2	3

Enter correlation levels 1, 2, or 3 as defined below:

1. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)

1.3.3 Program Outcomes (PO's)

PO1 : Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context.

PO2 : Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.

PO3 : Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment.

PO4 : Apply ethical policies and practices of the profession to be a socially responsible and ethical management professional.

PO5 : Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning.

PO6 : Apply and practice their entrepreneurial knowledge, skills and traits to become self-employed and job creator.

1.3.4 Program Specific Outcomes (PSO's)

PSO1 : To develop conceptual and analytical skills and learn to work in global markets.

PSO2 : To develop a clear, analytical and sound knowledge of the business world keeping up with the recent developments.

PSO3 : To enable students to understand the dynamic changes in the management world, intricacies of ever-growing competition and impact of technology

1.3.5 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	1	2	2	1	2	2
PO2	2	2	1	2	2	3
PO3	2	2	1	2	3	1
PO4	1	3	2	1	1	2
PO5	1	2	3	3	2	1
PO6	2	2	3	2	1	2

1. Slight (Low) ***2. Moderate (Medium)*** ***3. Substantial (High)***

1.3.6 Program Outcome Vs Courses Mapping Table[1]:

Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
Sem-1										
Course101.1	**(Core) Business Economics**	**2.4**	**2.6**	**---**	**---**	**1**	**---**	**2**	**2**	**2.2**
Course101.2	**(Core) Financial Accounting**	**2**	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**
. Course101.3	**(Core) Principles of Management**	**1**	**1**	**1**	**1**	**1**	**2**	**1**	**1**	**1**
. Course101.4	(Elective) Basic Business Mathematics	**1.6**	**1.6**	**1.2**	**1.2**	**1.4**	**1.6**	**2.4**	**2.2**	**1.8**
Course101.5	(AECC) Communicative English –I	**1**	**1**	**0.8**	**0.6**	**1**	**1**	**1**	**0.8**	**0.6**
Course101.6	Generic Elective									

[1] Cell value will contain the correlation value of respective course with PO.

Sem-2										
Course201.1	**(Core) Economic Environment of Business**	**2.60**	**2.50**	**3.00**	**--**	**--**	**--**	**2.00**	**--**	**2.00**
Course201.2	**(Core) Cost Accounting & Managerial Accounting**	**1**	**1**	**1**	**1**	**2**	**1**	**1**	**1**	**1**
Course201.2(a)	**(Core) Cost Accounting and Performance Management**	**2**	**2**	**1.2**	**0.8**	**1.2**	**2**	**2**	**2.6**	**1.6**
Course201.3	**(Core) Organisational Behaviour**	**1**	**1**	**1**	**1**	**1**	**2**	**2**	**1**	**1**
Course201.4	**(Core) Marketing Management**	**2**	**2**	**2**	**1**	**1**	**1**	**2**	**2**	**1**
Course201.5	(Elective)Computer Application in Business	**2**	**1**	**2**	**2**	**1**	**2**	**2**	**2**	**2**
Course201.6	(AECC) Communicative English – II	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**

Course201.7	Generic Elective									
Sem-3										
Course 301.1	**(Core) Business Law**	**2**	**2**	**1**	**2**	**1**	**2**	**2**	**1**	**1**
Course 301.2	**(Core) Human Resource Management**	**2**	**1**	**1**	**1**	**--**	**2**	**1**	**1**	**1**
Course 301.3.	**(Core) Business Research Methods**	**3**	**3**	**2**	**1**	**1**	**2**	**1**	**2**	**1**
Course 301.3(a)	**(Core) Corporate Financial Reporting**	**2.6**	**2.2**	**2**	**0.6**	**1**	**2.6**	**2.8**	**3**	**2.2**
. Course 301.4	(Generic Interdisciplinary Elective) Business Communication	**2**	**2**	**1**	**1**	**2**	**2**	**2**	**2**	**2**
. Course 301.4(a)	(Generic Interdisciplinary Elective) Management Accounting	**2**	**2.2**	**1**	**0.8**	**1**	**2**	**2**	**2.6**	**0.4**

Course 301.5	(Generic Interdisciplinary Elective) Business Statistics	**2**	**2**	**2**	**2**	**2**	**---**	**1**	**1**	**1**
Course 301.6	Generic Elective									
Course 301.7	(AECC) Environmental Studies	**1**	**1**	**2**	**1**	**1**	**1**	**1**	**1**	**1**
Course 301.8	(P) Community Connect									
Sem-4										
Course 401.1	**(Core) International Business**	**1**	**1**	**1**	**--**	**---**	**--**	**----**	**---**	**---**
Course 401.1(a)	**(Core) Global Business Environment**	**--**	**1.25**	**3**	**------**	**--**	**1.4**	**--**	**1.8**	**1.8**
Course 401.2	**(Core) Financial Management**	**2**	**2**	**2**	**1**	**1**	**1**	**3**	**1**	**1**

Course 401.3	(Elective) Total Personality Development	**1**	**1**	**2**	**1**	**2**	**2**	**1**	**1**	**1**
Course 401.4	**E- Business (Electives)**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
	Cross Cultural Management	**2**	**1**	**2**	**2**	**1**	**1**	**1**	**1**	**1**
	Entrepreneurship	**2**	**1**	**2**	**1**	**1**	**2**	**--**	**2**	**3**
	Production and Operation Management	**2.5**	**0.8**	**0.8**	**--**	**--**	**---**	**1.8**	**1**	**1.8**
	Corporate Law	**2**	**1**	**1**	**2**	**2**	**1**	**2**	**1**	**1**
	Healthcare Management and Medical Terminology	**2**	**1.8**	**1.5**	**1.6**	**1.8**	**1.4**	**2.4**	**2.4**	**2.4**
Course 401.5	Generic Elective									
Course 401.6	(SEC) Computerized Accounting System	**1**	**1**	**1**	**--**	**2**	**1**	**---**	**1**	**1**
Sem-5	**International Business (Specialization)**									
Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE) International Finance and Foreign Exchange Management	**1.33**	**1.33**	**1.00**	**--**	**--**	**--**	**1.00**	**1.67**	**1.00**

Course 501.3	(DSE) International Aspects of Business operations	**3.00**	**2.00**	**3.00**	**--**	**--**	**--**	**3.00**	**3.00**	**2.00**
Course 501.4	(DSE) Globalizing Indian Business	**3.00**	**1.00**	**2.20**	**--**	**--**	**---**	**2.00**	**3.00**	
Course 501.5	(DSE) Management of Cross- Cultural Issues	**1.60**	**1.00**	**1.80**	**1.40**	**1.00**	**1.20**	**1.20**	**1.00**	**1.00**
Course 501.6	(P) Summer Training									
Sem-5	**HR (Specialization)**									
Course 501.6	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE) Industrial Relations	**2**	**2.6**	**2.8**	**1**	**1**	**2**	**2.4**	**2**	**1**
Course 501.3	(DSE) Employee Training and Development	**2**	**2**	**1**	**--**	**1**	**2**	**2**	**2**	**1**

Course 501.4	(DSE) Compensation Management	**2**	**2**	**2**	**1**	**1**	**2**	**3**	**2**	**1**
Course 501.5	(DSE) Recruitment and Selection	**2.8**	**1.8**	**1.8**	**1**	**1**	**1.2**	**2.8**	**2.4**	**1.2**
Course 501.6	(P) Summer Training									
Sem-5	**Entrepreneurship (Specialization)**									
Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE)Innovation and design thinking	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.3	(DSE)Launching new ventures	**1.4**	**2.6**	**2.2**	**2**	**1.4**	**1.8**	**1**	**1**	**2.6**
Course 501.4	(DSE)New Venture Financing	**1**	**2**	**2**	**2**	**1**	**2**	**2**	**1**	**2**

Course 501.5	(DSE)Managing small enterprises and family business	**1.6**	**1.4**	**1.4**	**2**	**1**	**2**	**1.4**	**0.8**	**0.6**
Course 501.6	(P) Summer Training	**2**	**1**	**1**	**2**	**1**	**2**	**1**	**1**	**1**
	Banking & Finance (Specialization)									
Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE)Business taxation	**2**	**2**	**2**	**1**	**--**	**1**	**2**	**3**	**2**
Course 501.3	(DSE)Security analysis & investment management	**2**	**2**	**1**	**1**	**--**	**2**	**1**	**1**	**1**
Course 501.4	(DSE)Indian banking system	**1**	**0.6**	**1.6**	**1**	**1.6**	**--**	**0.6**	**0.8**	**1**
Course 501.5	(DSE)International finance & foreign exchange management	**0.4**	**0.4**	**0.2**	**--**	**--**	**--**	**0.4**	**1**	**0.2**

Course 501.6	(P) Summer Training									
Sem-5	**HealthCare Management (Specialization)**									
Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE)Introduction to human physiology & biochemistry	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.3	(DSE)Introduction to It in health care	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
Course 501.4	(DSE)Hospital Operations Management	**2**	**2**	**2**	**1**	**2**	**1**	**2**	**3**	**2**
Course 501.5	(DSE)Healthcare Systems and Policy	**2**	**2**	**2**	**1**	**2**	**1**	**2**	**2**	**2**
Course 501.6	(P) Summer Training									

Sem-5	**Logistics and Supply Chain Management (Specialization)**									
Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE)Sustainability and green supply chain management	**1.8**	**2**	**2**	**2.4**	**1.8**	**2**	**2.4**	**2.2**	**2**
Course 501.3	(DSE)Supply chain risk management	**1.4**	**1.8**	**1.8**	**2**	**2.2**	**1.8**	**2**	**1.8**	**2.4**
Course 501.4	(DSE)International transportation management	**1.4**	**1.8**	**1.8**	**1.8**	**2.2**	**1.6**	**2**	**1.8**	**2.2**
Course 501.5	(DSE)Containerization and infrastructure management	**1.8**	**2.2**	**2**	**2.2**	**1.8**	**2**	**2.4**	**2.4**	**2.2**
Course 501.6	(P) Summer Training									
Sem-5	**Marketing Management (Specialization)**									

Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
Course 501.2	(DSE)Retail Management	**2**	**2**	**1.2**	**1.6**	**1.8**	**1.8**	**1.6**	**1.4**	**1**
Course 501.3	(DSE)Advertising and brand management	**2**	**1.8**	**1.8**	**1**	**1**	**1**	**2**	**2**	**1.2**
Course 501.4	(DSE)Sales and distribution management	**2**	**2.8**	**2**	**2.2**	**2**	**2**	**2.4**	**2.2**	**2.4**
Course 501.5	(DSE) Service Marketing	**1.4**	**1.6**	**1**	**1**	**1.4**	**1**	**1.8**	**1.6**	**2**
Course 501.6	(P) Summer Training									
Sem-5	**Accounting and Finance (Specialization)**									
Course 501.1	**(Core) Corporate Strategy**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**

Course 501.2	(DSE)Audit and Assurance	**0.8**	**1.2**	**0.2**	**1.4**	**0.8**	**1.6**	**1.4**	**2**	**1**
Course 501.3	(DSE)Income Tax law and Practices	**2.4**	**0.8**	**1**	**1**	**1.2**	**2**	**2**	**2**	**0.6**
Course 501.4	(DSE)Fundamentals of Research Methods	**0.2**	**1.6**	**0.8**	**0.6**	**1.2**	**1.4**	**--**	**1.6**	**--**
Course 501.5	(DSE)Investment Management	**2**	**1.8**	**1.2**	**0.8**	**0.8**	**1.8**	**1**	**1**	**1**
Course 501.6	(P) Summer Training									
Sem-6	**International Business (Specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE) International Trade Theory and Policy	**2.00**	**2.00**	**3.00**			**2.00**	**2.00**	**3.00**	

Course 601.3	(DSE) Monetary Economics	**1.80**	**1.80**	**1.60**		**1.75**	**1.50**	**1.50**	**2.00**	**1.60**
Course 601.4	(DSE) EXIM Policy & Procedure	**3.00**	**3.00**	**2.00**				**3.00**	**3.00**	**1.40**
Course 601.5	(DSE) Structure of Global Economy	**3.00**		**3.00**	**3.00**			**1.00**	**2.00**	**2.00**
Course 601.6	(P) Research Report									
Sem-6	HR **(Specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE)Human Resource Information System	**1.4**	**1.6**	**2.25**	**-**	**1**	**1**	**1.8**	**2.6**	**1.2**
Course 601.3	(DSE) Human Resources: Value and Contribution to organizational success	**2.25**	**1.75**	**2.25**	**1.3**	**2**	**1.75**	**2**	**1.5**	**1.6**

Course 601.4	(DSE)Performance and Competency Management	**2**	**1**	**2.2**	**1.6**	**2.2**	**2**	**2**	**2**	**2**
Course 601.5	(DSE)Team Building and Leadership	**2**	**1**	**1.25**	**1.6**	**1.4**	**2.2**	**1.4**	**1.8**	**1.4**
Course 601.6	(P) Research Report									
Sem - 6	**Entrepreneurship (Specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE)Social Entrepreneurship	**2.6**	**2.2**	**2.8**	**1.4**	**1.4**	**2.8**	**3**	**2**	**3**
Course 601.3	(DSE)Project Management for Entrepreneurs	**1.8**	**1.8**	**1.6**	**1.2**	**1.6**	**1.8**	**2.4**	**2.2**	**2**
Course 601.4	(DSE) Marketing for New Ventures	**2.4**	**1.8**	**2.4**	**1.8**	**1.6**	**2.8**	**3**	**2**	**3**

Course 601.5	(DSE) Contemporary issues in Entrepreneurship	**2**	**1.8**	**1.6**	**1.2**	**1.6**	**2**	**1.4**	**1.6**	**1.8**
Course 601.6	(P) Research Report									
Sem- 6	**Banking & Finance (specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE) Banking Law & practice	**2.2**	**2**	**2.2**	**2.2**	**2.4**	**2.2**	**2.2**	**2.2**	**2.2**
Course 601.3	(DSE) Marketing of Financial products & services	**2.6**	**2.2**	**2.4**	**1.6**	**2.4**	**1.4**	**2**	**2**	**2.6**
Course 601.4	(DSE) Credit Management	**1.4**	**1.6**	**1.6**	**2.2**	**3**	**1.6**	**2.4**	**2.2**	**1.4**
Course 601.5	(DSE) Retail Banking	**1.2**	**2**	**1.8**	**0.2**	**1.2**	**1.6**	**0.4**	**1**	**---**

Course 601.6	(P) Research Report									
Sem- 6	**Healthcare Management (Specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE) Patient Quality Services in Health care	**1.8**	**2**	**1.6**	**1.4**	**2**	**1.2**	**2.2**	**2.2**	**2.2**
Course 601.3	(DSE) Quality Management in Hospitals	**2.8**	**2**	**1.8**	**1.6**	**2**	**1**	**2.4**	**2.2**	**2.2**
Course 601.4	(DSE) Managed Care and health insurance	**1.2**	**1**	**2.2**	**1**	**1.6**	**1**	**2.4**	**2.4**	**2.2**
Course 601.5	(DSE) Healthcare Marketing & Communication	**2**	**1**	**2**	**1**	**1**	**1.4**	**2**	**2.2**	**2.4**
Course 601.6	(P) Research Report									

Sem- 6	**Logistics and Supply Chain Management (Specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE) Project Management	**1.8**	**2**	**2.2**	**2.2**	**1.8**	**2.2**	**2.6**	**2.2**	**2.2**
Course 601.3	(DSE) Disaster Management	**1.8**	**2**	**2**	**2.4**	**1.8**	**2**	**2.4**	**2.2**	**2**
Course 601.4	(DSE) Shipping and Maritime Law	**1.6**	**2.2**	**2.2**	**2.4**	**1.8**	**2**	**2.6**	**2.4**	**2.4**
Course 601.5	(DSE) International and Logistics Management	**1.8**	**2**	**1.8**	**2.4**	**1.8**	**2**	**2.4**	**2.2**	**2.4**
Course 601.6	(P) Research Report									
Sem- 6	**Marketing Management**									

Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**
Course 601.2	(DSE)Consumer behavior	**2**	**1.8**	**1.8**	**1**	**1**	**1**	**2**	**2**	**1.2**
Course 601.3	Advanced Digital Marketing/ E-commerce	**1.6**	**1.6**	**2**	**0.8**	**1**	**2**	**1.6**	**1.8**	**1.6**
Course 601.4	(DSE) Advanced research techniques in marketing	**1.4**	**1**	**1.6**	**1**	**1.4**	**1.4**	**1.6**	**1.4**	**1**
Course 601.5	(DSE) Marketing strategy	**2**	**1.8**	**1.2**	**1.8**	**1.8**	**1.6**	**1.6**	**1.2**	**1**
Course 601.6	(P) Research Report									
Sem- 6	**Accounting and Finance (specialization)**									
Course 601.1	**(Core) Corporate Governance and Business Ethics**	**1.4**	**1.4**	**1.6**	**1.4**	**1.2**	**1.4**	**1.4**	**1.2**	**1.6**

Course 601.2	(DSE) Advanced Financial Management	**1.6**	**2**	**1.4**	**1.6**	**1.8**	**1.8**	**2**	**1.8**	**1.8**
Course 601.3	(DSE) Strategic Business Leader	**2**	**2**	**1.6**	**1.6**	**2**	**1.6**	**0.6**	**1.2**	**0.6**
Course 601.4	(DSE) Advanced Performance Management	**0.8**	**0.8**	**1.6**	**1.4**	**1.2**	**1.4**	**1.8**	**1.6**	**0.8**
Course 601.5	(DSE) Entrepreneurship	**2**	**1.8**	**2.4**	**1.8**	**2**	**2.6**	**2.6**	**2.2**	**2.8**
Course 601.6	(P) Research Report									

BBA Program Structure and Credit Distribution (2019-2022) (Choice Based Credit System)																			
	Semester 1		Cr	Semester 2		Cr	Semester 3		Cr	Semester 4		Cr	Semester 5		Cr	Semester 6		Cr	Cr.
Core Courses	i	Business Economics	4	i	Economic Environment of Business	4				i	International Business/ Global Business Environment	4							56
	ii	Financial Accounting	4	ii	Cost Accounting & Managerial Accounting/Cost Accounting and Performance Management	4	i	Business Law	4	ii	Financial Management	4	i	Corporate Strategy	4	i	Corporate Governance and Business Ethics	4	
	iii	Principles of Management	4	iii	Organisational Behaviour	4	ii	Human Resource Management	4										
					Marketing Management	4	iii	Business Research Methods/Corporate Financial Reporting	4										
Ability Enhancement Courses/ Skill Enhancement Courses	i	Communicative English - I	2	i	Communicative English-II	2	i	Environmental Studies	4	i	-Computerized Accounting System	3							11
Open Elective Courses*	i	To be opted by students	2		To be opted by students	2	i	To be opted by students	2	i									6

	Generic Interdisciplinary Elective Courses	i	Basic Business Mathematics	**4**	i	Computer Application in Business	2	i	Business Communication/Management Accounting	**4**	I	Total Personality Development	4							
						Business Statistics	**4**	ii				**E Business/Cross Cultural Management/Entrepreneurship Development/ /Production and** Operation Management/Corporate Law /Healthcare Management & Medical Terminolog (Any one to be chosen)	4							**22**
	Discipline Specific Elective Courses														DSE 1 DSE 2 DSE 3 DSE 4	**16**		DSE 5 DSE 6 DSE 7 DSE 8	16	32
	Project								Community Connect	2					Summer Training	**4**	i	Research Report	**4**	**10**
	Sum Total Credit			**20**			**26**			**24**			**19**			**24**			**24**	**137**

1. Slight (Low) ***2. Moderate (Medium)*** ***3. Substantial (High)***

Note: ** A student shall opt for one course from the list of open elective courses for that particular semester.*

DISCIPLINE SPECIFIC ELECTIVE COURSES:

INTERNATIONAL BUSINESS	
International Finance and Foreign Exchange Management	4 Credits
International Aspects of Business Operations	4 Credits
Globalizing Indian Business	4 Credits
Management of Cross Cultural Issues	4 Credits
International Trade Theory and Policy	4 Credits
Monetary Economics	4 Credits
EXIM Policy & Procedures	4 Credits
Structure of Global Economy	4 Credits

HUMAN RESOURCE MANAGEMENT

Employee training and development	4 credits
Compensation management	4 credits
Recruitment and selection	4 credits
Industrial relations	4 credits
Human resource information system	4 credits
Human resources: value and contribution to organizational success	4 credits
Performance and competency management	4 credits
Team building and leadership	4 credits
ENTREPRENEURSHIP	
Innovation and design thinking	4 credits
Launching new ventures	4 credits
New venture financing	4 credits
Managing small enterprises and family businesses	4 credits
Social entrepreneurship	4 credits
Project management for entrepreneurs	4 credits
Marketing for new ventures	4 credits
Contemporary issues in entrepreneurship	4 credits
BANKING & FINANCE	
Business taxation	4 credits
Security analysis & investment management	4 credits
Indian banking system	4 credits
International finance & foreign exchange management	4 credits

Banking law & practice	4 credits
Marketing of financial products & services	4 credits
Credit management	4 credits
Retail banking	4 credits
HEALTHCARE MANAGEMENT	
Introduction to human physiology & biochemistry	4 credits
Introduction to IT in health care	4 credits
Hospital Operations Management	4 credits
Healthcare Systems and Policy	4 credits
Patient Care Services in Health Care	4 credits
Quality Management in Hospitals	4 credits
Managed Care and health insurance	4 credits
Healthcare marketing & communication	4 credits
LOGISTICS AND SUPPLY CHAIN MANAGEMENT	
Sustainability and green supply chain management	4 credits
Supply chain risk management	4 credits
International transportation management	4 credits
Containerization and infrastructure management	4 credits
Project management	4 credits
Disaster management	4 credits
Shipping and maritime law	4 credits
International and logistics management	4 credits

Marketing	
Retail management	4 credits
Advertising and brand management	4 credits
Sales and distribution management	4 credits
Service Marketing	4 credits
Consumer behavior	4 credits
Advanced digital marketing/ e-commerce	4 credits
Advance research techniques in marketing	4 credits
Marketing strategy	4 credits
Accounting and Finance	
Audit and Assurance	4 credits
Income Tax Law and Practices	4 credits
Fundamental of Research Methods	4 credits
Investment Management	4 credits
Advanced Financial Management	4 credits
Strategic Business Leader	4 credits
Advanced Performance Management	4 credits
Entrepreneurship	4 credits

School of Business Studies
BBA
Batch: 2019-2022
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	
			L	T	P			Type of Course[2]: 1. CC 2. AECC 3. SEC 4. DSE
THEORY SUBJECTS								
1.	BBA 142	Business Economics	4	0	0	4	Core Courses	CC
2.	BBA156/ BCM 115	Financial Accounting	4	0	0	4	Core Courses	CC
3.	BBA 143	Principles of Management	4	0	0	4	Core Courses	CC
4.	MTH 129	Basic Business Mathematics	4	0	0	4	GIEC	Generic Interdisciplinary Elective Course
5.		Open Elective Course* (To be				2	Open Elective	

[2] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

		opted by Student)					Course	
Practical/Viva-Voce/Jury								
6.	ARP 101	Communicative English –I	0	0	2	2	Ability Enhancement Course	
TOTAL CREDITS						**20**		

School of Business Studies
BBA
Batch: 2019-2022
TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite / Co Requisite	Type of Course[3]: 5. CC 6. AECC 7. SEC 8. DSE
			L	T	P			
THEORY SUBJECTS								
7.	BBA 147	Economic Environment of Business	4	0	0	4	Core	CC
8.	BBA 157/ BBA 150	Cost & Managerial Accounting/ Cost Accounting & Performance Management	4	0	0	4	Core	CC
9.	BBA 148	Organizational Behaviour	4	0	0	4	Core	CC
10.	BBA 144	Marketing Management	4	0	0	4	Core	CC
11.	BBA 146	Business Statistics	4	0	0	4	GIEC	Generic Interdisciplinary Elective Course

[3] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

12.		Open Elective Course* (To be opted by Student)				2	Elective	
Practical/Viva-Voce/Jury								
13.	BBP 152	Computer Applications in Business	0	0	2	2		GIEC
14.	ARP 102	Communicative English-II	0	0	2	2		AECC
		TOTAL CREDITS				**26**		

School of Business Studies
BBA
Batch: 2019-2022
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[4]: 9. CC 10. AECC 11. SEC 12. DSE
			L	T	P			
THEORY SUBJECTS								
15.	BBA 267	Business Law	4	0	0	4	Core Courses	CC
16.	BBA 214	Human Resource Management	4	0	0	4	Core Courses	CC
17.	BBA 258 / BCM 235	Business Research Methods/ Corporate Financial Reporting	4	0	0	4	Core Courses	CC
18.	EVS 111	Environmental Studies	4	0	0	4		AECC
19.	BBA 268/ BCM 209	Business Communication/Management Accounting	4	0	0	4	GIEC	Generic Interdisciplinary Elective Course
20.		Open Elective Course (to be opted by students)	2	0	0	2	Open Elective Course	
Practical/Viva-Voce/Jury								

[4] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

21.	CCU 202	Community Connect	0	0	2	2	P	
TOTAL CREDITS						24		

School of Business Studies
BBA
Batch: 2019-2022
TERM: IV

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[5]: 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
22.		BCM 216 / BCM 223	International Business/Global Business Environment	4	0	0	4	Core Courses	CC
23.		BBA 210	Financial Management	4	0	0	4	Core Courses	CC
24.		BBA 238	Computerized Accounting System	2	1	0	3		AECC
25.		BBP 252	Total Personality Development	3	0	1	4	Elective	GIEC
26.			E Business/Cross Cultural Management/Entrepreneurship Development/ /Production and Operation Management/Corporate Law /Healthcare Management & Medical Terminology (Any one to be chosen)	4	0	0	4	Elective	GIEC

[5] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Practical/Viva-Voce/Jury									
TOTAL CREDITS							**19**		

School of Business Studies
BBA (International Business- IB)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[6]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
27.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
28.	**BBA 066**	International Finance and Foreign Exchange Management	4	0	0	4	Elective	DSE
29.	**BBA 062**	International Aspects of Business Operations	4	0	0	4	Elective	DSE
30.	**BBA 065**	Globalizing Indian Business	4	0	0	4	Elective	DSE
31.	**BBA 070**	Management of Cross-Cultural Issues	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
32.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS					**24**	

[6] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Human Resource Management-HRM)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[7]: 5. CC 6. AECC 7. SEC 8. DSE
			L	T	P			
THEORY SUBJECTS								
33.	**BBA 057**	Corporate Strategy	4	0	0	4	Core	CC
34.	**BBA 075**	Employee Training & Development	4	0	0	4	Elective	DSE
35.	**BBA 076**	Compensation Management	4	0	0	4	Elective	DSE
36.	**BBA 077**	Recruitment & Selection	4	0	0	4	Elective	DSE
37.	**BBA 078**	Industrial Relations	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
38.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[7] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Entrepreneurship – Entp.)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[8]: 9. CC 10. AECC 11. SEC 12. DSE
			L	T	P			
THEORY SUBJECTS								
39.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
40.	**BBA 083**	Innovation and Design Thinking	4	0	0	4	Elective	DSE
41.	**BBA 084**	Launching New Venture	4	0	0	4	Elective	DSE
42.	**BBA 085**	New Venture Financing	4	0	0	4	Elective	DSE
43.	**BBA 086**	Managing Small Enterprises and Family Business	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
44.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[8] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Banking & Finance-B&F)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[9]: 13. CC 14. AECC 15. SEC 16. DSE
			L	T	P			
THEORY SUBJECTS								
45.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
46.	**BBA 093**	Business Taxation	3	1	0	4	Elective	DSE
47.	**BBA 094**	Security Analysis and Investment Management	4	0	0	4	Elective	DSE
48.	**BBA 095**	Indian Banking System	3	0	1	4	Elective	DSE
49.	**BBA 096**	International Finance and Foreign Exchange Management	3	0	1	4	Elective	DSE
Practical/Viva-Voce/Jury								
50.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[9] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Healthcare Management-HCM)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[10]: 17. CC 18. AECC 19. SEC 20. DSE
			L	T	P			
THEORY SUBJECTS								
51.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
52.	**BBA 502**	Introduction to Human Physiology & Biochemistry	4	0	0	4	Elective	DSE
53.	**BBA 503**	Introduction to Information Technology in Healthcare	4	0	0	4	Elective	DSE
54.	**BBA 504**	Hospital Operations Management	4	0	0	4	Elective	DSE
55.	**BBA 505**	Healthcare Systems and Policy	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
56.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[10] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Logistics and Supply Chain Management-LSCM)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[11]: 21. CC 22. AECC 23. SEC 24. DSE
			L	T	P			
THEORY SUBJECTS								
57.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
58.	**BBA 510**	Sustainability and Green Supply Chain Management	4	0	0	4	Elective	DSE
59.	**BBA 511**	Supply Chain Risk Management	4	0	0	4	Elective	DSE
60.	**BBA 512**	International Transportation Management	4	0	0	4	Elective	DSE
61.	**BBA 513**	Containerization and Infrastructure Management	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
62.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[11] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Marketing-Mktg.)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[12]: 25. CC 26. AECC 27. SEC 28. DSE
			L	T	P			
THEORY SUBJECTS								
63.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
64.	**BBA 035**	Retail Marketing	4	0	0	4	Elective	DSE
65.	**BBA 036**	Advertising and Brand Management	4	0	0	4	Elective	DSE
66.	**BBA 518**	Sales and Distribution Management	4	0	0	4	Elective	DSE
67.	**BBA 519**	Services Marketing	3	0	1	4	Elective	DSE
Practical/Viva-Voce/Jury								
68.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[12] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Accounting & Finance)
Batch: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[13]: 29. CC 30. AECC 31. SEC 32. DSE
			L	T	P			
THEORY SUBJECTS								
69.	**BBA 057**	Corporate Strategy	4	0	0	4	Core Course	CC
70.	**BCM 322**	Audit & Assurance	4	0	0	4	Elective	DSE
71.	**BCM 342**	Income Tax Law & Practices	4	0	0	4	Elective	DSE
72.	**BCM 335**	Fundamentals of Research Methodology	4	0	0	4	Elective	DSE
73.	**BCM 313**	Investment Management	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
74.	**BBA 354**	Summer Training	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[13] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (IB)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[14]: 33. CC 34. AECC 35. SEC 36. DSE
			L	T	P			
THEORY SUBJECTS								
75.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
76.	**BBA 071**	International Trade Theory and Policy	4	0	0	4	Elective	DSE
77.	**BBA 072**	Monetary Economics	4	0	0	4	Elective	DSE
78.	**BBA 073**	EXIM Policy & Procedures	4	0	0	4	Elective	DSE
79.	**BBA 074**	Structure of Global Economy	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
80.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[14] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (HRM)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[15]: 37. CC 38. AECC 39. SEC 40. DSE
			L	T	P			
THEORY SUBJECTS								
81.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
82.	**BBA 079**	Human Resource Information Systems	0	0	4	4	Elective	DSE
83.	**BBA 080**	Human Resources-Values & Contribution to Organizational Success	0	0	4	4	Elective	DSE
84.	**BBA 081**	Performance and Competency Management	4	0	0	4	Elective	DSE
85.	**BBA 082**	Team Building and Leadership	0	0	4	4	Elective	DSE
Practical/Viva-Voce/Jury								
86.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[15] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (ENTP)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[16]: 41. CC 42. AECC 43. SEC 44. DSE
			L	T	P			
THEORY SUBJECTS								
87.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
88.	**BBA 089**	Social Entrepreneurship	4	0	0	4	Elective	DSE
89.	**BBA 090**	Project Management for Entrepreneurs	4	0	0	4	Elective	DSE
90.	**BBA 091**	Marketing for New Ventures	4	0	0	4	Elective	DSE
91.	**BBA 092**	Contemporary Issues in Entrepreneurship	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
92.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[16] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Banking & Finance)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[17]: 45. CC 46. AECC 47. SEC 48. DSE
			L	T	P			
THEORY SUBJECTS								
93.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
94.	**BBA 097**	Banking Law and Practices	4	0	0	4	Elective	DSE
95.	**BBA 098**	Marketing of Financial Products	4	0	0	4	Elective	DSE
96.	**BBA 099**	Credit Management	4	0	0	4	Elective	DSE
97.	**BBA 501**	Retail Banking	3	0	1	4	Elective	DSE
Practical/Viva-Voce/Jury								
98.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[17] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies

BBA (HEALTH CARE MANAGEMENT)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[18]: 49. CC 50. AECC 51. SEC 52. DSE
			L	T	P			
THEORY SUBJECTS								
99.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
100.	**BBA 506**	Patient Care Services in Health Care	4	0	0	4	Elective	DSE
101.	**BBA 507**	Quality Management in Hospitals	4	0	0	4	Elective	DSE
102.	**BBA 508**	Managed care and health insurance	4	0	0	4	Elective	DSE
103.	**BBA 509**	Healthcare Marketing & Communication	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
104.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[18] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Logistic & Supply Chain Management)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[19]: 53. CC 54. AECC 55. SEC 56. DSE
			L	T	P			
THEORY SUBJECTS								
105.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
106.	**BBA 514**	Project Management	4	0	0	4	Elective	DSE
107.	**BBA 515**	Disaster Management	4	0	0	4	Elective	DSE
108.	**BBA 516**	Shipping and Maritime Law	4	0	0	4	Elective	DSE
109.	**BBA 517**	International Logistics Management	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
110.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[19] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Marketing)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[20]: 57. CC 58. AECC 59. SEC 60. DSE
			L	T	P			
THEORY SUBJECTS								
111.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
112.	**BBA 520**	Consumer Behavior	4	0	0	4	Elective	DSE
113.	**BBA 521**	Advanced Digital Marketing	4	0	0	4	Elective	DSE
114.	**BBA 522**	Advanced Research Techniques in Marketing	4	0	0	4	Elective	DSE
115.	**BBA 523**	Marketing Strategy	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
116.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[20] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School of Business Studies
BBA (Accounting & Finance)
Batch: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/ Elective Pre-Requisite/ Co Requisite	Type of Course[21]: 61. CC 62. AECC 63. SEC 64. DSE
			L	T	P			
THEORY SUBJECTS								
117.	**BBA 339**	Corporate Governance and Business Ethics	4	0	0	4	Core Course	CC
118.	**BCM 327**	Advanced Financial Management	4	0	0	4	Elective	DSE
119.	**BCM 333**	Strategic Business Leader	4	0	0	4	Elective	DSE
120.	**BCM 328**	Advanced Performance Management	4	0	0	4	Elective	DSE
121.	**BCM 341**	Entrepreneurship	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
122.		Research Report	4	0	0	4	P	
		TOTAL CREDITS				**24**		

[21] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Course Modules
Term: I

School: School of Business Studies		**Batch :**BBA (2019 – 2022)
Program: BBA (HR)		**Current Academic Year: 2019**
Branch: -		**Semester: I**
1	Course Code	BBA 142
2	Course Title	Business Economics
3	Credits	04
4	Contact Hours	4-0-0
	Course Status	Compulsory
5	Course Description	Business Economics is an introductory course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts, supply and demand analysis, theories of the firm, Perfect competition and Imperfect Competition. The course attempts to develop a student's ability to think about the economic forces at work in society and give detailed knowledge of microeconomics.
6	Course Objective	- To make students understand the basic idea behind business economics. - To make students illustrate various market forces of demand, and supply. - Describe various approaches to production decisions and processes.

		- To make students examine the significance of costs, and identify these costs in a given economic decision. - Real life examples with illustrations of different market structures under which businesses are undertaken, pertinent regulatory laws, applications of such laws in case of market failure with case studies	
7	Course Outcomes	On completion of this course the learners will be able to **CO 1** Understand that economics is about the allocation of scarce resources, that scarcity forces choice, trade-offs exist and that every choice has an opportunity cost **CO 2** List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price. **CO 3** Describe the general concept of elasticity for different variables in the demand or supply function and the effect of a given elasticity on economic outcomes **CO 4**To define opportunity costs, demonstrate how they affect economic decisions, and identify these costs in a given economic decision **C0 5** Distinguish between and identify the key characteristics of perfect competition and imperfect competition	
8	Outline syllabus		CO Mapping
	Unit A	**The Central Concepts of Economics**	
	A 1	Introduction to business , Relevance of economics in business	**CO1**
	A 2	Definition of economics, Scarcity & efficiency: The twin themes of economics Microeconomics vs. Macroeconomics	**CO1**
	A 3	The Three problems of economic organization	**CO1**
	Unit B	**Basic Elements of Demand and Supply**	

	B 1	Demand Schedule, determinants of demand, demand curve, market demand, shifts in demand			**CO2**
	B 2	Supply Schedule, determinants of supply, supply curve, shifts in supply			**CO2**
	B 3	Equilibrium of Supply and Demand			**CO2**
	Unit C	**Supply and Demand : elasticity and Applications**			
	C 1	Price elasticity of Demand, Income elasticity of Demand & Cross price elasticity of demand			**CO3**
	C 2	Price Elasticity of Supply			**CO3**
	C 3	Applications to major business issues			**CO3**
	Unit D	**Production and Cost**			
	D 1	Introduction to Inputs and Production Function, Total, Average & marginal product			**CO4**
	D 2	Economic analysis of Costs, Fixed Cost and variable cost, marginal cost			**CO4**
	D 3	Opportunity costs			**CO4**
	Unit E	**Market**			
	E 1	Revenue Concept, Perfect Competition : Features, Price and output determination			**CO5**
	E 2	Monopoly, Monopolistic Competition: Features, Price and output determination			**CO5**
	E 3	Oligopoly : concept of cartel			**CO5**
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30% One quiz and one assignment due after completion of every unit	20%	50%	
	Text	1. Principles of Managerial Economics (available for free download			

	book/s*	a. thttp://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf) 2. Microeconomics: Theory and Applications Dominick Salvatore 3. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann 4. D. Salvatore :Schaum's Outline: Principles of Economics: TMH, (latest edition)	
	Other References	Guided study will include text readings, articles on contemporary issues in business economics, assignments, case analysis and power point presentations	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	2	1	1	2	1	1	1
CO2	2	3	2	1	1	1	…	1	1
CO3	2	2	2	2	1	2	….	1	1
CO4	3	1	1	2	1	2	….	1	..
CO5	2	3	2	1	1	1	….	1	1

Financial Accounting

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester: I**
1	Course Code	BBA156/BCM 115
2	Course Title	Financial Accounting
3	Credits	4
4	Contact Hours (L-T-P)	2-2-0
	Course Status	Compulsory
5	Course Objective	1. Introduce and Acquaint Students with the Concept, Significance and Principles of Accounting 2. Familiarize Students with Accounting Process 3. Explain the Basic Structure and Content of Financial Statements 4. Explain the Relevance and Accounting Treatment of Depreciation
6	Course Outcomes	*CO1*: *Recognize the Basic Accounting Terms and Accounting Rules Required for Business Enterprises.* *CO2: Illustrate Accounting Equation, Journal, Ledger and Trail Balance.* *CO3: Illustrate Trading, Profit & Loss Account and Balance sheet.* *CO4: Illustrate the Adjustments in Financial Statements.* *CO5: Compute the Amount of Depreciation as per SLM and WDM and*

		understand the treatment of Reserves & Provisions.	
7	Course Description	This Course Introduces the Basic Concepts and Principles of Accounting for Preparing the Financial Statements Such as Income Statement (Financial Performance) and Balance Sheet (Financial Position). Several Important Concepts will be Studied in Detail Including Accounting Cycle, Recording of Transactions, Treatment of Depreciation and Preparation of Financial Statements.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Accounting**	
	A	Basics of Accounting: Meaning, Definition, Need, Objectives and Functions, Book keeping and Accounting, Users of Accounting Information.	CO1
	B	Basic Accounting Terms: Assets, Liability, Capital, Equity, Expense, Income, Expenditure, Revenue, Debtors, Creditors, Goods, Cost, Stock, Purchases, Sales, Profit, Loss, Discount, Drawings.	CO1
	C	Classification of Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital Receipt, Revenue Receipt.	CO1
	Unit 2	**Accounting Rules**	
	A	Accounting Principles: Accounting Concepts and Conventions.	CO1
	B	Accounting Equation	CO2
	C	Classification of Accounts: Rules of Debit and Credit.	CO2
	Unit 3	**Accounting Process**	
	A	Preparation of Journal	CO2
	B	Preparation of Subsidiary Books I – Cash Book	CO2
	C	Preparation of Subsidiary Books II –Other Books and Trial	CO3

		Balance.			
	Unit 4	**Financial Statements**			
	A	Meaning of Financial Statements, Usefulness, Elements of Financial Statements –Trading Account, Profit & Loss Account and Balance Sheet, Methods of Presenting the Final Account;			CO3
	B	Treatment of Items of Adjustments Appearing in the Trial Balance and Outside the Trial Balance. Practical Problems on Various Adjustments.			CO4
	C	Preparation of Trading, Profit & Loss Account and Balance Sheet (with or without adjustments)			CO4
	Unit 5	**Depreciation Accounting, Provisions & Reserves**			
	A	Concept of Depreciation; Meaning, Causes and Objectives, Difference in Depreciation, Depletion, Amortization, and Dilapidations			CO5
	B	Methods of providing Depreciation- Fixed Installment Method, Diminishing Balance Method.			CO5
	C	Meaning and Objective of Provisions, Reserves & Types of Reserves, Distinction between Provision and Reserve'.			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	A textbook of Financial Accounting – Dr. A.K.Singhal, Dr. H.J. Ghosh Roy, VAYU Education of India			
	Other References	1. Basic Accounting- Rajni Sofat & Preeti Hiro, Eastern Economy Edition 2. A textbook of Accounting for Management - S.N. Maheshwari and S.K. Maheshwari, Vikas			

		Publishing House Pvt. Limited 3. Accounting and Financial Analysis & Management – Agarwal & Agarwal, Pragati Prakashan, Meerut. 4. Fundamentals of Accounting- V.P. Patti, Excel Books New Delhi. 5. Financial Accounting- R.S. Singhal (Anand) 6. Financial Accounting- Dr. M Shukla & Dr. S.P. Gupta- (Sahitya Bhawan Publication)	

CO-PO Mapping:

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	-	3	2	-	2	2
CO2	2	1	2	1	2	-	1	2	-
CO3	2	-	-	2	3	1	2	2	-
CO4	2	-	2	1	-	2	-	-	2
CO5	1	1	1	2	-	1	1	-	-

Principles of Management

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester:I**
1	Course Code	BBA 143
2	Course Title	Principles of Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	1. To understand the concepts of management as and how it can be applied to current environment of the workplace. 2. To describe planning process and its importance, evaluation and limitations. 3. To know basic organizational structure and levels of hierarchy. 4. To understand how managers direct, communicate and motivate employees through leadership.
6	Course Outcomes	CO1: The student will be able to describe various functions of management. CO2: The student will be able to explain the various theories and principles related to management. CO3: The student will be able to apply the elements of organizing and directing in taking managerial decisions. CO4: The student will be able to analyse various organizational designs

		and challenges for managing the organization effectively. CO5: Observe the controlling process and identify the areas where controlling methods are required.	
7	Course Description	The main aim of this course is to develop the understanding about the basic concepts, principles and various theories of management for the benefit of the students aspiring for acquiring managerial positions in national or international organizations in the upcoming future. The course delivers the deep knowledge about the essential functions of management i.e. Planning, Organising, Staffing, Directing & Controlling. It also provides the awareness the nature and evolution of management. This course also emphasises on conceptual clarity, working of business processes and applications of basic management concepts in the organizations.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Management and Evolution of Management Theories**	
	A	Management: Concept and Function, Levels of Management, Managerial roles and skills	CO1
	B	Management Science or Art, Management as Profession, Administration Vs Management	CO1
	C	Classical Management theory: F. W. Taylor, Fayol's principles	CO1,CO2
	Unit 2	**Managing Contemporary Planning**	
	A	Introduction of planning, Types of Plan: Budget, Policy, Procedure, methods, and rules	CO1
	B	Introduction to strategic, operational, and tactical planning	CO1,CO4
	C	Planning process and limitations	CO1

	Unit 3	**Managing Contemporary Organization**			
	A	Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of Control)			CO1,CO4
	B	Authority, Responsibility and Delegation, Centralization and Decentralization			CO1
	C	Common organizational Designs- Traditional Designs (Simple, Functional, divisional), Contemporary Designs (Team structures, Matrix/project structures, boundary less organization)			CO1,CO4
	Unit 4	**Directing**			
	A	Meaning and Significance of Directing			CO3,CO4
	B	Meaning and Importance of Communication, Motivation			CO1,CO3
	C	Meaning and Importance of Leadership, Supervision			CO3,CO3
	Unit 5	**Controlling**			
	A	Concept and process of control in organisation			CO1, CO5
	B	Types of control - Feedback, Feed forward, Concurrent			CO5
	C	Challenges before future Managers			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	Mid- Term	ETE	
		30%	20%	50%	
	Text book/s*	L M Prasad, Principles & Practices of Management, Sultan Chand & Sons, 2007			
	Other References	Koontz O'Donnel – Principles of Management Management by VSP Rao, Excel Publications Robbins & Coulter – Management, Prentice Hall of India, 9th edition			

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	2	1	2	1	1	2
CO2	2	1	---	2	1	2	2	2	1
CO3	1	1	2	1	--	2	1	1	1
CO4	1	1	1	--	2	2	1	1	1
CO5	1	1	1	1	2	1	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year – 2019-20**
Branch:		**Semester: I**
1	Course Code	**ARP 101**
2	Course Title	Communicative English-1
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2
	Course Status	AECC
5	Course Objective	The objectives are to: 1. To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of English. 2. Help students to understand different accents and standardise their existing English. 3. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude
6	Course Outcomes	CO1 Learn to use correct sentence structure and punctuation as well as different parts of speech. CO2 Learning new words its application and usage in different contexts helpful in building meaning conversations and written drafts. CO3 Develop over all comprehension ability, interpret it and describe it in writing. Very useful in real life situations and scenarios.

		CO4 A recognition of one's self and abilities through language learning and personality development training leading up to greater employability chances. CO5 Learn to express oneself through writing while also developing positive perception of self. To be able to speak confidently in English.	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	Syllabus Outline		CO Mapping
	Unit 1	**Sentence Structure**	CO1
	A	Subject Verb Agreement	
	B	Parts of speech	
	C	Writing well-formed sentences	
	Unit 2	**Vocabulary Building & Punctuation**	
	A	Homonyms/ homophones, Synonyms/Antonyms	CO2
	B	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO1, CO2
	C	Conjunctions/Compound Sentences	CO1, CO2
	Unit 3		
	A	Picture Description – Student Group Activity	CO3
	B	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO4, CO5,

	C	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)			CO5,
	Unit 4	**Speaking Skill**			
	A	Self-introduction/Greeting/Meeting people – Self branding			CO4, CO5
	B	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)			CO3, CO4
	C	Dialogues/conversations (Situation based Role Plays)			CO3, CO4, CO5
	Unit 5	**NA**			
	A	Jam sessions			
	B	Extempore			
	C	Situation-based Role Play			
	Mode of examination	Practical/Viva *Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE*			
	Weightage Distribution	CA	MTE	ETE	
		60		40	
	Text book/s*	• Blum, M. Rosen. *How to Build Better Vocabulary*. London: Bloomsbury Publication • Comfort, Jeremy(et.al). *Speaking Effectively*. Cambridge University Press			
	Other				

	References		

CO-PO/PSO mapping

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	**1**	**1**	**1**	**---**	**1**	**1**	**1**	**1**	**---**
CO2	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
CO3	**1**	**1**	**---**	**1**	**1**	**1**	**1**	**---**	**1**
CO4	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
CO5	**1**	**1**	**1**	**---**	**1**	**1**	**1**	**1**	**---**

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: School of Business Studies		**Batch : 2019-2022**
Program: BBA		**Current Academic Year: 2019-2020**
Branch: -		**Semester: I**
1	Course Code	**MTH 129**
2	Course Title	**Basic Business Mathematics**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of mathematical tools. This module includes analytical and critical thinking skills.
6	Course Objective	This modules aims : • To understand basic concepts of mathematics • Make awareness of the utility of mathematical concepts • To develop quantitative ability • To understand the basics of financial mathematics
7	Course Outcomes	At the end of the course students will be able to: • **CO1**: Demonstrate basic concepts of mathematics embedded in various management problems • **CO2:** Make interpretation through data. • **CO3**: Solve basic math problems using linear equations • **CO4**: Calculate simple & compound interest. • CO5: The student will be able to choose mathematical tools accordingly.

8	Outline syllabus		CO Mapping
	Unit A	**Basic Review**	
	A 1	Percentages- Application of percentage in calculating cost,selling price and profit.	CO1, CO2
	A 2	Ratios and proportions, Accuracy and Rounding.	CO1, CO2
	A 3	Problems based on percentages, ratio and proportion	CO1, CO2
	Unit B	**Data Interpretation**	
	B 1	Tabular Presentation of data	CO1, CO2
	B 2	Data Interpretation : Tabulation	CO2, CO4
	B 3	Problems based on Tables.	CO2, CO4
	Unit C	**System of Linear Equations**	
	C 1	Linear equation, Slope of line, intercepts of linear equation.	CO1, CO3
	C 2	Solve the system of equations graphically, substitution and elimination method	CO3,CO4
	C 3	Formulation & Application of system of equations- Word Problem	CO3, CO4
	Unit D	**Quantitative Ability**	
	D 1	Time & Distance	CO1,CO3, CO4
	D 2	Time & Work	CO1,CO3, CO4
	D 3	Problems based on Time	CO4,CO5
	Unit E	**Interest Calculations**	
	E 1	Simple Interest	CO3,CO4
	E 2	Compound Interest.	CO4,CO5

	E 3	Problems based on Interest			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	R.S Aggarwal, Quantitative Aptitude, S Chand.			
	Other References	1. Eugene Don, Joel J. Lerner, "Schaum's Outline of Basic Business Mathematics", Tata McGraw-Hill 2. M.Raghavachari, Mathematics for Management, Tata McGraw-Hill			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	2	2	3	3	1
CO2	1	3	2	1	1	2	3	2	2
CO3	2	1	1	2	1	1	2	2	2
CO4	2	1	1	1	2	2	2	2	2
CO5	1	1	1	1	1	1	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Course Modules
TERM -II

ECONOMIC ENVIRONMENT OF BUSINESS

School: SBS		**Batch: 2019 -22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester: II**
1	Course Code	BBA 147
2	Course Title	Economic Environment of Business
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	The objective of this course is to familiarize the students with the concepts of the macro-economic environment of business. This course systematically explores the external environment in which businesses operate – legal & regulatory, macroeconomic, cultural, political, technological and natural. Attention will be more on some of the recent changes in the economic environment particularly in the Indian context.
6	Course Outcomes	On successful completion of this module students will be able to: CO1: Understand the concept, significance and changing dimensions of Business Environment. CO2: Identify various types of Business Environment and tools for scanning the Environment. CO3: To identify different factors affecting the operations of a firm in a business environment. CO4: To interpret the role of economic systems, economic planning, government policies and its impact on business. CO5: Analyze the importance of Multinational corporations, foreign

		investment and international institutions in business.	
7	Course Description	This course helps learners to understand how the economic environment affects businesses and how government policies, especially financial and monetary policies, impact on business. Learners will increase their awareness of how international economic events and organizations influence business.	
8	Outline syllabus		CO Mapping
	UNIT A	**Nature and Dynamics of Business Environment**	
	Topic 1	The concept of Business Environment	CO1,CO2
	Topic 2	Significance of Business Environment	CO1,CO2
	Topic 3	Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis)	CO1,CO2
	UNIT B	**Political Environment and Economic Systems**	
	Topic 1	Market Economy or Capitalism(Evolution of capitalism and its features)	CO1, CO2
	Topic 2	Planned Economy or Command Economy	CO1,CO2
	Topic 3	Mixed Economy	CO1,CO2
	UNIT C	**Economic Growth and Development**	
	Topic 1	Economic Growth and Development	CO1, CO3
	Topic 2	Methods to Calculate National Income	CO1, CO3
	Topic 3	Real Income and Nominal Income	CO1, CO3
	UNIT D	**MACRO ECONOMIC POLICIES**	
	Topic 1	Monetary Policy	CO3, CO4
	Topic 2	Fiscal Policy	CO4
	Topic 3	India's Import –Export Policies	CO4
	UNIT E	**GLOBAL/ INTERNATIONAL ENVIRONMENT**	
	Topic 1	Globalisation	CO5

	Topic 2	Foreign Investment			CO5
	Topic 3	Multinational Corporations			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Justin Paul. Business Environment: Text and cases.			
	Other References	1.Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition). 2. Adhikari M- Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand 3. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition). 4. N. Gregory Mankiw- Principles of MacroEconomics, Cengage Learning			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PS01	PS02	PS03
CO1	3	3	2	1	1	2	-	-	-
CO2	2	3	2	1	1	1	-	-	-
CO3	2	2	2	2	1	2	-	-	-
CO4	2	2	-	1	-	1	-	-	-
CO5	3	1	1	2	1	2	-	-	-

COST AND MANAGEMENT ACCOUNTING

School: BUSINESS STUDIES		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester: II**
1	Course Code	BBA 157
2	Course Title	Cost & Managerial Accounting
3	Credits	4
4	Contact Hours (L-T-P)	3-1-0
	Course Status	Compulsory
5	Course Objective	1. Cost and management accounting is the internal mechanism of reporting within the modern business. 2. This module enables to understand the basic concepts and processes used to determine product costs. 3. Budgeting, Cost Control, Variance and its analysis are the other major aspects of this course. 4. It also helps to analyse and evaluate information for cost ascertainment, planning, control and decision making.
6	Course Outcomes	On successful completion of this module, students will be able to: CO1.Identify among the different branches of accounting, objectives & limitations of accounting and different elements of cost. CO2. Understand cost sheet, various concepts of costing and overheads. CO3.Apply the relation among Cost, Volume and Profits of a business. CO4.Point out and analyze of various budgets and their preparations CO5. Point out and analyze of standard costing & variance analysis along

		with their applications.	
7	Course Description	The course is designed to help students to understand the costing process and how to determine costs. It also covers the management of funds by means of budgets and the use of management accounting information to make informed and accountable decisions.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Cost & Managerial Accounting**	
	A	Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting.	CO1
	B	Meaning and objectives of management accounting, Cost Accounting V/s Management accounting,	CO1
	C	Different elements of costs	CO1, CO2
	Unit 2	**Cost Classification And Cost sheet**	
	A	Introduction to various types of overheads, classification of cost.	CO1,CO2
	B	Various concepts of costing	CO1,CO2
	C	Preparation of cost sheet	CO2
	Unit 3	**Marginal Costing**	
	A	Marginal costing meaning and advantage, assumption of marginal costing	CO2, CO3
	B	Cost volume Profit (CVP) analysis, Techniques of CVP analysis-contribution, Profit volume ratio analysis and implications.	CO3
	C	Breakeven point and its analysis, margin of safety.	CO3
	Unit 4	**Budgeting**	
	A	Concept of Budget, Budgeting and Budgetary Control,	CO3,CO4

		Advantages and Limitations of Budgetary Control			
	B	Different types of Budget			CO3,CO4
	C	Preparation of Cash Budget			CO3,CO4
	Unit 5	**Standard Costing & Variance Analysis**			
	A	**Standard Costing**- Concept, Meaning, Objective and difference between standard costing & budgetary control.			CO3,CO5
	B	**Variance Analysis**- **Material Variances**- Meaning, types- material cost variance, material price variance, material usage variance & its application.			CO3,CO5
	C	**Labour Variances**- Meaning, types – labour cost variance, labour rate variance & its application.			CO4,CO5
	Mode of examination	Theory/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	M. N. Arora – 'Cost and Management Accounting', Vikas Publication			
	Other References	1.S.N.Maheshwari- 'Cost and Management Accounting'- Sultan Chand & Sons 2. Debarshi Bhattacharyya-'Management Accounting'- Pearson Publications 3. Khan and Jain – 'Management Accounting'- Tata McGraw Hill 4. Pandey I.M –'Management Accounting'- Vikas Publishing House 5. R.S. Singhal – 'Management Accounting' –Anand Publishing House			

CO-PO Mapping:

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	-	3	2	-	2	2
CO2	2	-	-	-	2	-	1	2	-
CO3	2	-	-	-	3	-	2	2	-
CO4	2	-	-	1	-	2	-	-	2
CO5	-	1	1	2	-	1	1	-	-

School: SBS		**Batch : 2019- 2022**
Program: BBA ACCA		**Current Academic Year: 2019- 2020**
Branch:		**Semester: II**
1	Course Code	BBA 150
2	Course Title	Cost Accounting and Performance Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Objective	1. This course is designed to acquaint the student with the basic concepts used in cost accounting and various methods involved in cost ascertainment. 2. To provide the student knowledge about use of costing data for planning, control and decision making 3. To apply relevant knowledge, skills and exercise professional judgment in applying performance management techniques in different business contexts and to contribute to the evaluation of performance of an organization
6	Course Outcomes	On completion of this module the student will be able to: CO1: Describe the basic concepts of cost and cost accounting system in the organization.

		CO2: Identify and understand the accounting for material, labour and inventory. CO3: Apply the practical knowledge used on cost sheet, computation of wages, bonus schemes and overhands CO4: Analyze the cost sheet, contract costing and process costing problems CO5: Evaluate cost accounting problems in the light of changing scenario	
7	Course Description	**Cost accounting** provides key data to managers for planning and controlling, as well as data on costing products, services, and Labor.	
8	Outline syllabus		CO Mapping
	Unit 1	**An Overview of Cost Accounting and performance management**	
	A	Concept of Cost, Costing and Cost Accounting. Tools of Cost Accounting, Installation of Costing system in an organization. Classification of cost.	CO1
	B	Cost Unit and Cost centres, Objectives and Limitations of cost accounting	CO1
	C	Performance Management – Meaning and Conceptual framework, Management tools to evaluate performance	CO1
	Unit 2	**Element of Costs- Material management**	
	A	Accounting for material- ordering receiving and issue- material inventory account- Methods of pricing material issues- FIFO, LIFO, HIFO	CO2, CO4
	B	Inventory control – Meaning and objectives, techniques of inventory control and management –E.O.Q and ABC-Analysis, computation of E.O.Q.	CO2, CO4
	C	Inventory control and techniques - Stock levels and Just in Time,	CO2, CO4

		Computation of different stock levels.	
	Unit 3	**Element of costs-Accounting and Control of Labour & Overhead**	
	A	Computation of Wages and bonus schemes- Halsey and Rowan premium plan, Taylor's differential piece rate plane	CO3, CO4
	B	Concept and treatment of Idle Time, Overtime. Labour Turnover-Meaning and Calculation	CO3, CO4
	C	Overhead classification: Allocation, Absorption and Apportionment. Apportion the costs to various departments	CO3, CO4
	Unit 4	**Unit costing (output)**	
	A	Cost sheet- meaning and purpose, treatment of stocks, Preparation of cost sheet	CO1, CO4
	B	**Contract costing**- understand the meaning and features of a contract and types of industries in which contract costing method is used.	CO1, CO4
	C	Calculation of profit or loss when contract is completed. Calculation of profit or loss when contract is incomplete .	CO4,CO5
	Unit 5	**Process Costing**	
	A	Process costing- meaning and types of industries in which Process costing method is used	CO1, CO3
	B	Preparation of Process Account, Normal vs. Abnormal wastage or losses. Understanding the meaning of By-products and Joint products	CO3, CO4, CO5
	C	Meaning and need of Reconciliation of Cost and Financial Accounts.	CO1, CO2, CO5
	Mode of	Theory/Jury/Practical/Viva	

	examination				
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Dr. M.N. Arora Vikas Publishing House, New Delhi			
	Other References	• Cost & Management Accounting, By- Ravi M. Kishore (taxmann) • Basic Costing- theory & Practice, By- A. K. Singhal (vayu education India) • Cost management – P.C.Tulsian (Tata Mc Graw Hill) • Cost and Management Accounting, by-S.P Jian & K.L.narang (kalyani publishers) • Cost Accounting- by-Thakur (excel) • https://www.youtube.com/watch?v=YG9xOWT3KVM(Cost concept)			

Program outcomes & Course outcome mapping table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	2	2	2	2
CO2	2	2	1	-	1	2	2	3	1
CO3	2	3	1	1	1	2	2	3	1
CO4	2	3	1	1	1	2	2	3	2

CO5	2	1	2	1	2	2	2	2	2

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester: II**
1	Course Code	BBA 148
2	Course Title	Organizational Behaviour
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Objective	This course aims to improve students understanding of human behaviour in organization and the ability to lead people to achieve more effectively toward increased organizational performance and effectiveness. After completing this course, students should be able to: • Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories. • Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations. • Understand the organizational system, including organizational structures, human resources, and change.
6	Course Outcomes	CO1: To list and define basic organizational behaviour principles, and describe how these influence behaviour in the workplace. CO2: To understand the concepts of OB to influence and manage behaviour in the organization systems. CO3: To demonstrate development of essential people management and

		good team working skills. CO4: To analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts CO5- To understand the leadership and organisational change.	
7	Course Description	This course provides a comprehensive analysis of individual and group behaviour in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to OB**	
	A	Concept, Meaning, nature and significance of OB	CO1
	B	Contributing Disciplines, Models of OB	CO1
	C	Challenges and limitations of OB	CO1
	Unit 2	**Individual Differences**	
	A	Perception – Meaning, Factors influencing perception, Errors- Halo Effect, Stereotype, Projection	CO2, CO4
	B	Attitudes- components, functions and job related attitude	CO2, CO4
	C	Personality- Determinants, Trait Theory- Big 5 Model, MBTI, Freudian Theory of personality	CO2, CO4
	Unit 3	**Learning and Motivation**	
	A	Learning Concepts and Theories- Classical, Operant, and social learning theory	CO2, CO4
	B	Motivation– Concept, types and importance	CO2, CO4
	C	Theories of Motivation- Hierarchy of needs, Two factor theory	CO2, CO4
	Unit 4	**Groups and Teams**	
	A	Group: Concept, Types of Groups, Group Development Process (Tuckman),	CO2, CO4

	B	Team: Meaning, Difference between groups and teams, types of teams			CO2, CO3
	C	Group Decision Making process and Techniques- Brainstorming, Nominal Group Technique, Delphi Technique, Social Loafing and Group think			CO2, CO3
	Unit 5	**Leadership and Organizational Change**			
	A	Leadership Theories- Trait theory, Behavioral theory (Ohio, Michigan, Managerial Grid)			CO5
	B	Situational (path goal theory); Difference between leader and manager			CO5
	C	Change: Concept, Kurt Lewin's Model, Resistance to change, Overcoming resistance to change			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Aswathappa K. - Organizational Behavior, Himalaya Publishing House			
	Other References	1. Kavita Singh, "Organization Behavior", Pearson ed. 2010 2. L. M. Prasad "Organizational Behavior", Sultan Chand and Sons			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	2	1	2	1	3	2	1
CO2	1	-	-	1	2	2	1	2	2
CO3	1	-	-	2	1	2	2	1	2
CO4	-	2	-	1	2	2	2	1	1
CO5	-	2	1	1	-	2	2	1	1

School: School of Business Studies		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester: II**
1	Course Code	BBA 144
2	Course Title	Marketing Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations
6	Course Objectives	1. To help the students understand marketing concepts and principles in the light of real-life marketing practices in the contemporary world 2. To familiarize the students with the marketing environment and the elements of the marketing-mix for making effective marketing plans
7	Course Outcomes	CO1: The student will be able to identify the different components of the prevailing marketing environment. CO2: The student will be able to explain the different steps in the consumer decision process. CO3: The student will be able to prepare the market segmentation plan and positioning strategy for a given product. CO4: The student will be able to explain the components of the marketing mix for a given product. CO5: The student will be able to decide the promotional tools for a given

		product.			
8	Outline syllabus				CO Mapping
	Unit A	**Concepts of Marketing**			
	A1	Core concepts of marketing; selling versus marketing			CO1
	A2	Marketing environment			CO1
	A3	Value chain			CO1
	Unit B	**Consumer Behaviour**			
	B1	Consumer versus customer			CO2
	B2	Factors influencing consumer behavior			CO2
	B3	Consumer decision-making			CO2
	Unit C	STP- Segmentation, Targeting, and Positioning			
	C1	Market segmentation – geographic, demographic, psychographic, behavioral			CO3
	C2	Targeting			CO3
	C3	Positioning and repositioning of products			CO3
	Unit D	**Product and Pricing Decisions**			
	D1	Product versus brand; classification of products; new product development; product life cycle; packaging and labeling			CO4
	D2	Product-mix decisions			CO4
	D3	Factors influencing pricing; types of pricing			CO4
	Unit E	**Place and Promotion**			
	E1	Channels of distribution; types of marketing intermediaries			CO5
	E2	Advertising, publicity and public relations			CO5
	E3	Sales promotion, direct marketing, and personal selling			CO5
	Mode of Examination	Theory			
	Weightage	CA	MTE	ETE	

	distribution	30%	20%	50%	
	Textbook/s	• 'Marketing Management – A South Asian Perspective' by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)			
	Other References	• 'Marketing Management – Global Perspective, Indian Context' by V. S. Ramaswamy and S. Namakumari (Om Books) • 'Marketing Management' by Rajan Saxena (McGraw-Hill)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1	2	2	1
CO2	2	2	2	1	1	1	2	2	2
CO3	2	2	2	1	1	1	2	2	1
CO4	2	2	2	1	1	1	2	2	1
CO5	2	2	2	1	1	1	2	2	1

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Year Academic – 2019-20**
Branch:		**Semester: II**
1	Course Code	**ARP102**
2	Course Title	Communicative English -II
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2
	Course Status	AECC
5	Course Objective	The objectives are to: 1.To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al. 2. MTI Reduction with the aid of certain tools like texts, movies, long and short essays.
6	Course Outcomes	**CO1** Move from primary self-assessment to larger goal and vision statement realisation with the help of feature length films as enablers and multimedia as language facilitators. **CO2** To develop a positive attitude through written expression of positive thought process and outlook with the help of writing activities like story completion et al. **CO3** Learn advanced writing skills in English like full length essays et al. **CO4** Master the science of speech and correct pronunciation through the accent-neutralisation program followed by reading

		sessions applying the lessons learnt. **CO5 Imbibe confidence and enhance their peronality.**	
7	Course Description	The course takes the learning's from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
8	Syllabus Outline		CO Mapping
	Unit 1	**Acquiring Vision, Goals and Strategies through Audio-visual Language Texts**	CO1
	A	Pursuit of Happiness / Goal Setting & Value Proposition in life	
	B	12 Angry Men / Ethics & Principles	
	C	The King's Speech / Mission statement in life | strategies & Action Plans in Life	
	Unit 2	**Creative Writing**	CO2
	A	Story Reconstruction - Positive Thinking	
	B	Theme based Story Writing - Positive attitude	
	C	Learning Diary Learning Log – Self-introspection	
	Unit 3	**Writing Skills 1**	CO3
	A	Precis	
	B	Paraphrasing	
	C	Essays (Simple essays)	
	Unit 4	**MTI Reduction/Neutral Accent through Classroom**	CO4, CO5

		Sessions & Practice			
	A	Vowel, Consonant, sound correction, speech sounds, Monothongs, Dipthongs and Tripthongs			
	B	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds			
	C	Speech Sounds | Speech Music| Tone | Volume| Diction |Syntax |Intonation | Syllable Stress |			
	Unit 5	**Gauging MTI Reduction Effectiveness through Free Speech**			**N/A**
	A	Jam sessions			
	B	Extempore			
	C	Situation-based Role Play			
	Mode of examination	Practical/Viva *Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE)*			
	Weightage Distribution	CA	MTE	ETE	
		60		40	
	Textbook/s*	• Wren, P.C.&Martin H. *High English Grammar and Composition*, S.Chand& Company Ltd, New Delhi. • Blum, M. Rosen. *How to Build Better Vocabulary*. London: Bloomsbury Publication • Comfort, Jeremy(et.al). *Speaking Effectively*. Cambridge University Press. The Luncheon by W.Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf			

	Other References		

CO-PO/PSO mapping

PO COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**
CO1	**1**	**1**	**1**	**---**	**1**	**1**	**1**	**1**	**---**
CO2	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
CO3	**1**	**1**	**---**	**1**	**1**	**1**	**1**	**---**	**1**
CO4	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
CO5	**1**	**1**	**1**	**---**	**1**	**1**	**1**	**1**	**---**

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2019-20**
Branch:		**Semester: II**
1	Course Code	BBP 152
2	Course Title	Computer Applications in Business
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2
	Course Type	GIEC
5	Course Objective	1. To provide students an in-depth understanding of why computers are essential components in business, education and society. 2. To introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing. 3. To gain a working knowledge of Microsoft Office Suite ; Word, Excel, Access and PowerPoint. 4. To give an insight into Internet and its usage.
6	Course Outcomes	CO1 : The student will be able to identify various programs, system software and applications. CO2 : The student will be able to describe the utility of computers in

		business and society. CO3 : The student will be able to solve common business problems using appropriate Information Technology applications and systems. CO4: The student will be able to classify various types of networks, network standards and communication software. CO5: The student will be able to evaluate on-line e-business system through internet web resources.	
7	Course Description	In this introductory course, students will become familiar with the basic principles of a computer, including the internal hardware, the operating system, and software applications. Students will gain practice in using key applications, such as word processors, spreadsheets, and presentation software, as well as understand social and ethical issues around the Internet, information, and security.	
8	Outline syllabus		CO Mapping
	Unit 1	**Basic Concepts**	
	A	Definition and Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Software; Input Output Devices. Data and Information. Concept of File and Folder in a computer	CO1, CO2
	B	System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system. Microsoft Windows	CO1,CO2
	C	Application software: General Purpose Packaged Software and tailormade software , Saving data in a secondary storage device	CO1,CO2
	Unit 2	**Microsoft Word**	
	A	Introduction to word Processing; Working with word document, Opening an existing document/creating a new	CO2, CO3

		document; Saving, Selecting text, Editing text, Finding and replacing text.	
	B	Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, Inserting a table, wrap text, Insert a flow chart or shape in a word document	CO2, CO3
	C	Perform Mail Merge in a word document ; envelopes and labels in mail merge ; How to convert table to text and Vice Versa	CO2, CO3
	Unit 3	**Spreadsheet Ms Excel**	
	A	Spreadsheet Concepts; Copying formulas, Operators, Relative & Absolute cell referencing within formulas Common functions, Sum / Average / Max / Min etc.	CO2, CO3
	B	Count / COUNTA / COUNTBLANK function. Presenting Chart Inserting Charts- LINE, PIE, BAR. How to change chart layout and other chart options.	CO2, CO3
	C	Insert various Arithmetic Operators and Formulas, Logical Operations (If and other Functions. Sorting and Filtering of data. HLookup and VLookup functions	CO2, CO3
	Unit 4	**MS Powerpoint**	
	A	What is importance of creating presentation? Opening a new presentation , inserting slides and formats, numbering of slides , slide sorter	CO2, CO3
	B	Slide Transition , slide show, setting up slide show using animation. Inserting picture and video in a powerpoint slide	CO2, CO3
	C	Changing position of slides in a presentation. Changing the design of slides. Inserting sound in powerpoint slide. How to print handouts from a powerpoint presentation?	CO2, CO3

	Unit 5	**Internet**			
	A	Definition and basics of Internet: Owner of Internet, Usage of Internet and benefits to the society. Anatomy of Internet, World Wide Web; Internet Protocols, search Engines, URL , Browser, Social Media and Networking. HTTP & HTTPS			CO4, CO5
	B	Important terms associated with Internet: Modem, Router, IP Address, Wi-fi, Gateway, Internet Service Provider, Firewall , Malware, Difference between website and webpages. Meaning of different extensions of website address			CO4,CO5
	C	Emailing , Creating email addresses. How to write an email? How to attach files in an email? What are spam mails? Encryption and Authentication of data.			CO4,CO5
	Mode of examination	Practical			
	Weightage Distribution	Internal	MTE	External	
		60 %	N/A	40 %	
	Text book/s*	1: Pradeep K.Sinha; Priti Sinha; Information Technology; PHI 2: Poonam Yadav, Praveen Kumar; Computer Fundamentals 3: Microsoft Excel Bible by John Walkenbach, Wiley India.			
	Other References	1. Turban, Rainer, Potter, Introduction to Information Technology, John Wiley. 2. Information Technology for Management: Ramesh			

		Behl (Tata Mc Graw Hill).	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	2	1
CO2	2	1	2	2	1	2	2	2	2
CO3	2	2	1	2	1	3	2	2	2
CO4	1	1	2	1	2	1	1	2	2
CO5	2	1	2	2	1	2	2	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch :2019-22**
Program: BBA		**Current Academic Year: 2019 -20**
Branch:		**Semester: II**
1	Course Code	**BBA 146**
2	Course Title	**Business Statistics**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	GIEC
5	Course Objective	1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools. 2. This foundation module is designed to fill this need into several practical and powerful applications of statistics. 3. The idea is to present the basic statistics and emphasis the application of statistics for management problems. 4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data. 5. The module also aims on getting students familiarize with the usage of basic tools and techniques in obtaining statistical measure and interpreting the same.
6	Course Outcomes	At the end of the course students will be able to: CO1: The student will be able to identify basic numerical processes within a statistical context. CO2: The student will be able to interpret data in view of evidences. CO3: The student will be able to solve various problems of statistics. CO4: The student will be able to analyze data make predictions of the

		future C05: The students will be able to find the relation between variables	
7	Course Description	In this course, you will learn how to apply statistical tools to analyze data, draw conclusions, and make predictions of the future. The course will begin with data distributions, followed by probability analysis, sampling, hypothesis testing, inferential statistics, and, finally, regression.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Statistics and Representation of Data**	
	A	Statistics- Definition and functions. Scope and limitations of statistics.	CO1
	B	Collection of data and formulation of frequency distribution. Diagrammatic presentation of data-bar graph and pie charts.	CO1,CO2
	C	Graphical presentation of frequency distribution-Histograms, ogive curves	CO1,CO2, CO3
	Unit 2	**Sampling and Probability**	
	A	Introduction, concept of population, Sampling, Probability sampling and non Probability Sampling	CO1
	B	Basic Probability, Conditional Probability	CO1, CO3
	C	Applications of Probability	CO2,CO3
	Unit 3	**Measures of Central Tendency**	
	A	Arithmetic Mean and its properties. Methods of calculating Mean The Weighted Arithmetic Mean, Correcting incorrect mean	CO1,CO2
	B	Median and Mode, Significance of median and mode, Relation among Mean, median and Mode.	CO1.CO2. CO3
	C	Partition values: quartiles ,deciles and percentiles	CO2,CO3

	Unit 4	**Measures of Dispersion**			
	A	Introduction to Dispersion, range, IQR, quartile deviation.			CO1,CO2
	B	Methods of calculating Mean deviation			CO2,CO3
	C	Methods of calculating standard deviation and coefficient of variance.			CO3,CO4
	Unit 5	**Relationship Between Variables**			
	A	Basic Linear correlation (Two variables), Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient.			CO1,CO5
	B	Simple and Multiple Linear regression			CO3,CO5
	C	Problems based on correlation and regression			CO3,CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	• Gupta S.P., Gupta, M.P. , Business Statistics, Sultan Chand & Co			
	Other References	• Vohra N D ,Business Statistics, Tata McGraw Hill, Sharma J.K , Business Statistics, Pearson			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	**PSO 1**	**PSO 2**	**PSO 3**
CO1	2	2	1	1	2	2	**…**	**1**	**1**
CO2	2	3	2	1	1	2	**--**	**1**	**1**
CO3	2	1	1	2	2	1	**1**	**2**	**1**
CO4	2	2	1	1	2	2	**…**	**1**	**1**
CO5	1	2	1	-	1	1	**1**	**-**	**2**

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

TERM-III
Course Module

School: School of Business Studies		**Batch : 2019-22**
Program: BBA		**Academic Year: 2020 -21**
Branch: -		**Semester: III**
1	Course Code	BBA 267
2	Course Title	Business Law
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course introduces the student to the concept of Law and basics of the Indian Legal System. It further covers Laws that govern business transactions like Contract, Sale of Goods, Negotiable Instruments and Consumer Protection.
6	Course Objective	The purpose of the course is to enable students:- 1. Accquaint with the Indian Legal System. 2 Describe how the legal framework affects both businesses as well as individuals 3 Prepare them to apply the various laws to a given situation (case studies) 4. Develop concise legal arguments in a logical manner and improve upon communication and interpersonal skills.

7	Course Outcomes	CO1: To describe the Indian Legal System. CO2: To identify the legal principles involved in various day to day business transactions. CO3: To illustrate the importance of various kinds of legal documents needed in business transactions. CO4: To choose the appropriate remedy in case of problems arising in the day to day business transactions CO5:To assess the problems arising due to non compliance of legal principles	
8	Outline syllabus		CO Mapping
	Unit A	**Introduction to Law**	
	A 1	What is law? What are the institutions that enforce law? Hierarchy of Courts in India	**CO1**
	A 2	Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation	**CO1,CO2,CO5**
	A 3	What is Alternate Dispute Resolution? Its importance	**CO1,CO4**
	Unit B	**Indian Contract Act 1872**	
	B 1	What is a contract? Social vs. Business Agreements. How is a contract made?	CO2,CO3,CO4
	B 2	Types of contracts, Essentials of a valid contract,	CO2,CO3,CO4
	B 3	Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) -Contract of Indemnity, Guarantee, Bailment, Pledge, Agency	CO2,CO3,CO5
	Unit C	**Sale of Goods Act 1930**	
	C 1	What is a contract for sale of goods? Similarities with and modification to general contract law provisions.	CO2,CO3,CO4
	C 2	Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale.	CO2,CO3,CO4

	C 3	Rights of unpaid seller. Remedies for breach of contract for sale.			**CO3.CO5**
	Unit D	**Negotiable Instruments Act 1881**			
	D 1	What are negotiable instruments? Types of negotiable instruments. Parties to instruments.			**CO3, CO4, CO5.**
	D 2	Holder and Holder in due course,			**CO3**
	D 3	Dishonor of Negotiable Instruments			**CO4,CO5**
	Unit E	**Consumer Protection Act 1986**			
	E 1	Important definitions under the Act. Rights of consumers. Who can file complaints?			CO2, CO3,CO4
	E 2	Consumer Courts: District Forum, State Commission, National Commission			CO2, CO4
	E 3	How to file complaints? Remedies available under the Act.			CO4,CO5
	Mode of examination	End Term Examination			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	• Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd			
	Other References	• Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis • Singh, Avtar, *Mercantile Law*, 8th ed., 2006, Reprinted 2008, Eastern Book Company • Kuchhal, M.C., Mercantile Law, 7th ed., 2009, Vikas Publishing House • Gulshan, S.S., Business Law, 3rd ed., 2006, Excel			

		Books	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	1	1	-	1	2	2	1
CO2	2	2	1	2	1	1	2	2	1
CO3	2	2	1	2	-	1	2	2	1
CO4	2	2	1	2	1	1	2	2	1
CO5	2	2	1	2	1	1	2	2	2

Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2020-21**
Branch: -		**Semester: III**
1	Course Code	BBA 214
2	Course Title	Human Resource Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	The course has been designed to enable the students to address the human resource management practices in organizations, by providing a strong foundation in HR related issues.
6	Course Objective	• The course is designed to impart basic knowledge about HRM scope, objectives and functions • The course aims to build students' interest and capability to perform basic HRM functions and tasks. • It further aims to build students' interest and capability to take HRM as specialization for studies at Master level.
7	Course Outcomes	• CO1: Explain the importance of human resources and their effective Management in organizations. • CO2: Demonstrate a basic understanding of fundamental concepts, Principles, techniques of Manpower planning. • CO3: Analyze the relevance & methods of recruitment, selection & Induction with reference to the effectiveness of the organization.

		• CO4: Explore the conceptual basis of training and development & be able to choose the suitable type of training according to organizational need. • CO5: Analyze the importance of the performance management system in enhancing employee performance & its impact on compensation.	
8	Outline syllabus		CO Mapping
	Unit A	**Basics of HRM**	
	A 1	• Human Resources- Meaning; Concept & scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM	CO1, CO2
	A 2	• HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges , HR as competitive advantage.	CO1, CO2
	A 3	• Objectives of HRM, Role of HR Manager, HR Plans & policies	CO1, CO2
	Unit B	**Manpower Planning & Recruitment**	
	B 1	• Job Analysis-meaning-Job Description & Job Specification, Implications of Job Analysis	CO2
	B 2	• Manpower Planning- Purpose & Process, Demand & Supply Forecasting	CO2
	B 3	• Recruitment-Concept, Sources	CO2, CO3
	Unit C	**Selection & Induction**	
	C 1	• Selection Concept- Meaning & Purpose	CO3
	C 2	• Selection Process (From Screening to Induction)	CO3
	C 3	• Induction / Orientation-Concept & Process	CO3
	Unit D	**Training**	
	D 1	• Training-Importance, objectives & Process (ADDIE	CO4

		Model),Difference b/w Education, Training & Development			
	D 2	• Methods of Employee Training – On the Job Methods(Apprenticeship, Mentoring & Job Rotation)			CO4
	D 3	• Training-Off the Job Methods (Lectures ,Vestibule Training, Case Analysis)			CO4
	Unit E	**Performance Appraisal & Compensation**			
	E 1	• Concept and Objectives of Performance Appraisal, Process of PA			CO5
	E 2	• Rating & Ranking Method , Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal,			CO5
	E 3	• Direct & Indirect Compensation components			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	• Human Resource Management, K Aswathappa, McGraw Hill, New Delhi			
	Other References	• Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi. • Fundamentals of Human resource Management, Decinzo Robbins, Eleventh Edition, Wiley			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	1	2	2	1	2	1
CO2	2	1	1	1	1	1	1	1	1
CO3	3	1	2	2	2	3	1	1	1
CO4	3	2	1	1	1	2	2	1	1
CO5	2	1	1	1	2	1	1	1	1

School: SBS		**Batch :2019-2022**
Program: BBA		**Current Academic Year: 2020-21**
Branch: -		**Semester: III**
1	Course Code	BBA 258
2	Course Title	**Business Research Methods**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	Business Research Methods equips students with the skills to develop and undertake a research dissertation. It provides the theoretical and practical preparation for business research The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research proposal in addition to the pragmatics of ethics and project management. Peer review, skill development workshops and practice exercises are the key learning strategies.
6	Course Objective	1.To Prepare students for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology 2.Designing a study and selecting specific methods and techniques appropriate for answering the questions 3. TO Develop practical skills in developing instruments for both qualitative and quantitative methods 4. To provide deeper knowledge and experience in applying commonly used qualitative and qualitative research methods to the research process

7	Course Outcomes	CO1: Establish the concept of Business research and research process CO2: Develop a research proposal as the basis for a Research Project CO3:Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research CO4: Recognize, and take account of, the importance of ethical conduct in undertaking research CO5: Ability to report the findings of research and their impact under various business conditions.	
8	Outline syllabus		CO Mapping
	Unit A	**Introduction to Research in Business**	
	A 1	Reasons to study the Business Research	CO1
	A 2	Planning and Strategy for Business Research	CO1,CO5
	A 3	Parameters of Good Research, Working of Research Industry	CO1, CO5
	Unit B	**The Research Process**	
	B 1	Introduction to research process, designing the research Question	CO1,CO5
	B 2	Introduction of Designing the Study, Sampling Design	CO2
	B 3	Introduction to Pilot testing, Data Collection , Reporting	CO2
	Unit C	**Business Research Requests and Proposals**	
	C 1	Types of research proposals	CO2
	C 2	Structuring the Research Proposals	CO2
	C 3	Evaluating the research proposals	CO2
	Unit D	**Research Design**	
	D 1	Introduction to research design	CO3

	D 2	Exploratory, Descriptive, Causal Studies			CO3
	D 3	Designing Surveys			CO3
	Unit E	**Ethics in Business Research**			
	E 1	Introduction to Research Ethics			CO4
	E 2	Ethics and the Sponsor			CO4
	E 3	Professional Standards			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9). New York: McGraw-Hill Irwin.			
	Other References	Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.			

POs COs	PO1		PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3		3	2	1	1	1	3	2	1
CO2	3		3	2	1	2	3	1	2	1
CO3	3		3	2	2	1	3	1	2	2
CO4	3		3	3	1	1	3	1	2	2
CO 5	2		2	2	2	2	2	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: School of Business Studies		**Batch : 2019-2022**
Program: BBA ACCA		**Current Academic Year: 2020-21**
Branch: Accounts and Finance		**Semester: III**
1	Course Code	BCM 235
2	Course Title	Corporate Financial Reporting
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	1. This course is designed to gain ability to understand the items of financial statements and consolidated financial statements 2. To analyze the financial statements using Ratio Analysis. 3. To interpret the basic framework of financial reporting in terms of inventory and long-lived assets.
6	Course Outcomes	On completion of this module the students will be able to: 1. Define the concept of financial statements and the various items in financial statements.

		2. Explain the reporting of these items in the financial statements. 3. Construct the linkages among the four financial statements. 4. Analyze the financial statements using popular techniques. 5. evaluate the reporting in financial statements	
7	Course Description	This course enables the students to understand about the various financial statements used for reporting purposes by a company. They will get a general understanding of the newly introduced IFRS and reporting of some peculiar items under IFRS. The linkages between the various financial statements will be brought to light and they will be taught to analyse the statements using financial ratios. The students will also understand the meaning and preparation of Consolidated financial statements.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Financial Reporting**	
	A	Introduction of Financial Reporting and its significance in business. Purpose and users of financial reports	CO1
	B	Understanding how business activities are classified for financial reporting purposes	CO1, CO2
	C	Understanding of Ind AS and IFRS	CO1
	Unit 2	**Understanding Financial statements and Consolidated Financial Statements**	
	A	Meaning and types of financial statements	CO1, CO2
	B	Understanding of various items of Income Statement and forms Income Statement (Comparative and Common Size Income Statement), Understanding of various items of	CO2, CO3

		Balance Sheet and forms of Balance Sheet (Comparative and Common Size Balance Sheet)	
	C	Theoretical understanding of Consolidated Financial Statements, Preparation of Consolidated Balance Sheet	CO2, CO3
	Unit 3	**Ratio analysis**	
	A	Meaning, Objectives, Advantages and Limitations of Ratio analysis	CO4
	B	Types of ratios- Liquidity ratios, Profitability ratios, Activity ratios, Solvency ratios	CO5
	C	Practical problems related to above ratios	CO5
	Unit 4	**Inventory Accounting**	
	A	Theoretical understanding of costs included in inventories and costs recognized as expenses in the period in which they are incurred	CO2, CO3
	B	Theoretical understanding of how inflation and deflation of inventory costs affect the financial statements and ratios of companies.	CO2, CO5
	C	Basis of cash flow statement	CO4
	Unit 5	**Long-lived Assets**	
	A	Theoretical understanding of costs that are capitalized and costs that are expensed in the period incurred- how they affect financial statements and ratios	CO2, CO3
	B	Compare financial reporting of following intangible assets- purchased, internally developed, acquired	CO1, CO2
	C	Understanding Leasing (Capital and Operating Lease) and how leasing rather than purchasing assets affects financial statements. Understanding how financial lease and operating lease affect financial statements from the perspective of both lessor and lessee	CO1, CO2

	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Analysis of Financial Statements- T.S. Grewal, Sultan Chand and Sons Pvt. Ltd.			
	Other References	1. Financial Reporting and Analysis, Book-3, SchweserNotes for the CFA Exam, Level-1. Fundamentals of Corporate Accounting- J.R. Monga, Mayur Paperbacks.			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	3	3	3	2
CO2	3	3	2	-	-	2	3	3	2
CO3	3	2	2	1	2	3	3	3	3
CO4	3	3	2	-	1	3	3	3	2
CO5	2	1	3	1	1	2	2	3	2

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Environmental Studies

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2020-2021**
Branch:		**Semester: III**
1	Course Code	**EVS 111**
2	Course Title	**Environmental Studies**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
5	Course Status	AECC
6	Course Objective	• The concepts, principles and importance of environmental science and about natural resource • To understand ecosystem and biodiversity • To understand various renewable and non-renewable resources • To understand the pollution problem and related policies. • The concept of human health, population growth and various environmental movements
7	Course Outcomes	Students will understand **CO1** Principles and scope of environmental science and natural resource conservation and management **CO2**. About ecosystem its structure and function, biodiversity and wild life **CO3.** About various renewable and non renewable resources and energy need of the country **CO4**. Different types of pollution and solid waste: Cause, effect, management and policies **CO5.** Impact of population on environment, various natural disaster and

		environmental movements **CO6**. About environment and its components and various conservation and management strategies
8	Course Description	Environmental Studies emphasises on various factors as “ 1. Importance and scope of environmental science 2. Study on structure and function of ecosystem 3. Natural resource conservation 4. Pollution causes, effects and control methods 5. Social issues associated with environm

Outline syllabus			**CO**
	Unit A	**Introduction to environmental studies and natural resource conservation**	
	A 1	Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development	CO1/CO6
	A 2	Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).	CO1/CO6
	A 3	Energy resources: Renewable and non-renewable	CO1/CO6

		energy sources, use of alternate energy sources, growing energy needs.	
	Unit B	**Ecosystem and Biodiversity Conservation**	
	B 1	Ecosystem definition, Structure and Function of ecosystem, Energy flow in ecosystem, food chain, food web, and ecological sucession.	CO2/CO6
	B 2	Forest and desert ecosystem. Levels of biological diversity :genetic, species and ecosystem diversity, Hot spots, Endangered and endemic species of India	CO2/CO6
	B 3	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	CO2/CO6
	Unit C	**Environmental Pollution**	
	C 1	Environmental pollution : types, causes, effects and controls; Air and water pollution	CO3/CO6
	C 2	Soil, thermal and noise pollution. Nuclear hazards and human health risks.	CO3/CO6
	C 3	Solid waste management: Control measures of urban and industrial waste. Pollution case studies.	CO3/CO6
	Unit D	**Environmental Policies and Practices**	
	D 1	Climate change, global warming, ozone layer depletion, acid rain and impacts on human	CO4/CO6

		communities and agriculture.	
	D 2	Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act	CO4/CO6
	D 3	Forest Conservation Act; conservation on Biological Diversity (CBD).International agreements; Montreal and Kyoto protocols	CO4/CO6
	Unit E	**Human Communities and the Environment**	
	E 1	Human population and growth: Impacts on environment, human health and welfares. Carbon foot-print. Resettlement and rehabilitation of project affected persons; case studies.	CO5/CO6
	E 2	Disaster management: floods, earthquakes, cyclones and landslides.	CO5/CO6
	E 3	Environmental movements: Chipko, Silent valley, Bishnios of Rajasthan. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi) and field work.	CO5/CO6

Mode of examination	Theory		
Weightage Distribution	CA	MTE	ETE

	30%	20%	50%
	Text book*	**1.** Joseph, Benny, "Environmental Studies", Tata Mcgraw-Hill. **2.** Howard S. Peavy, Donald R. Rowe, George Tchobanoglous. Environmental engineering Mc Grav Hill, 1985	
	other references		

Mapped POs and PSOs with Cos

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	3	2	2	1	2	1	1	1
CO2	1	3	2	1	1	1	2	1	2
CO3	1	3	2	1	2	1	1	2	2
CO4	1	3	2	1	1	2	1	1	2
CO5	1	3	2	1	2	1	2	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

BUSINESS COMMUNICATION – BBA 268

School: SBS		**Batch:2019-22**
Program: BBA		**Current Academic Year: 2020-2021**
Branch:		**Semester: III**
1	Course Code	BBA 268
2	Course Title	Business Communication
3	Credits	4
4	Contact Hours (L-T-P)	3-0-1
	Course Status	GIEC
5	Course Objective	The objectives are: 1.To make students understand basics of Business Communication and their functional relationship with business & management. 2. To hone students' writing skills. 3. To develop their Speaking and listening skills. 4. To enable students to apply various communication skills effectively.
6	Course Outcomes	CO1: The students will be able to understand basics of Business Communication and their relevance to business growth. CO2: The students will comprehend significance of non-verbal Communication and listening skills and thereby, will improve emotional intelligence as well. CO3: The students will be able to develop speaking skills. CO4: The students will be able to draft effective professional documents. CO5: The students will be able to apply various communication skills for business/Professional growth.

7	Course Description	This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable image of an organisation as well as creating an effective internal communications environment and system. It also aims at honing students' speaking skills and developing an awareness of the importance of effective written expression in modern day competitive business milieu .	
8	Outline syllabus		CO Mapping
	Unit 1	**Business Communication**	
	A	Introduction of Business Communication	CO1
	B	Forms & Flows of Business Communication	CO1
	C	Process of and Barriers to Communication	CO1
	Unit 2	**Non-Verbal Communication**	
	A	Role of Non-Verbal Communication	CO1, CO2, CO5
	B	Classification of Non-Verbal Communication	CO1,CO2, CO5
	C	Practical exposure & guidelines for developing Non-Verbal Communication	CO1,CO2, CO5
	Unit 3	**Articulation Skills**	
	A	Paralinguistic feature. Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking	CO3

		skills			
	B	Extempore, Speech Delivery			CO3
	C	Debate			CO3
	Unit 4	**Writing Skills**			
	A	7 Cs of Communication			CO4, CO5
	B	Letter Writing: Sales, Order, Complaint, Adjustment, Claim, Enquiry letters			CO4, CO5
	C	Email Writing, WhatsApp Messaging in Professional/Formal Environment			CO4,CO5
	Unit 5	**Listening Skills**			
	A	Listening as a management tool			CO2, CO5
	B	Barriers to listening			CO2, CO5
	C	Guidelines for improving listening skills			CO2,CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi			
	Other References				

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	1	3	1	2	2	1
CO2	2	2	2	1	2	1	2	2	1
CO3	2	1	1	1	2	2	1	1	2
CO4	2	1	2	1	2	2	1	1	2
CO5	2	2	2	2	2	2	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch : 2019-22**
Program: BBA ACCA		**Current Academic Year: 2019-20**
Branch:		**Semester: III**
1	Course Code	BCM 209
2	Course Title	Management Accounting
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GIEC
5	Course Objective	**1.** The course introduces the students to contemporary management accounting concepts and techniques which facilitates the management in internal decision-making. **2.** Understanding of the tools used to design and develop costing systems; preparation of budgets and their role as a planning and control tool; other decision-making tools including CVP analysis, pricing decisions, inventory issues and costs of quality etc. **3.** A sound understanding of the theoretical concepts particularly in the

		context of Standard costing /variance and activity based costing
6	Course Outcomes	On completion of this module the student will be able to: CO1: Identify and describe the objective and general principles of Management Accounting and emerging tools of management accounting. CO2: Apply the practical approach of various tools and techniques for managerial decision making CO3: Apply the practical approach of various tools and techniques for Controlling CO4: Analyze the practical approach of Standard costing and variance analysis. CO5: Analyze and examine Activity based Costing and Responsibility Accounting in an organization.
7	Course Description	This course provides students with an understanding of management accounting concepts related to the management functions of planning, control, and decision making. The course covers management accounting fundamentals and introduces a range of management accounting tools, including process costing, variance analysis, activity based costing and the balanced scorecard, as well as behavioral responses to management accounting information. Students are introduced to the application of

		management accounting tools for pricing, budgetary control, cost allocation and performance evaluation as well as new developments in management accounting knowledge and techniques and how to assess these through cost-benefit analysis.	
8	Outline syllabus		CO Mapping
	Unit 1	**An overview of Management Accounting**	
	A	Concept and Meaning of Management Accounting, Objectives and advantages of Management Accounting.	CO1
	B	Difference Between Cost and Management accounting, difference between financial and management accounting, role and functions of management accounting.	CO1
	C	Scope & Limitations of Management Accounting. .	CO1
	Unit 2	**Marginal Costing**	
	A	Marginal costing meaning and advantages, assumption of marginal costing. Cost volume Profit (CVP) analysis.	CO1,CO2, CO3
	B	Techniques of CVP analysis-contribution, Profit volume ratio analysis, implications and calculation	CO2, CO3
	C	Breakeven point and its analysis, margin of safety meaning and calculation.	CO3
	Unit 3	**Budget and Budgetary control**	
	A	Concept and meaning of Budget, Budgeting and Budgetary Control. Advantages and Limitations of Budgetary Control	CO1, CO2, CO3

	B	Different types of Budget- financial budget, master budget, zero based budget and rolling budget			CO2, CO3, CO5
	C	Cash Budget & Flexible Budget- significance & Preparation of Cash Budget & Flexible Budget			CO3, CO4, CO5
	Unit 4	**Standard costing and variance analysis**			
	A	Concept and features of Standard costing, Variance Analysis – meaning and classification			CO1, CO4
	B	Calculations of material cost variances, price and usage and mix variance.			CO3, CO4
	C	Labour cost variance, Labour rate and efficiency variances			CO4
	Unit 5	**Activity based Costing and Responsibility Accounting**			
	A	Activity based Costing-meaning and objectives. Calculation of Activity based costing			CO1, CO3,CO5
	B	Responsibility accounting- meaning and advantages of responsibility accounting. Types of responsibility centers.			CO3, CO4, CO5
	C	Emerging tools of management accounting- life cycle costing, kaizen costing and back flush costing			CO1
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Management Accounting-Debarshi Bhattacharyya (Pearson Publication)			
	Other	R.P.Rustagi-Fundamentals of management accounting- Taxmann			

	References	R.S.Singhal -Management accounting-'Anand'		
		Khan and Jain- "Management Accounting" (Tata McGraw Hill)		
		Pandey I.M - "Management Accounting" (Vikas)		

Program outcomes & Course outcome mapping table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	2	2	2	-
CO2	2	2	1	-	1	2	2	3	-
CO3	2	3	1	1	1	2	2	3	-
CO4	2	3	1	1	1	2	2	3	1
CO5	2	2	1	1	1	2	2	2	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Course Module

TERM-IV

International Business

School: SBS		**Batch :2019-22**
Program: BBA		**Current Academic Year: 2020 – 21**
Branch:		**Semester: IV**
1	Course Code	BCM 216
2	Course Title	International Business
3	Credits	4
4	Contact Hours (L-T-P)	3-1-0
	Course Type	Compulsory
5	Course Objective	The course objective is to: - Make students identify the concepts and scope of International Business environment and PESTLE Framework - Make students explain the cause and effects of BoP fluctuations. - Make students illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations - Make students determine cause and effect of trade and international investment. - To prepare the students so that they are able to categorize various International Institutions for the functions and purpose.

6	Course Outcomes	After the completion of the course, the students will be able to: CO1:Identify the concepts and scope of International Business environment and PESTLE Framework CO2: Explain the cause and effects of BoP fluctuations. CO3: Illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations CO4: Determine cause and effect of trade and international investment. CO5: Categorize various International Institutions for the functions and purpose.	
7	Course Description	International Business course is a great mix of theories and practices that will prepare the students for business on a global platform. The course with cover topics such as global environment scanning, BOP, Forex markets, Globalization issues, trade theories, global trade and investment, and international institutions.	
8	Outline syllabus		CO Mapping
	Unit 1	**International Business environment**	
	A	Free Trade Vs. Protection, Tariff & Non-Tariff Barriers TRIMS,TRIPS& IPR's. Text book case – Globalization of Pop Culture.	CO1

	B	Emerging Trends and Regional Trading Blocks Economic, Political, Cultural and Legal environments in International Business.	CO1
	C	Framework for analyzing international business environment. Text book case – The Global Television Industry	CO1
	Unit 2	**Balance of Payments**	
	A	Balance of Trade and Balance of Payments, Current and capital account components.	CO2
	B	Disequilibrium in BOP, Structural, Cyclical and Monetary Disequilibrium	CO2
	C	Financing of BoP deficits & External Assistance. Text book case – South East Asian Economic Crisis .	CO2
	Unit 3	**Foreign Exchange Markets**	
	A	MNC's and International Trade , Merits & De-Merits of MNC's, Strategic alliances. Text book case – Casual Wear Inc.	CO3
	B	Determination of Exchange rates , Exchange Rate and Convertibility of Rupee	CO3
	C	FEMA Act and Currency Exchange Risks	CO3
	Unit 4	**Global Trade and Investment Environment:**	
	A	Foreign investment in India , Global Sourcing. Text book case – Mahindra and	CO4

		Mahindra.			
	B	international trade financing, Institutional finance for export			CO4
	C	Export price Quotations and Incoterms ,International Pricing, Dumping & Anti-Dumping measures. Text book case – Quality Furnitures Limited. .			CO4
	Unit 5	**International Economic Institutions & International Liquidity**			
	A	Role of IMF,IBRD,UNCTAD, WTO in International Trade			CO5
	B	Problems of Liquidity & Role of IMF in Managing International Liquidity			CO5
	C	Case study- Text Book: Indian Leather goods exports. A handout will be given - Turmeric Patent			CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	International Business (Text and Cases) , Fourth Edition			

		Revised, Francis Cherunilam	
	Other References	International Business, Oxford university Press, Rakesh Mohan Joshi International Business, PHI, Sixth edition, Justin Paul International Business, Mc.Graw Hill, 10e, Charles W.L. Hill	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO.1	2	2	2	…	…	…	…	1	1
CO.2	2	…	…	…	…	…	…	…	…
CO.3	1	1	1	…	…	…	…	…	…
CO.4	…	…	3	…	…	…	…	…	…
CO.5	2	1	1	1	…	…	1	1	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: School of Business Studies		**Batch : 2019-2022**
Program: BBA ACCA		**Current Academic Year: 2020-21**
Branch: - Economics & IB		**Semester: IV**
1	Course Code	BCM 223
2	Course Title	Global Business Environment
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	The course describes the various micros, industry factors that affect the business organizations, industries, countries and world at large. Also, this course describes the spread of trade, investment, and technology across borders and the ways in which these factors affects firms, workers, and communities in developed and developing countries. The focus of this course is also to describe the advantages and disadvantages.
6	Course Objective	1. To make students identify the contemporary scenario of global trade 2. To make students explain the role of different components contributing to globalization 3. To make students illustrate the role of FDI in global trade 4. To make students categorise the types of barriers to international trade

		5. To make students identify the role of trade blocs in present global business environment	
7	Course Outcomes	After the completion of this course the students will be able to: CO1: Identify the contemporary scenario of global trade. K1 CO2: Explain the role of different components contributing to globalization. K2 CO3: Illustrate the role of FDI in global trade. K3 CO4: Categorise the types of barriers to international trade. K4 CO5: Identify the role of trade blocs in present global business environment. K4	
8	Outline syllabus		
	Unit A	**India and Global trade**	
	A 1	The Macro economic variables: NI, exports and imports	CO1,
	A 2	The world trade and India's role in it	CO1,
	A 3	The top ranking businesses of the world	CO1,
	Unit B	**The Globalization Index**	
	B 1	Indices of globalization	CO2,
	B 2	WEF and globalization: key indicators of globalization	CO2,
	B 3	International organizations and international trade	CO2,
	Unit C	**International trade and FDI**	
	C 1	Role of FDI in international trade	CO3,
	C 2	Norms of FDI and their justifications	CO3,
	C 3	Ways in which FDI can flow in an economy	CO3,
	Unit D	**Barriers to international trade**	
	D 1	Tariff Barriers and implications	CO4,

	D 2	Non Tariff Barriers and implications			CO4,
	D3	The gainers and losers from barriers to trade			
	Unit E	**Trade Blocs**			
	E 1	Types of trade Blocs			CO5,
	E 2	and role of trade Blocs			CO5,
	E 3	The role of trade Blocs in global business environment			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	• International Business: Environment and Operations: John Daniels, Lee Radebaugh, Pearson Publications. • International Business Management: S C Gupta, Ane Publications			
	Other References	• The International Business Environment: Text and Cases: Anant K. Sundaram, J. Stewart Black, PHI Publications			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO 1		1	3			2		2	3
CO 2		1	3			2		2	2
CO 3		2	3			1		1	2
CO 4		1	3			1		2	1
CO 5			3			1		2	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Financial Management

School: SBS		**Batch : 2019 -22**
Program: BBA		**Current Academic Year: 2020-21**
Branch:		**Semester: IV**
1	Course Code	BBA 210
2	Course Title	Financial Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	1.To acquaint the students with the concepts of Financial Management and the significance of decision making in finance. 2.To highlight the necessity of managing current assets and current liabilities 3. To appreciate the relevance of capital structure and dividend decisions with respect to its impact on valuation of the firm.
6	Course Outcomes	On completion of this module, the students will be able to CO1:describe the basic concepts and key terms used in Financial Management. CO2:infer the relevance of decision making under various available alternatives. CO3: apply the various tools and techniques used in financial decision making for shareholders' wealth maximization. CO4:distinguish amongst the various alternatives in the view of valuation of firm. CO5: integrate the results of analysis to make financial decisions.
7	Course Description	This is an introductory course in Financial Management, focusing on the major decisions made by financial managers of an organization. The

		course will develop students' analytical and decision-making skills in finance through the use of theory questions and practical problems.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction of Financial Management**	
	A	Nature, concept and functions of financial management	CO1
	B	Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization	CO1
	C	Time value of money- Meaning and Objectives, present & future value, simple & comp. interest, annuity (Ordinary Annuity & Annuity Due), Perpetuity .	CO1,CO2
	Unit 2	**Capital Budgeting**	
	A	Meaning and concepts of capital budgeting, need of capital budgeting,	CO1, CO2
	B	Practical Problems on Discounted Cash Flow Techniques: Discounting Payback period, NPV, PI, IRR	CO3, CO4, CO5
	C	Practical Problems on Non Discounted Cash Flow Techniques: Payback period and ARR	CO3, CO4, CO5
	Unit 3	**Working Capital Management**	
	A	Concept and need of working capital management, determinants of working capital requirements, working capital cycle	CO1
	B	Receivable management- meaning and objectives Cash management- meaning and objectives,Motives of Holding cash	CO1
	C	Inventory management- meaning and objectives, Techniques of Inventory management - EOQ, ABC Analysis.	CO1, CO3
	Unit 4	**Capital Structure and Cost of Capital**	

	A	Meaning and objective of Capital structure, optimum capital structure.			CO1
	B	Capital structure theories- Theoretical concepts of NI, NOI, Traditional.			CO4
	C	Cost of capital- concept and meaning, Cost of Debt, Cost of Equity (Zero-Growth Dividends, Constant Growth in Dividends), Cost of Preference Share, Calculation of WACC.			CO3, CO4, CO5
	Unit 5	**Dividend decisions**			
	A	Dividend policy- meaning & concept, concept of retained earnings, factors influencing dividend policy, concept of Bonus shares and Rights Shares.			CO1, CO2
	B	Walter's model of dividend policy and its application			CO3, CO4
	C	Gordon model of dividend policy and its application			CO3, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	R.P. Rustagi- Financial Management- (Taxmann Publication)			
	Other References	Financial Management: I. M. Pandey (Vikas Publication) Financial management: Theory and Practice, Prasanna Chandra (Mc-Graw Hill) Financial Management: Text, Problems and Cases, M Y Khan and P K Jain, Mc Graw Hill Publication			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	1	2	1	-
CO2	2	3	2	1	1	2	3	-	-
CO3	2	-	2	1	1	1	3	2	1
CO4	2	3	2	1	1	1	3	-	1
CO5	2	3	2	2	1	1	3	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

COMPUTERIZED ACCOUNTING SYSTEM

.

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2020-21**
Branch:		**Semester: IV**
1	Course Code	**BBA 238**
2	Course Title	**Computerized Accounting System**
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Status	AECC
5	Course Objective	• This course helps students to work with well-known accounting software i.e. Tally ERP.9. • Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software • Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market. • The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization.
6	Course Outcomes	At the completion of the course students will be able to: CO1**:** Define the basic concepts of accounting in Tally ERP9 CO2: Understand Stock groups, Inventory accounting and GST in India. CO3: Apply and illustrate inventory accounting in Tally CO4: Explain and analyze GST in Tally. CO5: Apply and illustrate the practical calculations of TDS, GST and inventory

		valuations.	
7	Course Description	**Computerized Accounting** involves making use of computers and **accounting** software to record, store and analyze financial data. A **computerized accounting system** brings with it many advantages that are unavailable to analog **accounting systems.**	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Tally ERP9**	
	1 A	Basics of Accounting: Accounting Terminology, Golden Rules of Accounting, GAAP etc.	CO-1
	1 B	Introduction of Tally: Getting functional with Tally ERP9 and Introduction to Accounting Vouchers.	CO-1
	1 C	Finalization of Accounts including Profit and Loss, Balance Sheet and Cash Flow Statement and Interpretation	CO-1
	Unit 2	**Accounts with Inventory**	
	2 A	Stock Groups, Stock items and Stock Categories	CO1,CO-2
	2 B	Units of measurement and Creation of Godowns/Locations	CO1,CO-2
	2 C	Creating Inventory Masters for different manufacturing units.	CO1, CO-2
	Unit 3	**Advanced Accounting in Tally ERP9**	
	3 A	Different Actual and Billed Quantities, Cost Centres and Cost Categories	CO2, CO-3
	3 B	Bill of Materials (BoM), Bill-wise details	CO2,CO-3
	3 C	Preparation of Budgets and Stock Valuation	CO2,CO-3
	Unit 4	**Working of GST**	
	4 A	Basics of GST and TDS	CO3,CO-4
	4 B	Returns and Forms, Valuation Rules	CO3,CO-4
	4 C	TDS and GST, Practical sessions	CO3,CO-4
	Unit 5	**Project Work**	
	5 A	Project on Preparation of Final Accounts	CO4, CO5
	5 B	Project on Accounts with Inventory Calculations	CO4, CO5
	5 C	Project on GST and TDS Applications	CO4 ,CO5

	Mode of examination	Practical/Viva			
	Weightage Distribution	CA	MTE	Practical/Viva	
		60%	0%	40%	
	Text book/s*	A textbook of Computer Accounting – Michael Fardon			
	Other References	✓ Financial Accounting: Concepts and Applications– J R Monga, Mayoor Publications ✓ Financial Reporting and Analysis- Elliott and Elliott, Prentice Hall International			

CO-PO Mapping:

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	1	-	2	2	1	-	-
CO2	2	-	1	-	2	-	1	-	-
CO3	2	1	-	-	3	-	-	1	2
CO4	1	-	-	1	-	2	-	-	-
CO5	-	1	2	-	2		-	3	2

School: SBS		**Batch: 2019-22**	
Program: BBA		**Current Academic Year: 2020-21**	
Branch:		**Semester: IV**	
1	Course Code	BBP 252	
2	Course Title	Total Personality Development	
3	Credits	4	
4	Contact Hours (L-T-P)	2-0-2	
	Course Status	GIEC	
5	Course Objective	1.To help students build assertive, pleasant personalities 2.To develop professional attitude 3.To develop placement skills 4. To develop effective communication, interpersonal & soft skills	
6	Course Outcomes	The students will be able to: CO1: Understand their personality CO2: Develop their presentation & speaking skills CO3: Improve their soft skills CO4: Apply thinking & problem-solving skills CO5: Develop their placement related skills	
7	Course Description	This course aims to help students develop pleasant, assertive and compatible personalities. Students develop ability to deliberate on issues, make sound decisions and hone ability to express their views with clarity and confidence. The objective is to promote holistic development and to equip students with tools to achieve success in all endeavors in their personal as well as professional lives.	
8	Outline Syllabus		CO Mapping

	Unit 1	**Understanding Personality**			
	A	SWOT Analysis			CO1, CO5
	B	Personality Test – DISC			CO1,CO5
	C	Picture Interpretation			CO1,CO4
	Unit 2	**Presentation Skills**			
	A	Audience Analysis & Developing the content			CO2
	B	Basics of Presentation Skills: Font, Colour theme, Background, content arrangement, Inserting animations & Videoclips			CO2
	C	Delivery: Individual, Group Presentation			CO2
	Unit 3	**Effective Communication & Soft- skills**			
	A	JOHARI Window: Interpersonal			CO2, CO3
	B	Personal Grooming, Dressing sense, Public Speaking			CO2, CO3
	C	Corporate Etiquettes			CO3
	Unit 4	**Problem Solving & Decision Making**			
	A	Thinking Hats-6 styles			CO4
	B	Conducting Meetings, Brainstorming sessions			CO4,CO5
	C	Role- Play			CO2, CO4,CO5
	Unit 5	**Professional Skills**			
	A	Basics of Resume Writing,			CO5
	B	Handling Group discussions & Interviews			CO2, CO5
	C	Time management: Importance, multitasking & Procrastination,			CO3
	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Text book/s*		
	Other References	1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi 2. Seven Habits of Highly Effective People, Steven Covey 3. Personality Development, Elizabeth B. Hurlock	

PO COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	PSO1	PSO2	PSO3
CO1	**1**	**1**	**2**	**2**	**2**	**2**	1	1	1
CO2	**1**	**…..**	**1**	**…..**	**2**	**2**	1	1	1
CO3	**---**	**---**	**1**	**----**	**2**	**2**	----	11	
CO4	**1**	**2**	**2**	**1**	**2**	**1**	1	1	1
CO5	**….**	**1**	**2**	**…..**	**2**	**2**	1	1	1

1-Slight (Low)
2-Moderate (Medium)

3-Substantial (High)

E Business

School: SCHOOL OF BUSINESS STUDIES		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2021-21**
Branch: -		**Semester: IV**
1	Course Code	BBA 274
2	Course Title	**E-Business**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GIEC
5	Course Description	This undergraduate course is intended to teach and understand to the students the principles and practices of the E-business in industry
6	Course Objective	The course aims: 1. Acquaint students with a fundamental understanding of the environment and strategies in e-business/e-commerce 2. Provide an overview of the hardware, software, servers, and the parts that make up the enabling "railroad" for e-business/e-commerce. 3. Provide a fundamental understanding of the different types and key components on business models in e-business/e-commerce 4. Understand the traditional and new communication/marketing approaches that create competitive advantage in e-business/e-commerce
7	Course Outcomes	The student will be able to:

		CO1: To define the students with an understanding of the E-business. **CO2:** To make the students describe an E-Business approach for E-business practices with decision making **CO3:** The students should interpret the issues relating to the changing global business environment. **CO4:** The students should explain the issues relating to the changing global business environment. **CO5**. The student should understand concept of e crm.	
8	E-business		CO Mapping
	Unit A	**Introduction & Business Models**	
	A 1	• Early business information interchange efforts – Emergence of the Internet – the emergence of WWW; Advantages and disadvantages of e-commerce.	CO1
	A 2	• E-Business models - C2C, C2B, B2B models.	CO1, CO2
	A 3	• Value Chain model, advertising model, community model manufacturer model.	CO1, CO2
	Unit B	**Network Infrastructure**	
	B 1	• Network Infrastructure supporting electronic commerce; Role of World Wide Web •	CO1, CO2,
	B 2	• Internet Client-Server Applications; Networks and Internets, Internet Standards and Specifications	CO1, CO3
	B 3	• Client-Server Network Security, Security Threats, Data	CO1, CO2,

		and Message Security			CO3.
	Unit C	**E-Marketing & Advertising**			
	C 1	• Traditional Marketing Vs. Digital Marketing; Online Marketing			CO1,CO2
	C 2	• New Age Information Based Marketing, Advertising on Internet			CO2, CO3
	C 3	• The Online Marketing Process			CO1, CO2
	Unit D	**Consumer Oriented Electronic Commerce**			
	D 1	• Consumer-Oriented Applications, Mercantile Process Models – Consumer Perspective, Merchant Perspective			CO1, CO3
	D 2	• E-Payment Systems – Types, Digital Token Bases Systems, Smart Cards, Credit Card Based Systems, Risks & Design			CO1, CO2, CO3
	D 3	• Main concepts in internet banking, Digital payment requirements, Electronic Cash			CO1, CO4
	Unit E	**E-CRM**			
	E 1	• Customer Relationship Management on the Internet			CO1,CO5
	E 2	• Online CRM Capabilities & Its Impact On Business			CO1, CO5
	E 3	• E-SCM – Supply chain management, Ways to Reduce Inventory			CO1,CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Strauss, J., El-Ansary, A., & Frost, R., *E-Marketing*, 4th			

		Edition, Prentice Hall of India 2. Kalakota & Whinston, *Frontiers of Electronic Commerce*, Pearson Education	
	Other References	Joseph, S.J., P.T., (2012) *E-Commerce: An Indian Perspective*, (4th edition), New Delhi: PHI Learning	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	1	-	1	2	1	1	1
CO2	1	1	2	-	2	1	2	1	2
CO3	2	2	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1	1
CO5	1	2	1	1	1	1	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Cross-Cultural Management

School: SBS		**Batch:2019-22**
Program:		**BBA Current Academic Year: 2019-20**
Branch:		**Semester: IV**
1	Course Code	BBA 275
2	Course Title	Cross Cultural Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	GIEC
5	Course Objective	1. To introduce the key concepts and main theoretical framework of culture. 2. To introduce how cultural differences may impact the management of individuals, teams and organizations. 3. To introduce effective human resource management practice in multinational organizations. 4. To develop the students' critical thinking and creativity.
6	Course Outcomes	CO1: The student will be able to define different facets of culture like value beliefs etc. CO2: Examine components and characteristics of cultural codes. CO3: The student will be able toexplain the various models related to culture. CO4: The student will be able toillustratethe role ofculture, religion and intercultural communication on business. CO5: The student will be able toanalyse the link between different cultural spheres as well as challenges for Multinational Corporations.
7	Course	This Course provides an understanding of culture andits importance for

	Description	organizational and individual success. The course describes the various facets of culture like values,beliefs, attitudes etc, This course also explains the various cultural models and concept of Industry/corporate and Professional culture.	
8	Outline syllabus		CO Mapping
	Unit 1	**Understanding of Culture**	
	A	Culture and Importance- concept of culture and cross-cultural management	CO1, CO2
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes	CO1
	C	Impact of culture on International Business.	CO1, CO2
	Unit 2	**Cultural Models**	
	A	Hofstede cultural dimensions, cross-cultural dimensions	CO1, CO3
	B	Hampden &Trompenaars's Model	CO1, CO3
	C	Kluckhohn -Strodtbeck Model	CO1, CO3
	Unit 3	**Global Business Environment and Cross-Cultural Management**	
	A	Major characteristics and challenges of Multinational Corporations.	CO1, CO5
	B	Culture and workforce diversity	CO1
	C	Impact on Expatriates-Repatriation and cross-cultural training	CO1, CO5
	Unit 4	**Role of regional, industry/corporate culture &professional culture and link between different cultural spheres**	
	A	Regional culture and it's role	CO2
	B	Industry/corporate and Professional culture	CO2
	C	Link between different cultural spheres	CO5
	Unit 5	**Cross Culture communication and Negotiation**	

	A	Barriers to intercultural communication			CO1
	B	Non - verbal communication			CO1
	C	Negotiation in cross cultural environment			CO1, CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA		ETE	
		30%		50%	
	Text book/s*	Browaeys, M.J. 7 Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi			
	Other References	Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	2	2	1	1	1	1	1
CO2	1	1	1	1	1	2	1	1	1
CO3	2	1	2	2	1	1	2	1	1
CO4	2	1	2	1	1	1	1	1	1
C05	2	1	2	1	1	1	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Entrepreneurship

School: SBS		**Batch:2019-22**
Program: BBA		**Current Academic Year: 2020-21**
Branch: -		**Semester: IV**
1	Course Code	BBA 270
2	Course Title	Entrepreneurship Development
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GIEC
5	Course Description	The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.
6	Course Objective	1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur. 2. To help in identifying and exploiting opportunities and developing business plans. 3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise. 4. Equip the necessary knowledge and skill sets required for managing the established enterprise. 5. To help the students in understanding the entrepreneurial development framework available in India along-with Start-Up India and Make in India initiative.

7	Course Outcomes	The student will be able to: **CO1:**Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship. **CO2:**Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative. **CO3:**Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis,Opportunity identification and selection. **CO4:**Analyze the given business opportunity, business plan and demonstrate the knowledge of various issues involved in starting and managing growth of a new enterprise. **CO5:** Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.	
8	Outline syllabus		CO Mapping
	Unit A	**Understanding Entrepreneurship and the Entrepreneur**	
	A 1	• Why Entrepreneurship • The Concept& Process of Entrepreneurship • Exercise/Activity: Identify your entrepreneurial potential	CO1, CO2
	A 2	• Types of entrepreneurship and entrepreneur • Entrepreneur Vs. Manager Vs. Intrapreneur • The Women & Social Entrepreneurship: Opportunities & Challenges	CO2
	A 3	• The Qualities , Characteristics & Competencies of an Entrepreneur • An overview of corporate Entrepreneurship • Exercise/Case study	CO1, CO2

	Unit B	**Idea, Opportunity and the Business Plan Development**	
	B 1	• Idea vs. Opportunity and Idea generation techniques • Identifying/ sources of opportunities and evaluating opportunities • Idea generation exercise	CO3, CO4, CO5
	B 2	• Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility • Exercise/ Activity to conduct Feasibility Analysis	CO1, CO3
	B 3	• Writing and Presenting effective Business Plans • Business model and its dimensions • Exercise/ Discussion of Business Plan Formulation	CO1, CO2, CO6
	Unit C	**Launching the New Enterprise**	
	C 1	• Forming the New venture Team • Selecting appropriate Business Ownership Structure • Exercise/ Activity: Forming New Venture Team	CO2, CO4
	C 2	• IPR issues in starting an enterprise • Legal aspects of a business	CO4
	C 3	• Financing the New Venture: Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO • Steps and Procedures to start a small scale enterprise in India	CO1, CO4
	Unit D	**Managing the Growth and Exit of the firms**	
	D 1	• Understanding the Stages of an Entrepreneurial Venture • The Strategies of growth • Case study	CO4

	D 2	• Managerial mindset vs. Entrepreneurial mindset in decision making • Key factors to be considered during the Growth Stage • Group Presentation/ Business Plan Presentation			CO2, CO4
	D 3	• The Exit Strategy for a business • Group Presentation/ Business Plan Presentation			CO4
	Unit E	**Understanding the Entrepreneurship Development Framework in India**			
	E 1	• An overview of MSMEs in India and MSME Act. • Policies, Schemes & Incentives available to entrepreneurs in India			CO2, CO5
	E 2	• Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in India • An overview of Start-up India & Make in India Initiatives			CO2, CO5
	E 3	• Group Presentation/ Business Plan Presentation			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Entrepreneurship: A South Asian Perspective by Donald F. Kuratko& T.V. Rao ,Cengage Learning,			

	Other References	• Entrepreneurship by Hirsch & Peters; McGraw Hill Publication. • Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E • Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. &Covin Jeffrey G., Cengage Learning	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	-	-	3	3	2	3
CO2	2	-	2		2	3	2	2	3
CO3	3	2	3	1	-	2	3	2	2
CO4	2	1	2	3	2	2	3	2	3
CO5	1	2	2	3	3	1	2	1	3

1-Slight (Low)
2-Moderate (Medium)

3-Substantial (High)

Production and Operation Management

School: School of Business Studies		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2020-21**
Branch: -		**Semester: IV**
1	Course Code	**BBA 251**
2	Course Title	**Production and Operations Management**
3	Credits	4
4	Contact Hours (L-T-P)	3-0-1
	Course Status	GIEC
5	Course Description	This course examines the functional area of production and operations management as practised in the manufacturing industry. The course includes product development process, location analysis, capacity planning, materials requirements planning (MRP), inventory management and PPC.
6	Course Objective	This modules aims • To understand the strategic role of production & operations management in creating and enhancing a firm's competitive advantages • To understand key concepts and issues of POM in both manufacturing and service organizations • To understand the interdependence of the production & operations function with the other key functional areas of a firm • To apply analytical skills and problem-solving tools to the analysis of the operations problems

7	Course Outcomes	At the end of this course , Students will be able to : **CO1:** Select a specific type of process as per the requirement of particular product. **CO2:** Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager. **CO3:** Carry our location analysis to make a choice for the facility location **CO4:** Plan the material requirements & inventory management for a production system **CO5**: Plan and implement suitable quality control measures in Quality Circles to TQM.	
8	Outline syllabus		CO Mapping
	Unit A	**Introduction**	
	A 1	The Introduction to POM, Scope, Role, and Objectives of POM, Operations Mgt. – Concept; Functions	CO1
	A 2	Product Development Process, Product Development Techniques.	CO1,CO2
	A 3	Process Selection – Job, Batch ,Mass Production Types of production Systems	CO1,CO2
	Unit B	**Facility Location and Layout**	
	B 1	Facility Location – Importance; Factor affecting plant location; Location Analysis Techniques	CO1,CO2, CO3
	B 2	Facility Layout –Objectives; Advantages; Basic Types of Plant Layouts.	CO1, CO2,CO3
	B 3	Capacity Planning – Concepts; Factors Affective Capacity. Planning Decision	CO1,CO2
	Unit C	**Materials Management**	
	C 1	Materials Management – Concept, Objectives, Functions	CO1,CO2, CO4
	C 2	Purchase Management - Concept, Objectives, Functions	CO1,CO2,CO4

	C 3	Material Requirement Planning System: Structure and Examples			CO1, CO2, CO4
	Unit D	**Inventory Management**			
	D 1	Inventory Management – Concepts; Objectives; Factors Affecting Inventory			CO2,CO4
	D 2	Inventory costs; Basic EOQ Model; Re-Order Levels			CO2,CO4
	D 3	ABC Analysis for Inventory Management			CO2, CO4
	Unit E	**Production Planning & Control**			
	E 1	Production Planning & Control –Concepts, Objectives; Functions			CO1,CO3,CO5
	E 2	Level of Production Planning and Control			CO1,CO3,CO5
	E 3	Role of Production Planning and Control in Operations Management			CO2,CO4,CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Operations Management, Theory & Practice, by B. Mahadevan, Pearson Education, 2nd edition.			
	Other References	1. Operations Management along the supply chain by Russell and Taylor, Wiley India Edition, 2012. 2. Production & Operations Management : Chari, McGraw Hill 3. Service Operations Management-Improving Service Delivery : Robert Johnston and Graham Clark, Pearson 2e 4. Service Operations Management : James Fitzsimmons & Mona Fitzsimmons, TMH 5. Production &Operations Management: Kanishka Bedi, Oxford University Press, 2nd Ed			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	1	1	2	2	2	1
CO2	1	3	2	2	1	3	2	1
CO3	2	1	1	1	1	3	2	2
CO4	2	1	1	1	2	2	2	2
CO5	1	1	1	1	1	2	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Corporate Law

School: School of Business Studies		**Batch : 2019-22**	
Program: BBA		**Current Academic Year: 2020-2021**	
Branch:		**Semester: IV**	
1	Course Code	BBA 277	
2	Course Title	Corporate Law	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	GIEC	
5	Course Objective	The objective is to enable students to understand the impact of Companies Act, role of the Securities and Exchange Board of India (SEBI), and the impact of scams etc.	
6	Course Outcomes	On the completion of the course the student will be able to: CO1: To outline the process of incorporation of a Company CO2: To describe the financial structure of the company CO3: To explain the various types of director and meetings CO4. To illustrate the responsibility of the Company to the society CO5: To summarize the effect of other regulations affecting the functioning of the companies.	
7	Course Description	The course introduces the students to the various aspects of Corporate Law.	
8	Outline syllabus		CO Mapping
	Unit 1		
	A	Characteristics of a company, Landmark case - Salomon	CO1

		vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil	
	B	Types of companies, Promoters, Formation and incorporation of a company.	CO1
	C	Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions	CO1
	Unit 2	Financial Structure and Membership	
	A	Meaning of the term 'Capital', Shares – Kinds, Equity Shares and Preference Shares (including distinction),	CO2
	B	Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.	CO2
	C	Debentures – Characteristics, Members vs. Shareholders, Methods of becoming a Member, Termination of Membership, Rights and Duties of Members	CO2
	Unit 3	Company Management and Meetings	
	A	Directors - Qualification and Disqualification of Directors, Number of Directorship, Powers and Liabilities of Directors	CO3
	B	Meetings – Annual General Meeting, Extraordinary General Meeting, Statutory requirements – Notice, Agenda, Quorum, Proxy, Chairperson, Methods of Voting, Resolution – Ordinary and Special Resolution distinguished, Minutes	CO3
	C	Prevention of oppression and Mismanagement	CO3
	Unit 4	Winding Up and CSR	
	A	Meaning, Modes of Winding up, Official Liquidator and his Duties	CO4

	B	Corporate Social Responsibility -Provisions in Companies Act 2013			CO4,CO5
	C	Role of SEBI			CO4,CO5
	Unit 5	Compétition Act 2002			
	A	Anti Compétitive agreement, Abuse of dominant position			CO5
	B	Structure and Function of CCI			CO5
	C	Competition Advocacy in India			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	The New Company Law, Dr N.V. Paranjape, Central Law Agency			
	Other References	• Singh, Avatar, *Introduction to Company Law*, 10th ed., 2006, Eastern Book Co. • Singh, Avatar, *Company Law*, 15th **ed., 2007, Reprinted 2009, EBC Web store** • The Companies Act 2013			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	2	2	-	2	-	1
CO2	2	1	1	2	1	-	2	2	1
CO3	2	2	2	2	2	1	2	2	2
CO4	2	1	1	1	1	2	2	2	1
CO5	2	1	1	1	2	-	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Healthcare Management & Medical Terminology

School: SBS		**Batch : 2019-2022**
Program: BBA		**Current Academic Year: 2020-2021**
Branch:		**Semester: IV**
1	Course Code	BBA 276
2	Course Title	Healthcare Management and Medical Terminology
3	Credits	4
4	Contact Hours(L-T-P)	4-0-0
	Course Type	GIEC
5	Course Objective	The main objective of this course is to enhance the basic knowledge of medical terms and describe all major systems in the body .It will also introduce students to the basics in health care systems and hospital management .
6	Course Outcomes	CO1:To define and describe the normal function of the different body systems, medical terms . CO2:The students will understand the health services in India CO3: The student will be able to illustrate issues in the healthcare sector. CO4: The student will be able to analyze the structure and interdependence of healthcare systems. CO5 :The students will evaluate the various health systems in India and the role of communication in healthcare .
7	Course Description	This course will introducestudents to the basic knowledge of various aspects of Health Care Industry. It will describe the basics in Healthcare management. This course is related to medical terminology, health care systems, hospital networks and administration of hospitals. To provide the students a basic insight into the

		main features of Indian health care delivery system and how it compares with the other systems of the world.			
8	Outline syllabus				CO Mapping
	Unit 1	**Introduction To Medical Terminology**			
	A	Introduction to medical terminology			CO1
	B	Basics of Medical Transcription			CO1, CO2
	C	Quality aspect in Medical Transcription			CO2
	Unit 2	**Various Body systems**			
	A	Circulatory system Endocrine system ,Respiratory system			CO1.CO2
	B	Musculoskeletal system, Renal system			CO1, CO2
	C	The five senses and nerves in the body			CO1.CO2
	Unit 3	**Basics in Healthcare**			
	A	Health Systems in India			CO1
	B	Health Planning			CO2
	C	Indian and Global Healthcare Industry			CO1
	Unit 4	**Fundamentals of Hospital Administration**			
	A	Hospital based healthcare and its changing scenario: Changing Role and History,			CO1, CO2
	B	Hospital as a social system, Classification of Hospital, functions of hospital			CO2
	C	Patient rights & responsibility			CO3
	Unit 5	**Health Communication**			
	A	Basics of communication in health			CO2,CO3,CO 5
	B	Health Education in the modern world			CO4,CO5
	C	Principles of Health educations			CO3, CO4
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Text book/s	Principles of Management by Tripathi& Reddy Principles of Hospital Administration & Planning by *B M Sakharkar, Preventive & Social Medicine by K Park, Management by VSP Rao Excel Publications.*	
	Other References		

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	2	3	3	3
CO2	2	2	1	2	2	2	3	2	2
CO3	2	2	1	2	2	1	2	2	2
CO4	2	1	2	1	2	1	2	2	2
CO5	2	2	1	1	1	1	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Course Module
TERM - V

BBA- V
CORE SUBJECT

Corporate Strategy

School: School of Business Studies		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: All		**Semester: V**
1	Course Code	BBA 057
2	Course Title	Corporate Strategy
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	The objective of this course is to make students as how to prepare the strategic intent documents; analyze implications thereof in a global business environment with emphasis on the following: • Assess the structure of an industry and its influence on potential for profitability of firms in the industry. • Assess a firm's resources and organizational capabilities for their ability to generate competitive advantage. • Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its' competitive advantage. • Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization
6	Course Outcomes	Having completed the course, the student will be able to CO1: Define and describe the basic concepts of strategic management CO2: Understand various tools and frameworks for strategic analysis CO3: Apply the various tools and frameworks for strategic analysis CO4: Analyse the real-life situations of company using a strategic management perspective CO5: Evaluate critically real-life company situations

7	Course Description	Being a capstone course, Corporate Strategy course provides integrated learning from all functional areas. Students would acquire relevant skills for understanding of strategic management and what does it entail; external scanning of the industry in terms of Popular frameworks like Porter's and PRESTCOM; Strategic Groups and Key Success Factors; Resources, capabilities and competencies; VRIO framework and value chain analysis. The course also aims to introduce business level generic strategies and corporate level strategies with an understanding of evaluation and control in strategic management.	
8	**Syllabus Outline**		CO Mapping
	Unit 1	**Introduction to Strategic Concepts**	
	A	Strategic Management and benefits of strategic management.	CO1
	B	Strategic Management Model	CO1
	C	Strategy and what are different levels of strategy	CO1
	Unit 2	**Environmental Scanning and Industry Analysis**	
	A	Scanning the external environment using the PRESTCOM framework	CO2, CO3, CO4
	B	Industry Analysis: Using Porter's Five Forces Model	CO2, CO3, CO4
	C	Strategic Groups and Key Success Factors of an Industry	CO2, CO3, CO4
	Unit 3	**Internal Scanning: Organizational Analysis**	
	A	Resources; Capabilities, Competencies	CO2, CO3, CO4
	B	VRIO framework and using resources to gain competitive advantage.	CO2, CO3,
	C	Value Chain Analysis	CO 3, CO4, CO5,
	Unit 4	**The Five Generic Competitive Strategies**	
	A	Five Generic Strategies	CO2, CO 3 CO4, CO5,
	B	Overall Low-Cost Provider Strategy and Broad Differentiation Strategy	CO3, CO4, CO5
	C	Focussed Low Cost Strategy; Focussed Differentiation Strategy and Best Cost Provider Strategy	CO3, CO4, CO5

	Unit 5	**Corporate Level Strategies and Evaluation and Control**			
	A	Corporate Level Strategy: Portfolio Analysis: BCG and GE Matrix; Diversification What and Why			CO3, CO4, CO 5
	B	Inorganic Growth Strategies: Mergers and Acquisitions; Alliances; Competing in the Global Markets			CO2, CO3
	C	Strategic evaluation and control			CO2, CO3
	Mode of examination	**Theory**			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	• Wheelen, Hunger & Rangarajan: Strategic Mgmt. & Bus. Policy (Pearson Edu)			
	Other References	• Robert M Grant: Contemporary Strategic Management (Wiley India) • Hill and Jones: Strategic Management, 9th edition, Cengage			

Mapping of COs with POs (program objectives)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	2	1
CO2	3	1	2	1	1	1	2	1	2
CO3	1	2	2	1	1	2	2	1	2
CO4	1	3	3	2	2	3	1	2	2
CO5	1	3	2	2	2	3	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
INTERNATIONAL BUSINESS (IB)

INTERNATIONAL FINANCE AND FOREIGN EXCHANGE MANAGEMENT

School: School of Business Studies (SBS)		**Batch: 2019-22**
Program: BBA (IB)		**Current Academic Year: 2021-22**
Branch: International Business		**Semester - V**
1	Course Code	BBA 066
2	Course Title	International Finance and Foreign Exchange Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The main objective of this subject is to have understanding and basic knowledge of international finance, foreign exchange and their importance & implication
6	Course Outcomes	On completion of this module the student will be able to: CO 1: have knowledge of International Finance & Foreign Exchange and also would be able to examine the role of different foreign agencies involved in exchange regulation.

		CO 2: identify the risks involved in project finance and also distinguish different types of project financing. Also, the student would be able to compare different foreign exchange markets globally. CO 3: knowledge about international capital markets. CO 4: solve different foreign exchange rates for different maturities CO 5- explains LC financing done in international trade and the risks involved therein.	
7	Outline syllabus		CO Mapping
	Unit 1	International Finance	
	A	General Introduction, Link between the National Economy and International Activities, (Each unit will have basic numerical)	CO 1
	B	Presentation of Balance of Payments. (Each unit will have basic numerical)	CO 1
	C	Evolution of International Monetary System, International Monetary Fund, International Bank for Reconstruction and Development. (Each unit will have basic numerical)	CO 1
	Unit 2	Financing of International Projects	
	A	Different types of Project Financing,	C0 2

		(Each unit will have basic numerical)	
	B	Participants in International Project Financing (Each unit will have basic numerical)	CO 2
	C	Risk associated with International Projects (Each unit will have basic numerical)	CO 2
	Unit 3	International Capital Markets	
	A	Introduction to Capital Market (Each unit will have basic numerical)	CO3
	B	Development of International Capital Markets (Each unit will have basic numerical)	CO 3
	C	Euro-credit Market, External Bond Market, Euro-currency Loan, Euro-notes, Market of Euro-equities (Each unit will have basic numerical)	CO 3
	Unit 4	Foreign Exchange Market	
	A	Introduction to FE Market, participants in the FE Market, Quoting in the FE Market, (Each unit will have basic numerical)	CO 4
	B	Different types of rates, Settlements in Forex Market (Each unit will have basic numerical)	CO 4

	C	Types of LC's, Negotiation of documents under LC, (Each unit will have basic numerical)			CO 4
	Unit 5	Foreign Exchange Rate Risk Assessment & Internal techniques of Hedging			
	A	Introduction to FE Risk, Exchange Rate Risk of an Enterprise, (Each unit will have basic numerical)			CO 5
	B	Evaluation of Exchange Rate Exposure (Each unit will have basic numerical)			CO 5
	C	Internal & External Techniques of Hedging (Each unit will have basic numerical)			CO 5
	Mode of examination				
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	International Finance and Management- P.K. Jain			
	Other References	International Finance and Management- P.G.Apte International Finance and Management- A.V. Rajawade			

CO PO Mapping

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	-	-	-	-	-	1	-	1
CO2	1	1	1	-	-	-	1	1	1
CO3	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	2	-
CO5	-	1	-	-	-	-	-	2	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

International Aspects of Business Operations

School: School of Business Studies		**Batch: 2019-22**
Program: BBA (IB)		**Current Academic Year: 2021-22**
Branch: - International Business		**Semester: V**
1	Course Code	BBA 062
2	Course Title	International Aspects of Business Operations
3	Credits	4
4	Contact Hours	4-0-0
	Course Status	Elective
5	Course Description	The course covers various international trade issues related to business operations. Some critical operation functions like global production, outsourcing, logistics, product development process, innovation are covered in detail. The issue of international HRM, International Finance, pricing, trade documentation & facilitation are also included in this course.
6	Course Objective	- To make students understand various controllable and uncontrollable International trade issues in Business Operations. - To make students describe the Global Production functions in terms of strategies like outsourcing and the logistics implications. - To make students examine the product development process and the impact of R&D and innovation. - To make students illustrate the operational issues in International HRM and Finance - To make students assess the importance of various documents in trade facilitation and international operations
7	Course	On completion of this course the learners will be able to

	Outcomes	**CO 1**. Describe controllable and uncontrollable International trade issues in Business Operations. **CO 2.** Describe Global Production functions in terms of strategies like outsourcing and the logistics implications. **C0 3**. Determine the product development processes and the impact of R&D and innovation. **CO 4**. Assess the operational issues in International HRM and Finance **CO 5**. Appraise the importance of various documents in trade facilitation and International Operations.	
8	Outline syllabus		
	Unit A	**International trade issues in Business Operations**	
	A 1	Introduction to Globalization, Trade patterns and Exim Policy and Strategy	**CO1**
	A 2	International trading systems; Multilateral, Regional and Bi-lateral	**CO1**
	A 3	Pricing and Quotation for Export and Import Business International trade transactions-The Process flows and Systems	**CO1**
	Unit B	**Global Production: Outsourcing and Logistics**	
	B 1	Strategy for production and logistics; where to produce; the role of foreign workhouses	**CO2**
	B 2	Outsourcing production: make or Buy Decisions, the Indian Perspective	**CO2**
	B 3	Managing Global Supply Chain	**CO2**
	Unit C	**Product Development and R&D**	

	C 1	Innovation, patents and product development.			**CO3**
	C 2	Product attributes: Localization, conformance to quality norms			**CO3**
	C 3	Distribution strategy, Pricing Strategy and Marketing Mix			**CO3**
	Unit D	**Operational Issues in International HRM and Finance**			
	D 1	Strategic role of international HRM; Staffing; training and management development			**CO4**
	D 2	International mobility of labor. Expatriate managers, Compensation			**CO4**
	D 3	Financing decisions, currency, exchange rates and quotations			**CO4**
	Unit E	**Documentation and International Operations**			
	E 1	Trade facilitation			**CO5**
	E 2	International transactions. Terms of delivery negotiating and drafting commercial contracts, topics covered will include the international documentary sale, marine cargo insurance, regulations of imports and exports, agency and distributorships, technology transfer and licensing agreements, franchising, foreign direct investment, and international litigation and arbitration.			**CO5**
	E 3	Documentation for international trade transactions,			**CO5 K5**
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30% One quiz and one assignment due after completion of every unit	20%	50%	
	Textbook/s*	Hill, C.W.L. and Jain (2007) International Business: Competing			

		in the Global Marketplace, McGraw-Hill, 6th Edition.	
	Other References	Guided study will include text readings, articles on contemporary issues in organization, assignments, case analysis and power point presentations. Reference will be made- ● Reference 1. Joshi, R. M. (2010): International Business, Oxford University Press, New Delhi ● Reference 2. Morrison, Janet. The International Business Environment: Global and Local Market Places in Changing World, Palgrave. ● Reference 2 Daniels, J.D., Radebaugh, L.L. and Sullivan, D. P. (2010) International Business: Environments and Operations, Prentice-Hall, 11th Edition.	

CO PO Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	3				3	3	
CO2	3	2	3				3	3	
CO3	3	2	3				3	3	2
CO4	3	2	3				3	3	
CO5	3	2	3				3	3	

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Globalizing Indian Business

School: School of Business Studies		**Batch: 2019 – 2022**
Program: BBA		**Current Academic Year: 2021 - 22**
Branch: - IB		**Semester: V**
1	Course Code	BBA 065
2	Course Title	Globalizing Indian Business
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	The purpose of this course is to examine the effects of various international economic policies on India's domestic business. The focus will be on studying the implications of international trade in goods and services in terms of threats, opportunities and preparedness.
6	Course Objective	1. To make students explain the structural features of India's foreign trade 2. To make students analyze the domestic response to globalization at a disaggregated sectoral level 3. To make students explain various threats and opportunities in doing business from an India-centric perspective in some emerging fields of global business 4. To make students identify the policy environment in India facilitating and/or inhibiting international business
7	Course Outcomes	CO1: Explain the structural features of India's foreign trade CO2: Illustrate India's domestic response to globalization in terms of trade in goods and various export promotion measures CO3: Illustrate India's domestic response to globalization in services, agriculture

		and media CO4: Identify various sunrise sectors in India Economy CO4: Assess the entire policy environment in India facilitating and/or inhibiting international business	
8	Outline syllabus		CO Mapping
	Unit A	**Characteristics of India's Foreign trade**	
	A 1	● Globalization	CO1
	A 2	● Trends in composition of India's foreign trade	CO1
	A 3	● Factors contributing to recent changes	CO1
	Unit B	**Domestic policy response to globalization**	
	B 1	● Manufacturing Sector: Concepts of Non-Agricultural Market Access	CO2
	B 2	● Most Favoured Nation	CO2
	B 3	● National Treatment, Anti-dumping duties	CO2
	Unit C	**Domestic policy response to globalization**	
	C 1	● Service Sector: Implications of GATS	CO3
	C 2	● Agriculture, forestry and fisheries Sector: Implications of subsidies, tariff and non-tariff barriers in international agri-business	CO3
	C 3	● Media industry: Implications of Globalizations for Entertainment, Advertising, Print and News Industries	CO3
	Unit D	**Sunrise sectors in international business**	
	D 1	● Energy, entertainment, retail trade and India's position	CO4

		thereof			
	D 2	● Education, health services, ITES and India's position thereof			CO4
	D 3	● Agro-processing, tourism and hospitality and India's position thereof			CO4
	Unit E	**India's policy environment for international business**			
	E 1	● Industrial policy			CO5
	E 2	● Agricultural policy, Forest & Environment policy			CO5
	E 3	● Land Acquisition policy and Labour policy			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	● Datta, Samar K. & Deodhar Satish (eds) (2001): 'Implications of WTO Agreements for Indian Agriculture', Oxford & IBH Company, N.Delhi, 2001, CMA Monograph no.191. ● Datta, Samar K. & Chakrabarti, Milindo (2001): A Note on the Definition of a 'Resource Poor-Farmer' : Chapter 18 in 'Implications of WTO Agreements for Indian Agriculture', Oxford & IBH Company, N.Delhi, 2001, CMA Monograph no.191: pp.552-568. ● Datta, Samar K., Nilkanthan, R & Chakrabarti, Milindo (2010): Towards Evolving Agricultural Policy Matrix in a Federal Structure – The Post- WTO Scenario in India: Allied Publishers, New Delhi.			
	Other References				

CO PO Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	1	2				2	3	
CO2	3	1	2				2	3	
CO3	3	1	2				2	3	
CO4	3	1	2				2	3	
CO5	3	1	3				2	3	

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Management of Cross- Cultural Issues

School: SBS		**Batch: 2019-22**
Program: BBA (IB)		**Current Academic Year: 2021-22**
Branch: International Business (IB)		**Semester: V**
1	Course Code	**BBA 070**
2	Course Title	Management of Cross-Cultural Issues
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. To introduce the key concepts and main theoretical framework of culture. 2. To introduce how cultural differences may impact the management of individuals, teams and organizations. 3. To introduce effective human resource management practice in multinational organizations. 4. To develop the students' critical thinking and creativity.
6	Course Outcomes	CO1: Identify and assess different contributors to cultural diversity in our society CO2: The student will be able to define different facets of culture like value beliefs etc. CO3: Evaluate the challenges and influence of culture on communication and management. CO4: Examine components and characteristics of cultural codes. CO5: Critically analyze and develop strategies to effectively manage intercultural issues and conflicts.
7	Course Description	This Course provides an understanding of culture and its importance for organizational and individual success. The course describes the various facets of culture like values, beliefs, attitudes etc, This course also explains the various cultural models and concept of

		Industry/corporate and Professional culture.			
8	Outline syllabus				CO Mapping
	Unit 1	**Understanding of Culture**			
	A	Culture and Importance- concept of culture and cross-cultural management			CO1, CO4
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes			CO1, C04
	C	Impact of culture on International Business.			CO1, CO2
	Unit 2	**Cultural Models**			
	A	Hofstede cultural dimensions, cross-cultural dimensions			CO1, CO3
	B	Hampden & Trompenaar's Model			CO1, CO3
	C	Kluckhohn -Strodtbeck Model			CO1, CO3
	Unit 3	**Global Business Environment and Cross-Cultural Management**			
	A	Major characteristics and challenges of Multinational Corporations.			CO1,CO3
	B	Culture and workforce diversity			CO1
	C	Impact on Expatriates-Repatriation and cross-cultural training			CO1, CO5
	Unit 4	**Role of regional, industry/corporate culture &professional culture and link between different cultural spheres**			
	A	Regional culture and it's role			CO2
	B	Industry/corporate and Professional culture			CO2
	C	Link between different cultural spheres			CO4
	Unit 5	**Cross Culture communication and Negotiation**			
	A	Barriers to intercultural communication			CO1
	B	Non - verbal communication			CO1
	C	Negotiation in cross cultural environment			CO1, CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA		ETE	
		30%		50%	
	Textbook/s*	Browaeys, M.J. 7 Prince, R., Understanding Cross Cultural			

		Management by II edition, Pearson Publication, New Delhi	
	Other References	Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	2	2	1	1	3	2	2
CO2	1	1	1	1	1	2	3	2	2
CO3	2	1	2	2	1	1	2	1	1
CO4	2	1	2	1	1	1	2	1	1
C05	2	1	2	1	1	1	2	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
HUMAN RESOURCE MANAGEMENT (HRM)

EMPLOYEE TRAINING AND DEVELOPMENT

School: SBS		**Batch: 2019-22**
Program: BBA (HRM)		**Current Academic Year: 2021-22**
Branch: Human Resource Management		**Semester: V**
1	Course Code	BBA 075
2	Course Title	Employee Training & Development
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1-To illustrate the systematic approach to training and development 2-To elaborate the concepts of conducting assessment of the training needs, 3-To Guide students on the fundamentals of design, development and implementation of training 4-To Explain the process of evaluating the effectiveness of training and development programs.
6	Course Outcomes	The student will be able to: CO1: Describe how and under what circumstances training and development can help organizations gain a strategic advantage; relevance and types of learning as well as training for overall organizational growth and different approaches to training and development. CO2: Explain how to assess training as well as non-training needs and design training programmes in an organisational setting. CO3: Prepare training and development objectives, ways to design & develop content, suitable training methods and development techniques for implementation. CO4: Analyse training environment to maximize learning.

		CO5: Evaluate appropriate training and development outcomes for maximising training program effectiveness.	
7	Course Description	This course provides the detailed insights related to the training and development practice of HR function for the organisations. It covers a variety of approaches to instruction and learning and contrasts these with their practical application. It comprises of a mix of theory and application aspects related to design and conduct needs analyses and to plan, implement and evaluate training programs.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Training & Development**	
	A	Definition, Need and Importance of Training	CO1
	B	Difference between Training, Development and Education; Steps of Training	CO1
	C	Types of Learning-KSA	CO1, CO4
	Unit 2	**Training Needs Assessment**	
	A	Training & Non-Training Needs, Types of Training Needs	CO2
	B	Determination of Training Needs	CO2
	C	TNA Model- A systematic view to TNA	CO2
	Unit 3	**Designing & Development of Training Program**	
	A	Key consideration in designing a training program, Constraints in designing a training Program	CO3, CO4
	B	Developing Objectives, Identifying Trainees and Trainer	CO3, CO4
	C	Training Methods- On the Job and Off the Job	CO3, CO4
	Unit 4	**Implementing and Evaluation of Training Program**	
	A	Implementing ideas for Training, Dry run and Pilot program, transfer of training	CO3, CO5
	B	Resistance to training evaluation, Types of evaluation data- Process Data and Outcome Data	CO3, CO4, CO5
	C	Kirkpatrick Four Level Approach for evaluation	CO3, CO5

	Unit 5	**Management Development**			
	A	Concept, Objectives of Management Development			CO3, CO5
	B	Techniques of Management Development			CO3, CO5
	C	Challenges in management development			CO3, CO5
	Mode of examination	Theory/Jury/Practical/Viva			CO3, CO4, CO5
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	Sahu, R. K. (2005). *Training for Development.* Excel Books			
	Other References	1-Blanchard P. Nick and James W. Thacker (2009) Effective Training- Systems, Strategies and Practices. Pearson Education 2-Rao, P. L. (2008). *Enriching Human Capital Through Training & Development.* Excel Books			

POs/PSOs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**
CO1	1	2	-	-	1	1	1	2	1
CO2	1	2	-	-	1	1	1	2	1
CO3	2	2	1	-	1	2	2	2	1
CO4	2	2	1	1	1	2	2	2	2
CO5	2	2	2	1	1	2	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

COMPENSATION MANAGEMENT

School: SBS		**Batch: 2019- 2022**
Program: BBA (HRM)		**Current Academic Year: 2021-22**
Branch: Human Resource Management		**Semester: V**
1	Course number	BBA 076
2	Course Title	Compensation Management
3	Credits	4
4	(L-T-P)	4-0-0
5	Course Type	Elective
6	Course Objective	1. The aim of this course is to make aware the students about Compensation and its objectives . 2. Various Compensation systems operating in different industries at different levels. 3. Students would be able to understand the various components of compensation, reward systems operating in organizational set up
7	Course Outcomes	On completion of this course, students will be able to : CO1: To learn basic compensation concepts and the context of compensation practice. CO2: Recognize how pay decisions help the organization achieve a competitive advantage. CO3: Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee

		contributions, 4) organizational benefit systems, and 5) administration issues. CO4: To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits. CO5: Demonstrate the use of individual and group-based incentives and in plans in shaping an effective compensation system.	
8	Course Description	Compensation management in organizations, including the role of human resources management in dealing with employees, and methods used to provide compensation. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them. Several important topics will be addressed in the class such as: Compensation professionals' goals within a human resource department. Ways to strengthen the pay-for-performance link. Ways to strengthen the pay-for-performance link. Health insurance concepts.	
9	Outline syllabus		CO Mapping
	UNIT A	**Introduction**	
	Unit A	**Introduction to compensation management**	
	Topic A1	Meaning, objectives and Factors affecting compensation	CO1
	Topic A2	Types of compensation- Direct compensation & indirect compensation	CO1
	Topic A3	Major components of wage, Methods of payment-Time rate method, piece rate method and monthly.	CO2
	Unit B	**Management of Compensation & compensation theories**	
	Topic B1	Compensation Planning, compensation for Workers and Managers	CO4
	Topic B2	Two Factor theory of compensation	CO2
	Topic B3	ERG Theory of compensation	CO1
	Unit C	**Workers Compensation- Legal framework**	

	Topic C1	Minimum Wages Act (concept of Fixation of wage, Administration of Act)			CO3
	Topic C2	Equal Remuneration Act			CO4
	Topic C3	The Employee's Provident Fund & Misc. Provisions Act, 1952(Definitions, Administration of Act, Employees' pension Scheme, Employees Deposit – Linked Insurance Scheme)			CO2
	Unit D	**Pay Systems**			
	Topic D1	Various type of pay systems- Performance based pay system			CO2
	Topic D2	Knowledge / skill-based pay			CO3
	Topic D3	Wage Policy at Organizational Level			CO1
	Unit E	**Incentive Plans**			
	Topic E1	Concept, objective and limitations			CO1
	Topic E2	Types of Incentives –Individual and Group based incentives			CO2
	Topic E3	Individual incentives Plans-straight piece rate, standard hour, Hasley Premium Plan, Profit sharing, Stock options, Group Incentive Plans- Taylor differential piece rate system, Priests Mans plan			CO3
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	Compensation & Reward Management by B.D. Singh Excel Books			
	Other References	Compensation by George T Milkovich, CS Venkata Ratnam (Ninth Edition) Mc Graw Hill			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	2	3	3	2
CO2	2	3	3	1	1	2	2	2	1
CO3	2	3	3	1	1	2	3	3	1
CO4	2	3	3	1	1	2	3	2	1
CO5	2	-	-	1	-	1	2	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

RECRUITMENT & SELECTION

School: SBS		**Batch: 2019-2022**
Program: BBA (HRM)		**Current Academic Year: 2021-22**
Branch: - Human Resource Management		**Semester: V**
1	Course Code	BBA 077
2	Course Title	Recruitment & Selection
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
5	Course Status	Elective
6	Course Objective	1. To be able to comprehend the potential importance of recruitment and selection in successful human resource management. 2. To be able to identify aspects of recruitment and selection that are needed to avoid critical failure factors 3. To be able to understand the various sources and methods Of recruitment and selection 4. To understand the links between recruitment & selection as well as other factors that integrate employees within an organization
7	Course Outcomes	The students will be able to: CO1: Examine the utility of the latest concepts, trends, practices, procedures, and laws related to recruitment & selection CO2: Explain the applicability of different types of commonly used pre-employment tests and interviews for Selection CO3: Prepare a detailed Manpower Planning Strategy and to match an applicant to a job using job analysis and job description

		CO4: Analyse Recruitment strategy for different levels of hierarchy and the importance of employee onboarding process. CO5: Evaluate the proper methods/ sources of recruiting externally and internally	
8	Course Description	This course aims to develop an understanding of all major aspects of recruitment and selection, elaborating the process, sources and methods used. The course is designed as such to incorporate all the latest research and issues related to recruitment and selection to ensure that students are updated with the latest practices in recruitment & selection. It also aims to offer basic skills of recruitment and selection of employees in the organization.	
9	Outline syllabus		CO Mapping
	Unit A	**Human Resources Planning and Job Analysis**	
	A 1	• HRP defined, Issues and challenges	CO1, CO3
	A 2	• HRP Process, Demand & Supply Forecasting Methods	CO3
	A 3	• Job analysis- steps in job analysis, methods, job description and job specification, application of job analysis	CO3
	Unit B	**Recruitment**	
	B 1	• Recruitment Concept – Factors affecting recruitment	CO1, CO5
	B 2	• Methods and Sources of recruitment-Internal & External	CO5
	B 3	• E-Recruitment, Inclusive Recruitment	CO5
	Unit C	**Selection**	
	C 1	• Process of Selection, Review of applications- Application Blank, weighted application Blank	CO1, CO2

	C 2	• Selection Tests- Personality & technical, Selection test design, Reliability and Validity of tests			CO2
	C 3	• Employment Interviews- Structured, unstructured, behavioural, Group or individual interview, Guidelines for the Interviewer, Pre- employment Checks, Assessment Centre			CO2
	Unit D	**Recruitment & Selection Strategies and Evaluation**			
	D 1	• Recruitment Strategies at worker, Middle & Senior Level, Exit Interview			CO4
	D 2	• Recruitment & Selection Evaluation: Budget, Time and Acceptance Rate			CO4
	D 3	• Employee Onboarding- Process			CO4
	Unit E	**Legal & Contemporary Issues**			
	E 1	• Legal issues: Apprenticeship Act, Employment Act, Contract labour Regulation & Abolition Act, Child Labour Abolition Act			CO1
	E 2	• Contemporary Issues: Job sculpting, Employer branding, Alternatives to recruitment			CO1
	E 3	• Global talent Acquisition & Management			CO1
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	Recruitment and Selection: Theories and Practices, Dipak Kumar Bhattacharyya, First Edition, Cengage			

	Other References	1. Human Resource Management 2010: V.S. P. Rao 2. Human Resource Selection, Published: 2009 Author Gatewood, Field(Cengage) 3. Human Resource Management: Sharon Pande (Pearson)	

PO/PSOs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	**3**	**2**	**2**	**1**	**1**	**1**	**3**	**3**	**2**
CO2	**3**	**2**	2	**1**	**1**	**1**	**2**	**2**	1
CO3	**3**	**1**	2	**-**	**-**	**1**	**3**	**3**	1
CO4	3	**2**	1	**-**	**-**	**1**	**3**	**2**	1
CO5	2	**2**	2	**-**	**-**	**2**	**3**	**2**	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

INDUSTRIAL RELATIONS

School: SBS		**Batch: 2019-22**
Program: BBA (HRM)		**Current Academic Year: 2021-22**
Branch: Human Resource Management		**Semester: V**
1	Course Coder	BBA 078
2	Course Title	INDUSTRIAL RELATIONS
3	Credits	04
4	(L-T-P)	4-0-0
5	Course Type	Elective
6	Course Objective	• To introduce the basic concepts and functions of Industrial Relations. • To create an awareness of the role, function and functioning of personnel management in industrial organization. • To build awareness of certain important and critical issues in Industrial Relations. • To develop an understanding of interaction pattern among labour, management and the organization.
7	Course Outcomes	On completion of this course, students will be able to: CO 1: To understand industrial relations system in India. CO 2: To recognize the different approaches to IR. CO 3: To understand the provisions of industrial disputes and trade union. CO 4: To apply the concept of Workers Participation in Management.

		CO 5: To prepare record and compliances under various provisions of the different acts.	
8	Course Description	The main aim of this course is to impart the basic and theoretical concept in the field of Industrial Relations. The module examines the role and objectives of the main actors in the employment relations – employers, employees and trade unions and the government.	
9	Outline syllabus		CO Mapping
	Unit A	**Introduction to Industrial Relations**	
	Introduction to the concept of Industrial Relations	Concept and Objectives of Industrial Relations	CO1
	Approaches to Industrial Relations	• Psychological Approach • Sociological Approach • Ethical Approach • Gandhian Approach	CO2
	Industrial Relation System	• Industrial Relation System (Actors and Parties involved), Factors affecting Industrial Relations	CO1
	Unit B	**Industrial Disputes and Trade Unions**	
	Introduction to Industrial Dispute	• Industrial Disputes: Causes and effects	CO3
	Industrial Dispute measures	• Preventive measures to industrial disputes	CO3
	Introduction to	Trade Union: objective, functions and classification; internal and	CO3

	Trade Union	external challenges of trade unions	
	Unit C	**Workers Participation in Management**	
	Introduction to WPM	WPM: Meaning and Concept	CO4
	Levels of participation	Forms and levels of participation	CO4
	Importance of WPM	Benefit of workers participation in management	CO4
	Unit D	**Labour Legislations in India**	
	The Factories Act 1948	The Factories Act 1948: Introduction and objective, Provisions regarding the health, safety and welfare of workers.	CO1, CO4
	Industrial Dispute Act 1947	INDUSTRIAL DISPUTE ACT 1947: Objective; Definitions: Appropriate government, Industry, workmen, protected workmen, strike, lockout, layoff, and retrenchment; Authorities under the Act, reference of dispute to various authorities and procedure of various authorities.	CO1, CO4
	Trade Union Act 1926	Trade Union Act 1926: objective and overview, definition of trade union and trade dispute, recognition and registration of trade union, immunity from criminal conspiracy, civil suit and tortuous act.	CO1, CO4
	Unit E	**Wage Legislations in India: Objective and overview**	
	Introduction to Equal Remuneration Act 1976, Payment of Wages Act 1936	• Equal Remuneration Act 1976 • Payment of Wages Act 1936	CO2, CO5
	Introduction to EPF Act, 1952	The Employees Provident Fund (and miscellaneous provisions) Act 1952	CO1, CO5

	Introduction to Bonus and Gratuity Act.	Payment of Bonus Act 1965, Payment of Gratuity Act 1972			CO3, CO5
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook*	1.Piyali Ghosh & Shefali Nandan – Industrial Relations & Labour Laws (Mc Graw Hill, 2015).			
	other references	1. Bare Acts			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	2	3	2	1
CO2	2	3	3	1	1	2	3	2	1
CO3	2	3	3	1	1	2	2	2	1
CO4	2	3	3	1	1	2	2	2	1
CO5	2	3	3	1	1	2	2	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
Entrepreneurship (Ent.)

INNOVATION AND DESIGN THINKING

School: SBS		**Batch: 2019-22**
Program: BBA (Ent.)		**Current Academic Year: 2021-22**
Branch: Entrepreneurship		**Semester: V**
1	Course Code	BBA 083
2	Course Title	**INNOVATION AND DESIGN THINKING**
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The course aims at helping students with entrepreneurial bent of mind to 1. Recognize and utilize their creative potential. 2. Understand the basic fundamentals of idea generation and its evaluation to be able to chart innovative solutions to the problems presented to them 3. Be familiar with the concept and the importance of design thinking in innovative problem solving 4. Understand the role and nuances of contemporary business models and its role in fostering innovation 5. The course helps prepare students of entrepreneurship to provide innovative solutions to the problems in their entrepreneurial journey.
6	Course Outcomes	CO1: The student will be able to relate the importance of creativity and innovation to an entrepreneur CO2: The student will be able to explain idea generation techniques for entrepreneurs

		CO3: The student will be able to identify design techniques that are useful development of new business ideas. CO4: The student will be able to analyse or select an innovative idea to address business opportunities and problems. CO5: The student will be able to choose or recommend feasible innovative solutions in business problems/cases presented to them.	
7	Course Description	Creativity and innovation are essential for the development of successful new ventures, and critical to the survival of existing organizations, especially in competitive contexts. This module is designed to introduce participants to the use of creativity and design thinking to help them develop more innovative business solutions. It also emphasises the importance of familiarity with design thinking to further their innovative potential.	
8	Outline syllabus		CO Mapping
	Unit 1	**Entrepreneurship, Creativity & Innovation**	
	A	• Defining creativity and innovation.	CO1
	B	• Importance of creativity as a critical entrepreneurial trait that leads to innovation • Effectuation: The Role of Creativity in Entrepreneurial Mindset	CO1
	C	• Exploring creative and divergent thinking strategies such as A. Wallas' Four Stage Sequence B. DeBono's six thinking hats and their implications	CO1,2
	Unit 2	**Creative Problem Solving through opportunity scouting and**	

		idea generation	
	A	• Sources of Business Ideas and tools for evaluating ideas.	CO2
	B	• Steps to generating creative ideas: Preparation, Incubation, Insight, Evaluation, Elaboration	CO2
	C	• Enhancing individual and organizational creativity	CO4
	Unit 3	**Responding to Business Opportunities and Problems with Innovative Solutions**	
	A	• Role of creativity and innovation in business concept development	CO1,2
	B	• Creating Innovative Products and Services	CO4
	C	• Presentation of Innovative Ideas	CO4,5
	Unit 4	**Innovation**	
	A	• Why innovation matters?	CO1
	B	• Elements of an innovative organization Case Study	CO2
	C	• Business Model Innovation	CO4
	Unit 5	**Design Thinking**	
	A	• Understanding Design Thinking	CO1

	B	• Design thinking as a tool to foster creativity and innovation			CO3
	C	• Utilizing Design thinking for creative problem solving			CO3, CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	Managing Innovation Integrating Technological, Market and Organizational Change, 4th Edition, Joe Tidd and John Bessant			
	Other References	Edward De Bono, 'Six Thinking Hats' HBR Article: "What Design Thinking Is Doing for the San Francisco Opera", David Hoyt and Robert I. Sutton TED Talk: How AirBnB Designs for Trust Why You Don't Have to Leave the Organization to Become An Entrepreneur, Grifford Pinchot III			

POs COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	2	1	1	1	1	1
CO2	1	1	3	1	1	1	1	1
CO3	2	2	3	2	2	2	3	2
CO4	2	3	3	2	3	3	3	3
CO5	3	3	3	2	3	3	3	3

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Launching New Venture

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: Entrepreneurship		**Semester: V**
1	Course Code	BBA 084
2	Course Title	Launching New Venture
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. Understand the nuances of entrepreneurial landscape in India. 2. Understand the key functions to launch an entrepreneurial venture. 3. Understand the various growth and strategic exit options available to an entrepreneurial venture.
6	Course Outcomes	CO1: The student will be able to describe the components of entrepreneurial landscape. CO2: The student will be able to identify different requirements for and functions of an entrepreneurial venture. CO3: The student will be able to prepare a blue-print for their entrepreneurial venture CO4: The student will be able to appraise an entrepreneurial firm and decide growth and exit strategies. CO5: Analyze and Evaluate the various factors relating to new venture

		planning and creation.	
7	Course Description	The course aims to guide students by exposing students to various facets such as how to understand and start a business; operational and financial landscape of an entrepreneurial set-up; marketing; the new product development associated with an entrepreneurial venture and growth and exit strategies available to them.	
8	Outline syllabus		CO Mapping
	Unit 1	**Entrepreneurial Landscape of a New Venture**	
	A	Doing Business in India-Challenges; Types of Organizations and Legal Compliances	CO1, CO2
	B	Entrepreneurial Support-Policies and Commercialization	CO1, CO2
	C	The Role of Intellectual Property Rights in the Entrepreneurial Landscape	CO1, CO2
	Unit 2	**Operations and Financial Management for an Entrepreneurial Firm**	
	A	Introduction; Purchasing Process and Inventory Management Managing During Disasters-Identifying; reducing; planning for disasters	CO1, CO2
	B	Understanding and Preparing Financial Statements and their limitations	CO2, CO3
	C	Understanding Cash Flow Management-Cash Management; Financial Blue-Print for One's own venture	CO 2; CO 3
	Unit 3	**Human Resource Management of an Entrepreneurial Firm**	
	A	Introduction-Hunting for Suitable Candidates; Conducting Interviews and Induction and creating a blue print for the	CO 1; CO2; CO3

		same.			
	B	Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same.			CO2; CO 3
	C	Training and Termination-Different kinds of training and dealing with situations of firing			CO 2, CO5
	Unit 4				
	A	Characteristics of Entrepreneurial Marketing			CO 2
	B	Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue -print for the same.			CO2; CO 3
	C	4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship			CO2; CO 3
	Unit 5	**Growth and Exit Strategies for an Entrepreneurial Firm**			
	A	Stages of Growth; Growth Strategies; Global Expansion and Financing Growth for an entrepreneurial firm			CO 2; CO4 CO5
	B	Reason for exiting; long- and short-term preparation for an exit			CO 2; CO4
	C	Seller Financing and IPO			CO 2
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education.			
	Other References	The Small Business Start-Up Work-Book; Cheryl Rickman; Published by Robinson Publication. Compilation of articles			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	3	1	1	3
CO2	2	3	1	1	1	2	1	1	2
CO3	1	3	3	3	1	1	3	1	3
CO4	1	3	3	3	1	1	3	1	3
CO5	1	2	2	2	2	2	1	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

New Venture Financing

School: SBS		**Batch: 2019-22**
Program: BBA (Ent.)		**Current Academic Year:2021-22**
Branch: Entrepreneurship		**Semester: V**
1	Course Code	BBA 085
2	Course Title	New Venture Financing
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	• To recognize how to raise funds for new ventures. • To understand various sources of raising capital for new ventures. • To develop strategies for new venture financing. • To learn new venture valuation tools. • To appraise financing issues faced by new ventures.
6	Course Outcomes	Having completed the course, the student will be able to: CO1: Identify how to finance new venture and value them. CO2: Explain the rationale of a particular mode of financing. CO3: Apply knowledge of sourcing of capital to determine how new ventures start and grow. CO4: Apply knowledge of theories and methodologies to value new ventures CO5: Analyse valuation of unlisted new ventures.
7	Course Description	New ventures are the new trend in the business world. The pace of new ventures being setup in India and across the globe is rapid. However, it is important for these new ventures to identify sources of finance and raise them at a valuation. This course provides students with the requisite knowledge to finance their new

		ventures and valuate their business.	
8	**Syllabus Outline**		CO Mapping
	Unit 1	**Introduction to New Venture Financing**	
	A	Rise of new ventures?	CO1, CO2
	B	New venture financing	CO1, CO2
	C	Different Stages of Financing for new venture-	CO1, CO2
	Unit 2	**Sources of Financing**	
	A	Equity and Debt Financing	CO1, CO2
	B	Venture Capitalists and Private Equity	CO1, CO2, CO3
	C	Financing Series (Series A, B, and so on)	CO1, CO2
	Unit 3	**Financing the venture**	
	A	New venture dilemma- Retain or give up ownership?	CO1, CO2, CO3
	B	Series of financing- points to consider	CO1, CO2
	C	Financing based on type of venture (technology, non-technology)	CO1, CO
	Unit 4	**Valuation Basics**	
	A	Importance of Valuation of new venture,	CO1, CO2
	B	Difficulty in valuation unlisted new venture	CO1, CO2, CO4
	C	Factors to consider while valuation of new venture	CO1, CO2
	Unit 5	**Techniques of Valuation of Entrepreneurial Venture**	

	A	Valuation techniques for start-ups			CO1, CO2, CO3, CO5
	B	Financial Management for new ventures			CO1, CO2
	C	When to go "public" and file IPO			CO1, CO2, CO4, CO5
	Mode of examination	**Theory**			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	Valuing a Business: The Analysis and Appraisal of Closely Held Companies. Pratt, Reilly & Schweihs. Irwin Professional Pub			
	Other References	HBR Guide to Buying a Small Business: Think Big, Buy Small, Own Your Own Company. Ruback and Yudkoff. Harvard Business Review Press			

Mapping of COs with Pos

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	2	1	2	1
CO2	2	2	2	1	2	2	2	2	1
CO3	2	2	2	2	3	2	1	1	2
CO4	2	2	2	1	3	3	2	1	2
CO5	2	2	3	1	3	3	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Managing Small Enterprises and Family Business

School: SBS		**Batch: 2019-22**
Program: BBA (Ent.)		**Academic Year: 2021-22**
Branch: - Entrepreneurship		**Semester: V**
1	Course Code	**BBA 086**
2	Course Title	Managing Small Enterprises and Family Business
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	Today, there is a great need of job creators rather than only increasing the workforce of job seekers. Keeping this in mind, this course of MSME and Family business has been designed. The purpose of this course is to motivate and equip the students with the necessary knowledge and skills which are required to start and manage not only a MSME enterprise but also to manage successfully a family business as well.
6	Course Objective	1. To help the students in developing an understanding of the various issues and aspects relating to MSMEs, their contribution in economic development and the Management of Family enterprises. 2. To provide the necessary knowledge relating to MSMEs development framework of India including Start-Up India and Make in India initiative 3. To equip the students with the necessary knowledge and skills required to start and manage an MSME and / or family enterprise successfully. 4. To help the students to develop their thinking and understanding towards various issues relating to family business conflicts, succession of family enterprises, and MSMEs growth.
7	Course	The student will be able to:

	Outcomes	**CO1:** Describe and demonstrate the knowledge of the various issues and aspects relating to MSMEs, contribution of MSMEs in economic development and also the Management of Family enterprises. **CO2:** Understand, classify and explain MSMEs and Family Business enterprises along-with the MSMEs development framework available in India including Start-Up India and Make in India initiative. **CO3:** Understand and apply the knowledge of Detailed Project Report (DPR/Business Plan), Operational concepts and Family Business models to resolve issues relating to starting, managing and governance of MSMEs and Family Business enterprises. **CO4:** Understand and Analyze the various factors relating to family business conflicts, succession of family enterprises, and MSMEs growth. **CO5:** Evaluate and Point out the various issues relating to MSMEs and Family Business Management.	
8	Outline syllabus		CO Mapping
	Unit A	**An Overview of MSMEs sector in India**	
	A 1	• Concept- Meaning &Definitions of Micro, Small & Medium Enterprises • Understanding the Micro, Small & Medium Enterprises(MSME) Act,2006	CO1, CO2
	A 2	• Role of MSMEs in Economic Development • Growth & Development of MSMEs in India	CO1
	A 3	• Challenges and Opportunities for MSMEs' Sector in India	CO1
	Unit B	**Institutional Framework & Support System Available for MSMEs Sector Development in India**	
	B 1	• Various Institutions (National/State/District Level)	CO2

		Helping/ Supporting Development of MSMEs sector in India	
	B 2	• Policies, Schemes & Incentives available to MSME entrepreneurs in India	CO2
	B 3	• An overview of Start-up India, Make in India and Mudra Yojna • MSME Clusters and Development issues	CO2
	Unit C	**Starting and Managing Issues Relating to MSMEs**	
	C 1	• Understanding Detailed Project Report/ Business Plan for a given opportunity • Various Sources of Finance including angel investors and venture capitalist	CO2, CO3
	C 2	• Dealing with the Legal issues and IPR related Issues • Group Presentation / DPR/ Business Plan Presentation	CO3, CO4, CO5
	C 3	• Marketing, HR and Operations Issues faced by MSMEs sector in India • Group Presentation / DPR/ Business Plan Presentation	CO3, CO4, CO5
	Unit D	**Understanding Family Business and Family Business Dynamics**	
	D 1	• Understanding Family Businesses • What constitutes a family business? • The Unique Nature of Family Business and its Characteristics	CO1, CO2
	D 2	• Understanding the Family Business Dynamics	CO2

		• Case Study			
	D 3	• Handling Family Business Conflicts • Issues relating to the compensation • Case Study			CO3, CO4
	Unit E	**Management and Governance of Family Businesses**			
	E 1	• The Three Circle Model of Family business • Succession Issues in Family Business • Understanding the Profile of a Successful Successors			CO3, CO4, CO5
	E 2	• Governance of Family Firms • Role and Significance of the Family Council			CO3,CO4
	E 3	• Group Presentation/ Family business plan presentation			CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Family Business, Third Edition; Ernesto J. Poza by Cengage Learning Text Book: Indian Institute of Banking & Finance,' Small and Medium Enterprises in India', Taxmann Publications			
	Other References	Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E Ministry of MSME Reports Instructor's Material Governance of Family Firms by Rajesh Jain ; Macmillan Publication			

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	-	1	2	3	1	1	-
CO2	2	-	3	2	-	2	2	-	1
CO3	3	2	1	3	2	2	2	2	1
CO4	-	2	2	2	1	1	1	1	-
CO5	1	2	1	2	-	2	1	-	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
Banking and Finance (B&F)

Business Taxation

School: SBS		**Batch: 2019 - 22**
Program: BBA (B&F)		**Current Academic Year: 2021 -22**
Branch: Banking & Finance		**Semester: V**
1	Course Code	**BBA 093**
2	Course Title	**Business Taxation**
3	Credits	04
4	Contact Hours (L-T-P)	3-1-0
	Course Status	Elective
5	Course Objective	To provide basic knowledge about tax laws under different provisions of the Income tax, Goods and Service tax
6	Course Outcomes	After completing the module, students should be able to: CO 1: apply the concept of Taxation –direct and indirect and its significance in business. CO 2: demonstrate the different basic terms used in income tax law; CO 3: Compute the income under the different heads of income; CO 4: demonstrate the various provisions of tax laws for computing the taxable income and tax liability of an individual. CO 5: practice the applicability of various provisions of indirect taxes (GST) in

		businesses;	
7	Course Description	Knowledge of tax is essential for people engaged in any type of business activity. Tax is a cost on business and tax compliance is the most common area where business and government come into contact. Government imposes two types of taxes on business namely Direct Taxes and Indirect Taxes. Under Direct Taxes, person who pays the tax and bears the burden of it e.g. Income Tax, while in Indirect Taxes, the person who pays the tax and shifts the burden on the person who consumes the goods or services e.g. G.S.T. Taxation Laws has always been a challenging area and is generally found to be technical and difficult to grasp by under graduate students who are new to this course. Here in this course students would be well versed with the provisions of Income Tax and G.S.T.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction of Business Taxation**	CO1
	A **Introduction**	**Basics and Definitions** - Introduction of income tax; Assessment Year, Previous Year Agricultural Income, Casual income, person, assessee, Gross Total Income, Total Income	CO1, CO2
	B **Residential Status of an Assessee**	Determination of Residential Status of an Individual, Firm, Hindu Undivided Family (HUF), Company, Association of Persons (AOPs), Body of Individuals (BOI) etc.	O2
	C **Total Income and Incidence**	Receipt of Income, Accrual of Income, Income deemed to accrue or arise in India; Tax incidence on an individual, Firm,	O2

	of Tax	Company, Tax Rates and Computation of Tax	
	Unit 2	**Computations of Income under different Heads -I**	CO3
	A **Exempted Income from Tax**	Income Exempt from Tax, Different heads of Income Basis of charge of salary income, Different forms of salary, Different Allowances- How chargeable to tax,	CO2, CO3
	B **Income under the head 'Salaries'**	Perquisites – When taxable and not taxable, Valuation of perquisites fro tax purposes, Tax treatment of Provident Fund	CO2, CO3
	C **Computation of Income from Salaries**	Deductions from Salaries, Deduction under section 80C, Problems on computation of Salary Income.	CO2, CO3
	Unit 3	**Computations of Income under different Heads –II**	**CO3**
	A **Income under the Head of House Property**	Basis of Charge, Determination of Annual Value Under Section 23, Computation of Annual Value/Net Annual Value, Deductions from Income under the head House Property, Loss from House Property, computation income from house property etc.	CO2, CO3
	B **Income from Business or Profession**	'Business' or 'Profession'; Income Chargeable to Income-Tax (Section 28); Point for consideration while computing income under the head Business or Profession; Profits and Losses of Speculation Business; Deductions Allowable; Expenses	CO2, CO3

		Restricted/Disallowed (Section 40 and Section 40A), Deemed Profits.	
	C **Income from Capital Gains & Other Sources**	Capital Gain, Capital Assets, Transfer, Computation of Short-term & Long-term Capital Gain, Computation of Income from Other Sources.	CO2, CO3
	Unit 4	**Clubbing Of Income, Set-off and Carry-Forward of Losses and Deductions from Total Income**	**CO4**
	A **Clubbing of Income**	Clubbing of Income –Meaning, Transfer of Income without transfer of assets, problems on Clubbing of income.	CO4
	B **Set-Off and Carry-Forward of Losses**	Mode of set-off and carry forward; Inter-source adjustment; Inter-head adjustment, Carry forward of loss – How to set off.	CO4
	C **Deductions from Gross Total Income**	Permissible deductions from Gross Total Income –restricted to Individual assessee.	CO4
	Unit 5	**An Overview of Indirect Tax**	CO5
	A **Basics of indirect tax**	An Introduction of Indirect Tax, Difference between Direct & Indirect Tax, Features of Indirect tax.	CO5
	B **Goods &**	What is GST, How it Works & its Advantages, Features of GST,	CO5

	Service Tax -I	Structure and type of taxes, Exemptions, Composition Scheme			
	C **Goods & Service Tax - II**	Levy of GST, Rate of GST, Registration process and purpose of registration, How to fill the registration Form with practical case study; Filing of Return –An Introductions, Importance of Return in GST Laws			CO5
	Mode of examination	Course Evaluation			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	**1. Dr Girish Ahuja & Dr Ravi Gupta: Simplified Approach to Income Tax (A.Y. 2018 -19); Flair Publications Pvt.Ltd.** **2. C.A. Kamal Garg, Neeraj Kumar Sehrawat; Beginner's Guide to Goods & Services Tax; Bharat Law House Pvt.Ltd., New Delhi (2018 edition)**			
	Other References	**1. C.A. Manjusha Goel, Students' Guide to Income Tax; Bharat Law House Pvt.Ltd., New Delhi (2018 edition)** 2. Dr. Vinod K. Singhania & Dr. Monica Singhania: Students'			

		Guide to Income Tax with Service Tax and Value Added Tax; Taxmann Publications Pvt. Ltd., New Delhi (New edition 2018-19) 3. Direct Taxation-Dr. Meena Goyal (Biztantra) 4. V.Balachandran S. Thothadri- Taxation Law & Practice (Eastern Economy Edition)	

Program Outcome Vs Course Outcomes Mapping Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	-	1	2	2	2
CO2	2	2	2	1	-	1	2	3	2
CO3	3	3	3	1	-	-	2	3	2
CO4	2	3	3	1	-	1	2	3	2
CO5	1	2	2	-	-	1	2	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Security Analysis and Investment Management

School: SBS		**Batch: 2019-22**
Program: BBA (B&F)		**Current Academic Year: 2021-22**
Branch: Banking and Finance		**Semester: V**
1	Course Code	BBA 094
2	Course Title	Security Analysis and Investment Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	• Introduction to various kinds of investments. • Understand primary and secondary markets and their functioning • Understand the various ways of valuation of investments. • Introduction to Portfolio management and Financial Derivatives
6	Course Outcomes	On completion of this module the student will be able to: CO1. Describe key terms and concepts of financial market. CO2. Estimation of risk and return for investment in Share, Debentures and Bonds. CO3. Calculate market value of equity share and debentures CO4. Classify various innovations in financial derivatives CO5. Analyze portfolio for investors.
7	Course Description	Investment Management deals with the understanding of key concepts and terms of financial markets, calculation of risk and return for various investment avenues, calculation of intrinsic value of shares and debentures and also an

		insight for financial derivative market.	
8	Outline syllabus		CO Mapping
	Unit 1		
	A	Introduction to capital market: Primary and Secondary market	CO1
	B	Stock Exchange – Introduction and function, New Issue Markets - Meaning, process and parties to an IPO and their roles.	CO1
	C	Regulatory Mechanism: SEBI and its role in Investor Protection.	CO1
	Unit 2		
	A	Theoretical concept of Risk and Return	CO1, CO2
	B	Types of risks: systematic and unsystematic risk and other components of risk	CO1, CO2
	C	Measures of risk and return (calculation)	CO2
	Unit 3		
	A	Nature and Concept of bonds Types of bonds	CO2, CO3
	B	Yield to Maturity, Yield to Call	CO3
	C	Valuation of bond	CO3
	Unit 4		
	A	Nature of equity instruments Types of Shares Valuation of Preference shares	CO1, CO3
	B	Valuation of Equity: Dividend Discount Models – Single Period model, Multi Period model, Zero Growth model, Constant Growth model, Variable Growth model	CO2, CO3
	C	Valuation through PE ratio	CO2, CO3
	Unit 5		
	A	Theoretical concept of Portfolio, Diversification Theoretical concept of Portfolio Risk & return	CO1, CO4, CO5

	B	Introduction to Mutual Funds: Meaning, Structure, Advantages and Types.			CO1, CO4
	C	Introduction to Financial Derivatives: Meaning, Characteristics and types: Forward contracts, Future Contracts, Option Contracts.			CO1, CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	3. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.) 4. Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill)			
	Other References	1. Chandra P - Investment Analysis and Portfolio Management (Tata Mc GrawHill) 2. Fischer and Jordan - Security Analysis and Portfolio Management (Prentice-Hall, 1996, 6th edition) 3. Ranganatham - Investment Analysis and Portfolio Management (Pearson Education, 1st Ed.) 4. Bodie, Kane, Marcus &Mohanti - Investment and Indian Perspective (TMH, 6th Ed.). **Online Resources:** www.sebi.gov.inwww.amfiindia.comwww.capitalmarket.comwww.nsdl.co.inwww.bseindia..comwww.bondmarkets.comwww.nse-india.cometc			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	2	1	1	1
CO2	2	3	1	1	-	2	1	1	1
CO3	2	2	1	1	1	2	1	1	1
CO4	2	2	1	1	-	2	1	1	1
CO5	-	1	1	1	-	-	1	-	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: School of Business Studies (SBS		**Batch: 2019-22**
Program: BBA (B&F)		**Current Academic Year: 2021 - 22**
Branch: Banking & Finance		**Semester V**
1	Course Code	BBA 095
2	Course Title	Indian Banking System
3	Credits	04
4	Contact Hours (L-T-P)	3-0-1
	Course Type	Elective
5	Course Objective	Banking system in India is undergoing structural transformation under the influence of globalization, deregulation, technological advances, and institutional and legal reforms. The main objective of this course is to understand what a sound banking system is and how it is helpful in meeting the challenges being faced by the banking industry in the current scenario.
6	Course Outcomes	On completion of this module the student will be able to: CO 1: gain in-depth knowledge of how fund mobilization is done by the banks and how these funds are deployed. CO 2: understand the Merchant banking activities done by the banks and other NBFCs. CO 3: relate how banks are facing different types of management issues. CO 4: understand new innovative methods being employed by banks to handle these challenges.

		CO 5- infer how man power planning is done in banking system	
7	Outline syllabus		CO Mapping
	Unit 1	Banking System in India	
	A	General Introduction, The Banking System in India	CO 1
	B	Commercial Banking: Structure and Evolution	CO 1
	C	Functions of Commercial Banks, Liabilities and Assets of Banks	CO 1
	Unit 2	Merchant Banking	
	A	Merchant Banking-Meaning, Role of Merchant Banks	C0 2
	B	Non-Banking Financial Institutions	CO 2
	C	Management in Banks	CO 3
	Unit 3	Major issues in Banks	
	A	Banking Innovations	CO3
	B	Major issues of Banking	CO 3
	C	Management by Objectives.	CO 3
	Unit 4	Services for Banks- Challenges	
	A	Marketing of Banking Services	CO 4

	B	Customer Services in Banks			CO 4
	C	Human Capital Management			CO 4
	Unit 5	Planning & Control Mechanism in Banks			
	A	Manpower planning in Banks, Quality circles in Banks			CO 5
	B	Management Information System, Management Audit in Banking			CO 5
	C	Decision –Making in Banks, Future of Indian Banking			CO 5
	Mode of examination	Theory /Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	Bank Management- Vasant Desai			
	Other References	1. Introduction to Banking-VijayaragavanIyengar 2.Commercial Banking-Benton E. Gup			

Program Outcome Vs Course Outcomes Mapping Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	2	2	3
CO2	-	-	-	-	1	-	1	1	1
CO3	2	-	2	1	3	-	-	1	-
CO4	2	1	3	2	2	-	-	-	-
CO5	-	1	3	2	2	-	-	-	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

International Finance and Foreign Exchange Management

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA (B&F)		**Current Academic Year: 2021-22**
Branch: Banking & Finance		**Semester V**
1	Course Code	BBA 096
2	Course Title	INTERNATIONAL FINANCE AND FOREIGN EXCHANGE MANAGEMENT
3	Credits	4
4	Contact Hours(L-T-P)	3-0-1
	Course Type	Elective
5	Course Objective	The main objective of this subject is to have understanding and basic knowledge of international finance, foreign exchange and their importance & implication
6	Course Outcomes	On completion of this module the student will be able to: CO 1: have knowledge of International Finance & Foreign Exchange and also would be able to examine the role of different foreign agencies involved in exchange regulation.

		CO 2: identify the risks involved in project finance and also distinguish different types of project financing. Also the student would be able to compare different foreign exchange markets globally. CO 3: knowledge about international capital markets. CO 4: solve different foreign exchange rates for different maturities CO 5- explains LC financing done in international trade and the risks involved therein.	
7	Outline syllabus		CO Mapping
	Unit 1	**International Finance**	
	A	General Introduction, Link between the National Economy and International Activities, (Each unit will have basic numerical)	CO 1
	B	Presentation of Balance of Payments. (Each unit will have basic numerical)	CO 1
	C	Evolution of International Monetary System, International Monetary Fund, International Bank for Reconstruction and Development. (Each unit will have basic numerical)	CO 1
	Unit 2	**Financing of International Projects**	
	A	Different types of Project Financing, (Each unit will have basic numerical)	C0 2
	B	Participants in International Project Financing	CO 2

		(Each unit will have basic numerical)	
	C	Risk associated with International Projects (Each unit will have basic numerical)	CO 2
	Unit 3	**International Capital Markets**	
	A	Introduction to Capital Market (Each unit will have basic numerical)	CO3
	B	Development of International Capital Markets (Each unit will have basic numerical)	CO 3
	C	Euro-credit Market, External Bond Market, Euro-currency Loan, Euro-notes, Market of Euro-equities (Each unit will have basic numerical)	CO 3
	Unit 4	**Foreign Exchange Market**	
	A	Introduction to FE Market, participants in the FE Market, Quoting in the FE Market, (Each unit will have basic numerical)	CO 4
	B	Different types of rates, Settlements in Forex Market (Each unit will have basic numerical)	CO 4
	C	Types of LC's, Negotiation of documents under LC, (Each unit will have basic numerical)	CO 4

	Unit 5	**Foreign Exchange Rate Risk Assessment & Internal techniques of Hedging**			
	A	Introduction to FE Risk, Exchange Rate Risk of an Enterprise, (Each unit will have basic numerical)			CO 5
	B	Evaluation of Exchange Rate Exposure (Each unit will have basic numerical)			CO 5
	C	Internal & External Techniques of Hedging (Each unit will have basic numerical)			CO 5
	Mode of examination				
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s*	International Finance and Management- P.K. Jain			
	Other References	International Finance and Management- P.G. Apte International Finance and Management- A.V. Rajawade			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	-	-	-	-	-	1	-	1
CO2	1	1	1	-	-	-	1	1	1
CO3	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	2	-
CO5	-	1	-	-	-	-	-	2	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
Healthcare Management

Introduction to Human Physiology & Biochemistry

School: SBS		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: Healthcare Management		**Semester: V**
1	Course Code	BBA 502
2	Course Title	Introduction to Human Physiology & Biochemistry
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The purpose of this course is to provide the student with an in-depth study of the anatomy and physiology (structure and function) of the human body.
6	Course Outcomes	CO1: The student will be able to use anatomical terminology to identify and describe locations of major organs of each system covered. CO2: The student will be able to understand characteristics, components and functions of various body systems

		CO3: The student will be able to apply interdependency and interactions of the relations between various body systems. CO4: The student will be able to Analyze interrelationships among molecular, cellular, tissue and organ functions in each system. CO5:The student will be able to evaluate interrelationship of chemistry with anatomy and physiology and evaluate nutrition needs in the body .	
7	Course Description	It is a study of the structure and function of the human body including cells, tissues and organs of the following systems: integumentary, skeletal, muscular, nervous and special senses. Emphasis is on interrelationships among systems and regulation of physiological functions involved in maintaining homeostasis.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Human Anatomy and Physiology**	**CO1,CO2**
	A	Characteristic of Life, Maintenance of Life	CO1,CO2
	B	Levels of organism	CO1,CO2
	C	Introduction, Structure of matter, Chemical constituents of cells	CO1,CO2
	Unit 2	**Chemical Basis of Life**	**CO1,CO2**
	A	**Cells-**Introduction, composite of cell, Movements through cell membrane	CO1,CO2

	B	**Cellular Metabolism-** Introduction, Metabolic Processes, Control of Metabolic Reactions, Energy and Metabolic Reactions, Metabolic Pathway	CO1,CO2
	C	Nucleic Acids and Protein Synthesis, Change in Genetic Information	CO1,CO2
	Unit 3	**SYSTEMS- I**	**CO3,CO4, CO5**
	A	Introduction, Epithelial Tissues, Muscular Tissues, Nervous Tissues	CO3,CO4, CO5
	B	Skin and the Integumentary System	CO3,CO4, CO5
	C	**Muscular Systems**	CO3,CO4, CO5
	Unit 4	**SYSTEM-II**	**CO3,CO4, CO5**
	A	Skeletal System	CO3,CO4, CO5
	B	Joints of Skeletal System	CO3,CO4, CO5
	C	Nervous System I : Basic Structure and Function	CO3,CO4, CO5
	Unit 5	**Nutrition & Diet**	**CO1,CO5**
	A	Energy Metabolism	CO1,CO5
	B	Carbohydrates, Lipids, Proteins	CO1,CO5

	C	Vitamins, Mineral			CO1,CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	*BD CHAURASIAS HANDBOOK OF GENERAL ANATOMY*			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	1	2	1	1
CO2	1	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

INTRODUCTION TO INFORMATION TECHNOLOGY IN HEALTHCARE

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: Healthcare Management		**Semester: V**
1	Course Code	**BBA 503**
2	Course Title	**INTRODUCTION TO INFORMATION TECHNOLOGY IN HEALTHCARE**
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	This course will relate how information technologies (IT) shape and redefine the health care marketplace. Students will learn how IT enhances medical care through: 1. Improved economies of scale, 2. Greater technical efficiencies in the delivery of care, 3. Advanced tools for patient education and self-care, 4. Network-integrated decision support tools for clinicians, and 5. Opportunities for e-health delivery over the internet.
6	Course Outcomes	CO1: To define and describe the basics of information systems . CO2: To identify the components of information systems used in

		healthcare CO3: To apply the knowledge of IT Planning in healthcare and assess its impact. CO4: To analyze electronic health records and its implementation. CO5: To evaluate the effect of computerization in hospitals	
7	Course Description	This course seeks to facilitate a better understanding of information systems and providing an introduction to basic information technology concepts and terminology and demonstrating their application in the healthcare delivery and management arena.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Healthcare Information Technology and the web**	**CO1, CO2**
	A	Fundamentals of Information systems and the web	CO1
	B	Components of Information systems	CO1, CO2
	C	Communication and networks in information systems	CO1, CO2
	Unit 2	**Information in hospitals**	CO1, CO2, CO3
	A	Data & Information, medical records	CO1, CO2, CO3
	B	Benefits of digitalization	CO2
	C	Concepts and Goals of Information Systems in	CO2, CO1

		Healthcare Delivery Organizations			
	Unit 3	**Information technology planning**			CO1, CO2, CO3
	A	Health management information systems			CO1, CO2,CO3
	B	Data and information in hospitals			CO1, CO2, CO3
	C	IT Strategy and Planning in healthcare, Impact of IT on Health Enterprises, users and the environment, e health initiatives			CO1, CO2, CO3
	Unit 4	**Electronic medical records**			CO1, CO2, CO3, CO4
	A	Basic overview of medical records			CO1, CO2
	B	Advanced overview of electronic medical records, clinical software, clinical environment			CO2, CO3
	C	Electronic health records implementation data privacy and security			CO2, CO3, CO4
	Unit 5	**Medical Record System**			CO2, CO3, CO4
	A	Utility & functions of Medical Records in Health care delivery System			CO2, CO3
	B	Organizations & management of Medical Records Department			CO2, CO3, CO4,CO5
	C	Role of Hospital managers & MRD personnel in Medical record keeping, legal aspects of Medical Records			CO3, CO4, CO5
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	

	Distribution	30%	20%	50%	
	Textbook/s	Introduction to Healthcare Information Technology, Book by Mark Ciampa and Mark Revels			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	P06	PSO1	PSO2	PSO3
CO1	2	1	3	1	1	1	1	2	2
CO2	2	1	2	1	1	2	2	2	3
CO3	2	1	2	1	1	3	3	3	3
CO4	2	1	2	1	1	3	3	3	3
CO5	2	1	2	1	1	3	3	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

HOSPITAL OPERATIONS MANAGEMENT

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: Healthcare Management		**Semester: V**
1	Course Code	BBA 504
2	Course Title	HOSPITAL OPERATIONS MANAGEMENT
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The objectives of this course are to: • explain various hospital operations • elucidate the concept of operation management • describe the cleanliness and hospital waste management
6	Course Outcomes	CO1: The student will be able to identify hospital operational activities CO2: The student will be able to understand the importance of operation management in hospitals. CO3: The student will be able to apply knowledge of hospital administration on a day to day basis to render patient care. CO4: The student will be able to Analyze various aspects of disaster, safety & Security Management in hospital operations hospitals. CO5:The student will be able to evaluate the importance of quality in hospital operations management.
7	Course Description	Operations management refers to a focus on the practices designed to monitor and manage all of the processes within the hospital services .

		Healthcare organizations share commonalities with production facilities, including the need for efficient process flow, change management, and quality standards. As a student you will explore the principles, approaches, strategies, and techniques for analyzing, designing, and managing hospitals .	
8	Outline syllabus		CO Mapping
	Unit 1	**Front Office**	
	A	Admission, Billing, Discharge Process	CO1, CO2
	B	Medical Records – Ambulatory Care- Death in Hospital – Brought-in Dead	CO1, CO2
	C	Maintenance and Repairs of Bio Medical Equipment	CO1, CO2
	Unit 2	**Clinical Services**	CO1, CO2
	A	Departments – Out patient department (OPD)	CO2, CO1
	B	Laboratory services	CO2, CO1, CO3
	C	Radiology – Location – Layout – X-Ray rooms – Types of X-Ray machines – Staff - USG – CT – MRI – ECG.	CO2, CO3, CO4, CO5
	Unit 3	Supporting Services	
	A	House Keeping, Linen and Laundry	CO1, CO2, CO3,CO4
	B	Food and Beverage, Security	CO1, CO2, CO3, CO4
	C	Central Sterile Supply Department (CSSD)	CO1, CO2, CO3, CO4
	Unit 4	**Planning and designing**	
	A	Facility Location and Layout importance of location, factors, general steps in location selection -	CO2, CO4

	B	Types of lay outs – product, process, service facility layout-Work standards, techniques of work measurement-Work sampling, calibration of hospital equipments.			CO2, CO4
	C	Productivity measures, value addition, capacity utilization, productivity – capital operations, HR incentives calculation, applications in hospital.			CO2, CO4
	Unit 5	**HOSPITAL FACILITIES MANAGEMENT**			**CO2, CO3, CO4, CO5**
	A	Disaster management			CO2, CO3, CO4, CO5
	B	Hazards in Hospital			CO2, CO3, CO4, CO5
	C	Waste disposal and management			CO2, CO3, CO4,CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	**Sakharkar BM,** PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, *Jaypee*			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	3	1	1	1	1	2	3	2
CO2	2	3	2	1	2	1	2	3	3
CO3	2	2	2	1	2	1	3	2	2
CO4	2	2	1	1	2	1	3	3	3
CO5	1	1	2	1	3	1	2	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

HEALTHCARE SYSTEMS AND POLICY

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: Healthcare Management		**Semester: V**
1	Course Code	BBA 505
2	Course Title	HEALTHCARE SYSTEMS AND POLICY
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	To give an introduction of how health systems function and how health policy is shaped and implemented. The students will know the key management and policy issues in contemporary health systems; and the process of public policy development and its impact on the prospects for health system improvement.
6	Course Outcomes	CO1: The student will be able to describe the basic concepts in health and health systems in India

		CO2: The student will be able to Understand the national health policy and major health programmes CO3: The student will be able to Compare sectors in the health care system and their inter-relationships. CO4: The student will be able to Analyze key policy issues in contemporary health systems. CO5: The student will be able to evaluate the issues and the solutions in the various health systems	
7	Course Description	Health Care systems provides a framework for addressing management problems in health care organizations. To apprise students with our public health policy and community health initiatives for understanding of healthcare services, and government agencies. To understand the challenges in the health systems and to have knowledge about the national health policy, programmes and schemes.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Healthcare System**	
	A	Basic concepts related to health	**CO1, CO2**
	B	Determinants of health and illness, natural history of disease, concept of disease	CO1, CO2
	C	Overview of the Indian health care system (Private and Public Sectors)	CO1, CO2, CO3, CO4
	Unit 2	**Planning and management in healthcare**	CO1, CO2,

			CO3, CO4, CO5
	A	Health planning and management, National Health policy	CO2, CO1
	B	Health planning in India	CO2, CO3
	C	Health system advanced, evaluation of health services, voluntary organizations	CO2, CO3, CO4, CO5
	Unit 3	**Organization and Delivery of Care**	CO1, CO2, CO3, CO4
	A	National Rural Health Mission	CO1, CO2, CO3, CO4
	B	National Urban Health Mission	CO1, CO2, CO3, CO4
	C	Health Schemes	CO1, CO2, CO3,CO4
	Unit 4	**National Health Programmes**	**CO2,CO4**
	A	National vector borne disease control programme	CO2,CO4
	B	National leprosy eradication programme, Revised national tuberculosis control programme	CO2, CO4
	C	National AIDS Control Programme, Universal immunization programme , vision 2020	CO2, CO4
	Unit 5	**Issues and reforms in healthcare delivery**	**CO2, CO3, CO4,CO5**

	A	Healthcare agenda of the government			CO2, CO3, CO4, CO5
	B	Essential medicines and counterfeit medicines, school health services, integrated child development services			CO2, CO3, CO4, CO5
	C	Indigenous system of medicine, health information			CO2, CO3, CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	Textbook of Preventive & Social Medicine: K.Park , 2011			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	3	1	1	1	1	2	3	2
CO2	2	3	2	1	2	1	2	3	3
CO3	2	2	2	1	2	1	3	2	2
CO4	2	2	1	1	2	1	3	3	3
CO5	1	1	2	1	3	1	2	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Sustainability and Green Supply Chain Management

School: School of Business Studies		**Batch: 2019-22**
Program: BBA (LSCM)		**Current Academic Year: 2021-22**
Branch: - Logistics and Supply Chain Management		**Semester: V**
1	Course Code	BBA 510
2	Course Title	Sustainability and Green Supply Chain Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
6	Course Objective	To ensure that the students understand the importance of Green supply chain practices in the economy. The relevance of Green procurement practices for the society to achieve Sustainable development
7	Course Outcomes	CO1: To understand the significance of Green supply chain management in the 21st century CO2: To gain insights into the relevance of Green procurement and purchasing in the present Global business environment CO3: To understand the scope of Green supply chain management in contribution to the heritage and harmony in the well-being of the society CO4: To enrich the students with the growing importance of Green supply chain practices for the benefit of the future generations CO5: To equip the students with the applications of Green supply chain across all the sectors to achieve the goals of Sustainable Development in the region.
8	Outline syllabus	CO Mapping

	Unit A	**Supply chain management**			
	A 1	Supply chain in Organizations			CO1
	A 2	Supply chain Design view			CO1, CO2
	A 3	SCOR Model in Supply chain			CO1, CO2
	Unit B	**Value chain Integration & Co-ordination**			
	B 1	• Michael Porter's Value chain Activity framework			CO2, CO3
	B 2	• Types of Network Designs			CO3
	B 3	• Risk Management in Supply chain			CO3
	Unit C	**Aggregate Planning in Supply chain**			
	C 1	• Replenishment in Supply chain			CO3, CO4
	C 2	• Managing Inventory in Supply chain			CO3, CO4
	C 3	• Materials Requirement Planning			CO3, CO4
	Unit D	**Green Supply Chain Management**			
	D 1	• Concepts and frameworks			CO3, Co4
	D 2	• Global warming and International conventions			CO4
	D 3	• Environmental legislations for Sustainable development			CO4
	Unit E	**Sustainable Development and Renewable Energy Alternatives**			
	E 1	• Recycling /Service Agreements			CO4, CO5
	E 2	• Sustainable Transportation Management			CO4
	E 3	• Renewable Energy and Solar energy initiatives			CO4, CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	1.Donald J. Bowersox, David J Closs, Logistical Management, TMH 2.Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India			
	Other	Supply chain management, Strategy Planning and Operation, by			

	References	Sunil Chopra and Peter Meindl, Third edition	
		Case studies: 1. Walmart's: Sustainability Strategy 2. Polaris Industries: Sourcing 3. Seven Eleven Japan 4. Reliance Industries and ONGC, KG Basin 5. Dell supply chain strategy 6. McKinsey and Co. (2011). Resource revolution: Meeting the worlds energy, materials, foods, and water needs (available from:http://www.mckinsey.com/business-functions/sustainability-and-resourceproductivity/our-insights/resource-revolution) 7. • Mena, C., Terry, L.A., Williams, A. and Ellram, L., 2014. Causes of wasteacross multi-tier supply networks: Cases in the UK food sector. *InternationalJournal of Production Economics*, 152, 144-158	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	3	2	2
CO4	2	2	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SUPPLY CHAIN RISK MANAGEMENT

School: School of Business Studies		**Batch: 2019-22**	
Program: BBA (LSCM)		**Current Academic Year: 2021-22**	
Branch: - Logistics and Supply Chain Management		**Semester: V**	
1	Course Code	BBA 511	
2	Course Title	Supply Chain Risk Management	
3	Credits	04	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Elective	
6	Course Objective	To ensure that the students understand the significance of Risk handling in Organizations. The importance of Risk Mitigation in the Organization and strategies to improve the Profitability	
7	Course Outcomes	CO1: To understand the importance of Risk management in the Organization CO2: To gain insights into capacity planning and Risk handling processes in organizations CO3: To equip the students with Risk Pooling concepts and frameworks which are widely used in the Organization evaluation process. CO4: To enrich the students with Strategy formulation which increase Revenue for Organizations and reduce Ambiguity CO5: To make the students understand the need for Benchmarking in the supply chain and strategies to enhance Co-ordination across the value chain.	
8	Outline syllabus		CO Mapping
	Unit A	Introduction to Supply Chain Risk Management	

	A 1	Definitions of Risk Management			CO1
	A 2	Supply chain Drivers			CO1,CO2
	A 3	Supply Chain and competitive advantage			CO1, CO2
	Unit B	Supply Chain Integration			
	B 1	Push and Pull Strategies			CO2,CO3
	B 2	Framework for Supply chain Network Designs			CO3
	B 3	Supply Chain Design in Uncertain Environment			CO3
	Unit C	Risk Pooling and Supply Chain Design			
	C 1	Risk and ambiguity			CO3, CO4
	C 2	Strategies for Supply Chain Revenue Management			CO3,CO4
	C 3	Sustainable Supply chains			CO3,CO4
	Unit D	Planning and Co-ordination in Supply Chain			
	D 1	Co-ordination and Restructuring			CO3,Co4
	D 2	Strategies to achieve Co-ordination			CO4
	D 3	Strategic partnership and Trust in Supply Chain			CO4, CO5
	Unit E	Bull-Whip effect in Supply Chain Management			
	E 1	Significance of Bull-whip effect			CO4, Co3
	E 2	Benchmarking the Supply Chain			CO4
	E 3	Supply Chain Simulation strategies and Evaluation			CO4,CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	1. Douglas Long International Logistics: Global Supply chain Management Springer-Verlag New York, LLC: 2004 2. Supply Chain Logistics Management – Bowersox & Cooper, McGraw Hill, 2nd Indian ed.			
	Other	8. Case studies			

	References	a) Flip kart b) Waygo, Google c) L & T d) Om Logistics e) GATI	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	1	2	2	2	2	1	3
CO2	2	2	2	2	2	2	2	2	2
CO3	2	1	2	2	2	1	2	2	3
CO4	1	3	2	2	2	2	2	2	2
CO5	1	1	2	2	3	2	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

INTERNATIONAL TRANSPORTATION MANAGEMENT

School: School of Business Studies		**Batch: 2019-22**
Program: BBA (LSCM)		**Current Academic Year: 2020-21**
Branch: - Logistics and Supply Chain Management		**Semester: V**
1	Course Code	BBA 512
2	Course Title	International Transportation Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
6	Course Objective	To ensure that the students understand the importance of Transport infrastructure in the development of the economy. To make the students understand the role of Inter-Modal transport role in facilitating trade in Global business environment
7	Course Outcomes	CO1: To understand the changing trends and the role of Transportation in regional development CO2: To understand the various types of Inter-Modal transportation and their importance in the movement of materials in a secure manner. CO3: To understand the role of Intermodal Transport in facilitating Logistics Planning and capacity building to the Nation CO4: To empower the students with innovations in Transportation management and its critical role in contributing to the Nominal Gross domestic product of the nation CO5: To equip the students with the role of advanced software applications in the International Transportation sector
8	Outline syllabus	CO Mapping

	Unit A	Introduction to International Transport Management	
	A 1	International Transport systems Significance of Transport Services, Transportation Modes	CO1
	A 2	Modes: Road Transport, Rail Transport, Maritime transport, Air transport, Trans Continental bridges	CO1,CO2
	A 3	Transport Corridors, Intermodal transportation	CO1, CO2
	Unit B	Transportation Planning and Development	
	B 1	GIS for Transportation Transport & Location Future Transportation	CO2,CO3
	B 2	Globalization and International logistics,	CO3
	B 3	International logistics & Freight Distribution	CO3
	Unit C	Transportation Management Process	
	C 1	Transportation Carrier selection	CO3, CO4
	C 2	Transportation and Traffic Management	CO3,CO4
	C 3	Transportation and Pricing	CO3,CO4
	Unit D	International Transportation Policies	
	D 1	Ocean Transportation- Liners, Tramps & Private Vessels	CO3,Co4
	D 2	International Freight Forwarders. Land Mini and Micro Bridge	CO4
	D 3	Laws and Licenses- Air, Sea and Intermodal	CO5
	Unit E	Transportation Management Systems (TMS)Software	
	E 1	Emerging trends in International Transportation	CO4, CO5
	E 2	Role of GPS in Scheduling and traffic management	CO4
	E 3	Global Positioning systems and Transportation Systems software	CO5

	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	1.Donald J. Bowersox, David J Closs, Logistical Management, TMH 2.Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India 3. Douglas Long International Logistics: Global supply chain management Springer-Verlag New York, LLC; 2004			
	Other References	Case studies & Books • Alan Branch Global supply chain management in International Logistics Routledge 2007 • Transport Corporation of India • DHL Express • UPS			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	1	1	2	2	2	1	2
CO2	2	2	2	2	2	2	2	2	2
CO3	2	1	2	2	2	1	2	2	3
CO4	1	3	2	2	2	1	2	2	2
CO5	1	1	2	2	3	2	2	2	2

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

CONTAINERIZATION AND INFRASTRUCTURE MANAGEMENT

School: School of Business Studies		**Batch: 2019-22**
Program: BBA (LSCM)		**Current Academic Year: 2021-22**
Branch: - Logistics and Supply Chain Management		**Semester V**
1	Course Code	BBA 513
2	Course Title	Containerization and Infrastructure Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
6	Course Objective	To equip the students with the basic understanding of the role of Containerization and Freight in capacity building and trade facilitation in the region
7	Course Outcomes	CO1: To understand the changing trends and the role of Infrastructure in the transformation of economy CO2: To enrich the students with the role of Infrastructure Management in designing Effective Sustainable Supply chain strategies CO3: To understand the role of Containerization in safe handling of the goods during International transit and while cross the International borders with requisite documentation and standards CO4: To equip the students with role of software and applications in tracing International Containers and vessels during traffic and scheduling. CO5: To gain insights into the challenging role of Infrastructure projects in the day to day operations with prime focus on safety and security in the region.

8	Outline syllabus				CO Mapping
	Unit A	Introduction to Containerization			
	A 1	Evolution and Definitions of Containerization			CO1
	A 2	Sizes and Measurement of Containerization			CO1, CO2
	A 3	Container Freight Stations (CFS)			CO1, CO2
	Unit B	Containerization and Intermodal freight transport			
	B 1	Types and sizes of Vessels			CO2, CO3
	B 2	Mini and Micro Bridges, Ocean Transportation- Liners			CO3
	B 3	Multi-modal Trade Routes and Basic Intermodal System Interface			CO3
	Unit C	Infrastructure Management and Planning			
	C 1	Definitions of infrastructure Management and Governance			CO3, CO4
	C 2	Overview of Infrastructure development in India post 1991			CO3, CO4
	C 3	Infrastructure Organizations & Systems Development			CO3, CO4
	Unit D	Infrastructure Projects and Development			
	D 1	Planning and Evaluation of infrastructure projects			CO3, CO5
	D 2	Life cycle analysis of Infrastructure projects			CO4
	D 3	Multi-criteria analysis for comparison of Project alternatives			CO5
	Unit E	Infrastructure Budgeting and Funding			
	E 1	Regulatory Framework and Sources of Funding			CO4, CO5
	E 2	Infrastructure Project Budgeting and Funding from International Institutions			CO4
	E 3	Impact Assessment of Infrastructure projects			CO4, CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	A. S. Goodman and M. Hastak, Infrastructure planning handbook: Planning, engineering, and economics, McGraw-Hill,			

		New York, 2006. J. Parkin and D. Sharma, Infrastructure planning, Thomas Telford, London, 1999. P. Chandra, Projects: Planning, analysis, selection, financing, implementation, and review, Tata McGraw-Hill, New Delhi, 2009.	
	Other References	• Vasant Desai, "Project Management", Himalaya Publishing, 1st Edition, 2010 • James C. Van Horne, John M. Wachowicz, "Fundamentals of Financial Management", PHI, 2nd Edition, 2000 • Ronald W Hudson, "Infrastructure Management: integrating design, Construction, maintenance, rehabilitation and renovation", MGH, 1st Edition, 1997 • "Codes of Practice and Standard Specifications" of AP PWD, CPWD, MES etc.	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	2	2	3
CO2	2	2	2	1	2	2	2	3	2
CO3	2	2	2	2	2	2	3	2	2
CO4	2	3	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SPECIALIZATION
MARKETING (Mktg.)

Retail Marketing

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA (Mktg.)		**Current Academic Year: 2021-22**
Branch: Marketing		**Semester: V**
1	Course Code	**BBA 035**
2	Course Title	Retail Marketing
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course is aimed at enable critical thinking and analysis of retail marketing.
6	Course Objectives	1. To introduce the basic concepts of retail management and the latest developments in retailing in the Indian context 2. To introduce to the framework of Retail mix and each of its elements. 3. To provide a strategic perspective of the retailing industry
7	Course Outcomes	**CO1:** The student will gain knowledge of basic retailing concepts in prevailing retail environment. **CO2:** The student will be able to classify traditional and modern Retailing formats. **CO3:** The students will understand the significance of Retail location and interpret retail merchandising strategies. **CO4:** The student will be able to interpret and contrast Retail Marketing Mix strategies and infer measures of retail performance. **CO5:** The students will be able manage and design retail store.

8	Outline syllabus				CO Mapping
	Unit A	**Introduction to Retail**			
	A 1	Significance of retail industry			CO1
	A 2	Theories of retail development			CO1
	A 3	Classification of retail stores, Retail Formats			CO2
	Unit B	**The Retail Process**			
	B 1	The evolution of merchandising function in retail			CO3
	B 2	The process of merchandising buying and the procedure for selecting vendors and building partnerships			CO3, CO5
	B 3	The concept of own brand and manufacturers' brand			CO3, CO5
	Unit C	Location & Design			
	C 1	Importance, types and selection of location			CO3
	C 2	Relationship between store image and store design, Components of exterior and interior			CO3
	C 3	Visual merchandising in retail			CO3
	Unit D	**Retail Marketing Mix**			
	D 1	Product & Service Assortment Mix			CO3
	D 2	Elements of retail price and developing a pricing strategy			CO3
	D 3	Communication & Distribution Mix			CO4
	Unit E	**Retail Performance**			
	E 1	Measures of Financial Performance, Strategic Profit Model			CO4
	E 2	Measures of Retail performance			CO4
	E 3	Importance of CRM for the retail			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	• Berman, Barry and Joel Evans Retail Management			
	Other References	1. Cooper, J. Strategy planning in Logistics and Transportation			

		2. Cox, Roger and Paul Brittain Retail Management 3. Levy & Weitz Retailing Management 4. Gibson and Vedmani: Retail Management	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	2	2	1	1
CO2	1	2	1	2	2	2	2	1	1
CO3	2	2	2	2	2	2	2	1	1
CO4	2	2	1	2	2	2	1	2	1
CO5	1	2	1	1	1	1	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Advertising and Brand Management

School: School of Business Studies		**Batch: 2019-2022**	
Program: BBA (Mktg.)		**Current Academic Year: 2021-22**	
Branch: Marketing		**Semester: V**	
1	Course Code	BBA 036	
2	Course Title	Advertising and Brand Management	
3	Credits	04	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Elective	
5	Course Description	This course aims to equip the students with the fundamental knowledge of branding and brand management and also with the intricacies of advertising	
6	Course Objectives	1. To make the students conversant with the challenges arising out of the complexities of branding and brand management 2. To make the students familiar with the mechanics of advertising campaign planning and execution	
7	Course Outcomes	CO1: The student will be able to describe the brand management process. CO2: The student will be able to explain the concept of brand equity. CO3: The student will be able to demonstrate how to reinforce and revitalize brands. CO4: The student will be able to explain the concept integrated marketing communications (IMC) and classify advertisements. CO5: The student will be able to evaluate advertising campaigns.	
8	Outline syllabus		CO Mapping
	Unit A		

	A 1	• Significance of branding, difference between product and brand	CO1
	A 2	• Branding challenges and opportunities, types of brands	CO1
	A 3	• Strategic brand management process	CO1
	Unit B		
	B 1	• Defining customer-based brand equity, making a strong brand	CO2
	B 2	• Sources of brand equity	CO2
	B 3	• Building a strong brand: the four steps of brand-building	CO2
	Unit C		
	C 1	• Brand architecture, brand hierarchy, designing a branding strategy	CO3
	C 2	• Brand extension, advantages and disadvantages of brand extension	CO3
	C 3	• Reinforcing and revitalizing brands	CO3
	Unit D		
	D 1	• Introduction to integrated marketing communications	CO4
	D 2	• Tools of integrated marketing communications	CO4
	D 3	• Types of advertising	CO4
	Unit E		
	E 1	• Players in the advertising world, advertising agency	CO5
	E 2	• Advertising strategy, the DAGMAR approach	CO5
	E 3	• Concept of creativity, idea generation, creative brief, creating an appeal	CO5

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	• 'Brand Management – Principles and Practices' by Kirti Dutta (Oxford University Press) • 'Advertising and Promotion: An Integrated Marketing Communications Perspective' by George E. Belch, Michael A. Belch and Keyoor Purani (McGraw-Hill)			
	Other References	• 'Advertisement and Promotions: An IMC Perspective' by Kruti Shah and Alan D'Souza (McGraw-Hill) • 'Strategic Brand Management' by Kevin Lane Keller, MG Parameswaran and Isaac Jacob (Pearson)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1	2	2	1
CO2	2	2	2	1	1	1	2	2	2
CO3	2	2	2	1	1	1	2	2	1
CO4	2	2	2	1	1	1	2	2	1
CO5	2	2	2	1	1	1	2	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Sales and Distribution Management

School: School of Business Studies		**Batch: 2019-22**
Program: BBA (Mktg.)		**Current Academic Year: 2021-22**
Branch: Marketing		**Semester: V**
1	Course Code	BBA 518
2	Course Title	Sales and Distribution Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. To provide insights into the core functions of Sales and Distribution in Organization 2.To highlight the role of Sales and Distribution functions in enhancing Organization productivity 3.To analyze the challenging role of Sales and Distribution functions and its role in enhancing Market share for organization 4. To demonstrate the critical role of Sales and Distribution function in enhancing Customer service and finally achieving Vision of the Organization.

6	Course Outcomes	CO1: To understand the importance and scope of Sales and Distribution functions in an Organization and its role in organization productivity CO2: To have a thorough knowledge of Sales & Distribution techniques and their contribution to sustain in competitive environment CO3: To evaluate Sales and Distribution contribution to Organization productivity and Customer Service in dynamic changing environment CO4: To gain insights into the emerging trends in Sales and Distribution functions and the role of Information Technology in achieving Organization sales & distribution objectives. CO5: To analyze different aspects of supply chain management	
7	Course Description	The course is designed to provide insights in the Area of Sales and Distribution function to students in real time environment. The challenging role of Sales and its Contribution for Organization productivity and growth of market share in competitive environment. The Course lays emphasis on the role of Information technology in enhancing Sales and Service to its customers equipped with high security issues and features.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction**	
	A	Nature and scope of sales management & Ethical Leadership	CO1, CO2
	B	Sales forecasting and Budgeting decisions	CO2
	C	Emerging trends in sales management & Personal selling strategies	CO2

	Unit 2	**Sales Territories & Quotas**			
	A	Designing Sales Territories & Sales Organization structure			CO1
	B	Sales forecasting techniques			CO2,
	C	Recruitment and selection of sales force, Motivation & Compensating sales force			CO2
	Unit 3	**Distribution management**			
	A	Introduction to distribution channels			CO2
	B	Marketing channels strategy			CO3
	C	Levels of Channels & Distribution channel management			CO3
	Unit 4	**Distribution strategy**			
	A	Classifications, Functions, Key tasks & Role of I.T in Distribution			CO3
	B	E-commerce & Distribution strategies			CO3
	C	Security Issues in Distribution Case Studies			CO4
	Unit 5	**Supply Chain management**			
	A	Introduction to SCM			CO3,CO4
	B	Benefits & issues related to Supply Chain Integration			CO3
	C	3rd Party Logistics & Outsourcing Case studies			CO4
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	

	Distribution	30%	20%	50%	
	Textbook/s*	Sales and Distribution Management, 6e, by Richard R Still & Edward W. Cundiff, Pearson Education, 2017			
	Other References	. Marketing Channels, Stern, L.W. El Ansari, A.L. Coughlan, PHI 2. McMurry & Arnold How to build a dynamic Sales Organisation 3. Pradhan, Jakate& Mali Elements of Salesmanship and Publicity 4. Anderson R Professional Sales Management 5. F.L. Lobo Successful Selling			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	2	3	2	2
CO2	2	3	2	3	2	2	2	3	2
CO3	2	3	2	2	2	2	3	2	2
CO4	2	3	2	2	2	2	2	2	3
CO5	2	3	2	2	2	2	2	2	3

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Services Marketing

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA (Mktg.)		**Current Academic Year: 2021-22**
Branch: Marketing		**Semester: V**
1	Course Code	BBA 519
2	Course Title	Services Marketing
3	Credits	04
4	Contact Hours (L-T-P)	3-0-1
	Course Status	Elective
5	Course Description	This course is aimed at imparting students a broad understanding of services marketing techniques and practices, for the marketing function of a services-based business.
6	Course Objectives	3. To impart students an in-depth understanding of services marketing practices. 4. To make the students understand and learn the basic strategies that underlies service management in the context of marketing activities. 5. To help the students understand the challenges of modern-day service marketing 6. To understand service consumer and markets
7	Course Outcomes	CO1: The students will be able to identify and recognize services marketing and its various theories as an important aspect of modern-day marketing practices. CO2: The students will be able to describe and interpret the consumer behaviour in the context of services, while also being able to illustrate the role of culture in service encounters CO3: The students will be able to demonstrate and assess the various marketing strategies in the light of services management and marketing. CO4: The students will be able to examine and illustrate the importance of services marketing theories and strategies towards delivering service quality, satisfaction and positive services encounters

		CO5: The students will be able to identify and demonstrate the role of various marketing strategies towards service recovery and customer relationships in the service environment	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	Understanding Service Products, Consumers & Markets - Marketing in the Service Economy	CO1
	A 2	Understanding Service Products, Consumers & Markets - Understanding Service Consumers	CO2, CO1
	A 3	Understanding Service Products, Consumers & Markets - Customer Behavior, Culture and Service Encounters	CO2, CO1
	Unit B		
	B 1	Understanding Service Products, Consumers & Markets – Positioning Services	CO3, CO1
	B 2	Applying 4P's of Marketing to Services – Developing Services Products & Brands	CO3, CO1
	B 3	Applying 4P's of Marketing to Services – Distributing Services through Physical & Electronic Channels	CO3
	Unit C		
	C 1	Applying 4P's of Marketing to Services – Service Pricing, Services Marketing Communications	CO3
	C 2	Crafting the Service Environment	CO4, CO1
	C 3	Crafting the Service Environment	CO4, CO1

	Unit D				
	D 1	Managing People for Service Advantage			CO4, CO3
	D 2	Service Quality & Productivity			CO4
	D 3	Service Quality & Productivity			CO4
	Unit E				
	E 1	Handling customer complaints			CO5, CO1
	E 2	Service Recovery			CO5
	E 3	Service Recovery			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	• Lovelock, Patterson, Wirtz, *Services Marketing: An Asia-Pacific and Australian Perspective*, 6th edition, Pearson • Wirtz, J., Lovelock, C., & Chatterjee, J., *Services Marketing*, 8e, Pearson			
	Other References	• Rao, K. R. M., *Services Marketing*, 2nd edition, Pearson			

POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	2	1	1	2	2
CO2	1	2	1	1	2	1	2	2	2
CO3	1	2	1	1	1	1	2	1	2
CO4	1	2	1	1	1	1	2	2	2
CO5	2	1	1	1	1	1	2	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Specialization
(Accounting and Finance)

Audit and Assurance

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA ACCA		**Current Academic Year: 2021-22**
Branch: Accounting & Finance		**Semester: V**
1	Course Code	BCM 322
2	Course Title	Audit and Assurance
3	Credits	4
4	Contact Hours(L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	This subject aims to- **1.** This subject aims to provide a basic working knowledge and understanding of the concept of Auditing and an overview of the process of carrying out the assurance engagements. **2.** Explain the concept of audit and assurance and the functions of audit, corporate governance, including ethics and professional conduct, describing the scope and distinguishing between the functions of internal and external audit. **3.** Describe and evaluate internal controls, techniques and audit tests, including IT systems to identify and communicate control risks and their potential consequences, making appropriate recommendations. **4.** Demonstrate how the auditor obtains and accepts audit engagements, obtains a

		n understanding of the entity & its environment, assesses the risk of material misstatement , planning of audit and understanding the process of verification and vouching.
6	Course Outcomes	**CO1**: Define and describe the objective and general principles of Audit and Assurance engagements. **CO2:** Identify the significance of auditing and assurance principles & extend the linkage for developing a foundation to apply the theoretical concepts in understanding the process of auditing & assurance related engagements. **CO3**: Apply & carry out the preparation of an Audit Plan and programme and its execution/ with its related /Understanding the use and evaluation of Internal control systems by Auditors. **CO4:** Explain the General Considerations in relation to the appointment/Qualifications Disqualification of Auditors in the Companies. **CO5** Analyse and reporting mechanism and statement on review and reporting to discuss current developments in auditing and other assurance services.
7	Course	The course is aimed for the students Studying B.COM (ACCA) and majoring in

	Description	Accounting and Finance. The goal of this course is to provide students with an overview of Audit and assurance of financial statements taking into account current practices adopted globally. The discipline introduces assurance as a service, its regulation standards and the process and chronology of audit to the students. The aim of this course is to ensure students understand the different aspects of Auditing & Assurance process and the assessment of internal controls and gathering of evidence on an assurance engagement.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Fundamentals of Auditing and Assurance-Framework**	
	A	Introduction to the concept of Auditing and Assurance. /Meaning of Audit/Principal aspects to be covered in Audit/Benefits of Auditing & Limitation of Auditing.	CO1, CO2
	B	External Audits- Corporate Governance- Professional Ethics, ACCA Code of Ethics and Conduct vs ICAI Code of Ethics.	CO2, CO4
	C	Internal Audit and Governance, Differences between External and Internal Audit, The Scope of Internal Audit Function ,outsourcing and internal Audit assignments.	CO2, CO3
	Unit 2	**Audit Planning and Risk Assessment**	
	A	Audit Plan & Audit Programme/Advantages and Disadvantages, Audit Evidence, Essentials of Audit evidence, Factors considered while obtaining audit evidence and techniques of obtaining Audit evidence.	CO2, CO3
	B	Assessment of Audit Risks –Understanding the entity and its environment –Frauds –Audit planning process and Documentation.	CO3, CO4
	C	Concept materiality, Concept of True and Fair Disclosure of Accounting policies, Materiality in planning and performing audit, analytical procedures and SA on external confirmations. Audit	CO3, C04

		Working papers and obtaining certificate from Management.			
	Unit 3	**Internal Control**			
	A	Internal Control Systems – Concept, Environment, Inherent limitation, Accounting and Financial controls, Internal control. The Use and evaluation of Internal control Systems by Auditors.			CO3, CO4
	B	Computerized Information System, Internal Check and Internal Audit.			CO3, CO4
	C	General IT controls and applications- Control objectives, procedures and activities, Communication on Internal control.			CO3, CO4
	Unit 4	**Audit Documentation & Testing**			
	A	Vouching and Verification, Audit working papers, Audit files, Audit of Cash Transactions, Audit of Trading Transactions, and Analytical Procedures.			CO1, CO3
	B	Audit of Ledgers and Balance Sheet and Verification of Assets and Liabilities.			CO2, C03
	C	Audit Sampling and other means of Testing, the audit of specific items- computer assisted audit techniques-The work for others-Not for profit organization.			CO3, C04
	Unit 5	**Analytical Review and Reporting Procedures**			
	A	Review and Reporting Subsequent events- Purpose /Responsibilities, Procedures.			CO3, CO4
	B	Going Concern – significance, importance and needs written representations- Audit finalizations			CO3, CO4, C05
	C	Final review- Audit Reports- basic Elements –Unmodified audit opinions/Audit of Limited Companies/ Section 177 of the Companies Act,2013 and allied provisions therein.			CO3, CO4,CO5
	Mode of examination	**Theory**			
	Weightage	CA	MTE	ETE	

	Distribution	30%	20%	50%	
	Textbook/s*	Kamal Gupta, Ashok Arora: Fundamentals of Auditing: Tata McGraw Hill Education Limited 9. Kamal Gupta: Contemporary Auditing: Tata McGraw Hill Education Limited			
	Other References	Audit and Assurance, Kaplan Publishing ,2016 Audit and Assurance, BPP learning Media Ltd Institute of Chartered Accountant of India –Auditing and Assurance Standards.			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	2	-	2	2	2	-
CO2	1	2	2	-	-	-	1	2	-
CO3	-	-	2	2	2	2	2	2	2
CO4	-	-	2	2	2	2	2	2	2
CO5	1	2	2	1		2		2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)
Investment Management

Income Tax-Law and Practices

School: SBS		**Batch : 2019-2022**
Program: BBA ACCA		**Current Academic Year: 2021-22**
Branch: Accounting & Finance		**Semester: V**
1	Course Code	BCM 342
2	Course Title	**Income Tax-Law and Practices**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Objective	1. This module provides the basic knowledge about the structure of direct tax and GST 2. It provides the basic knowledge about the levy of tax. 3. It deals with all the provisions for computation of total income of the employee. 4. It also aims to provide practical knowledge regarding payment of direct tax
6	Course Outcomes	CO1: Describe the concept of Tax and its significance. demonstrate the different key terms used in income tax law CO2: Discuss and classify the Residential Status of different assessee. CO3: Apply the tax provisions in computation of taxable income

		CO4: Solve the practical problems in computation of taxable income under the different heads of income CO5: Demonstrate the various provisions of tax laws for computing the taxable income and tax liability of an employee	
7	Course Description	This course is an introduction to fundamental concepts of Indian taxation, including the definition of income, the computation of tax liability, exclusions from income, basis, deductions available for individuals in computing taxable income, and assignment of income. This course is design for B.COM (Hons) as well ACCA.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction of Income Tax**	
	A	Introduction to the income tax: meaning and features. Direct tax vs. Indirect Tax, an introduction to GST, Component of GST- SGST, CGST and IGST, Tax avoidance vs. tax evasion	CO1
	B	Assessment Year, Previous Year, Casual income, person, Assessee, Gross Total Income, Total Income,	CO1
	C	Agricultural Income- Meaning and computation, Difference between exemption and deduction	CO1, CO3
	Unit 2	**Residential status**	
	A	Residential Status of an Individual, Firm, Hindu Undivided Family (HUF), Company, Association of Persons (AOPs).	CO2
	B	Receipt of Income, Accrual of Income, Income deemed to accrue or arise in India; Indian income vs. Foreign income, Tax incidence on an individual, Tax Rates and Computation of Tax	CO 2, CO3
	C	Income Exempt from Tax under section 10, Different heads of Income	CO1, CO2

	Unit 3	**Computations of Income from Salary**			
	A	Basis of charge of salary income, Different forms of salary, tax provisions of Pension and Gratuity, Different Allowances- fully Taxable, fully Exempted and partially taxable. Computation of House rent allowances			CO3, CO4,CO5
	B	Perquisites – When taxable and not taxable, Valuation of perquisites for rent free accommodation and motor car,			CO3, CO4,CO5
	C	Tax treatment of Provident Fund, Deductions from Salaries, Deduction under section 80C and 80 D, Problems on computation of Salary Income			CO3, CO4,CO5
	Unit 4	**Computations of Income from House property and Business**			
	A	Basis of Charge, Determination of Annual Value Under Section 23, Computation of Annual Value/Net Annual Value			CO1, CO4
	B	Deductions from Income under the head House Property, computation income from house property			CO3, CO4,CO5
	C	Computation of Income under the head "Profits and Gains from Business or Profession			CO3, CO4,CO5
	Unit 5	**Computations of Income from capital gain and other sources**			
	A	Capital gain- meaning and types, Capital assets, Transfer of capital assets			CO1
	B	Computation of short term capital gain and long term capital gain.			CO3, CO4,CO5
	C	Income from others sources- meaning and chargeability, Computation of Income from Other Sources			CO3, CO4,CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Dr. Vinod K. Singhania & Dr. Monica Singhania: Taxmann Publications Pvt. Ltd., New Delhi			
	Other	2. Systematic approach to income tax-Dr. Girish Ahuja and Dr. Ravi Gupta:			

	References	Wolters Kluwer 3. V.Balachandran S. Thothadri- Taxation Law & Practice (Eastern Economy Edition) 4. Mahesh Chandra & D.C.Shukla- Income tax and Sales tax- (Pragati Publication)	

Program outcomes & Course outcome mapping table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	2	2	2	-
CO2	2	2		1	1	2	2	2	-
CO3	2	3	1	1	1	2	2	2	1
CO4	2	3	1	1	1	2	2	2	1
CO5	2	2	1	1	2	2	2	2	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Fundamentals of Research Methods

School: School of Business Studies		**Batch: 2019-22**
Program: BBA-ACCA		**Current Academic Year: 2021-22**
Branch: Accounting & Finance		**Semester: V**
1	Course Code	BCM 335
2	Course Title	Fundamentals of Research Methods
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This undergraduate course aimed at imparting to the students a general understanding and familiarizing for the fundamentals and practices of the research methods
6	Course Objectives	7. To impart to the students an understanding of the basics of research methods. 8. To make the students develop a research mindset for effective business decision-making 9. To help the students understand the challenges of the modern-day business research environment
7	Course Outcomes	CO1: The student will be able to identify and describe key basic research concepts, theories, and techniques for analyzing a variety of business Situations. CO2: The student will be able to discuss the research characteristics and

		the nature of research in an organization. CO3: The student will be able to apply insight and knowledge base of underlying introductory concepts that drives research. CO4: The student will be able to interpret the relevance of research concepts. CO5:The student will be able to evaluate the impacts of environmental changes in a business scenario.	
8	Outline syllabus		CO Mapping
	Unit A	**Introduction to Research Methods**	
	A 1	Introduction to research, defining business research basic and applied research.	CO1, CO2
	A 2	The significance of research in business	CO1, CO2
	A 3	Research a decision-making tool in the hands of management	CO2,CO3,CO5
	Unit B	**Research Design**	
	B 1	Exploratory Research Design**/** Qualitative Research: Focus Group Interviews, Depth Interviews, Projective Techniques	CO1,CO2, CO3
	B 2	Descriptive Research, cross-sectional study, longitudinal study	CO1,CO2, CO3,CO5
	B 3	Causal Research, business research process design	CO1,CO4
	Unit C	**Research design formulation**	
	C 1	Introduction to scales (all types)	CO1, CO3
	C 2	Sampling, sampling is essential	CO1, CO3

	C 3	Sampling process(Random sampling(simple random cluster sampling) & Non random sampling(Quota & convenience sampling)			CO1, CO3
	Unit D	**Questionnaire designing and data collection method**			
	D 1	Introduction to the questionnaire, Introduction to primary and secondary data			CO1,CO3
	D 2	Question types (close ended , open ended & Dichotomous)			CO1,CO3
	D 3	Questionnaire design process			CO1,CO2, CO4
	Unit E	**Report writing**			
	E 1	Organization of written report			CO1,CO4,CO5
	E 2	Graphical presentation of data			CO1,CO4,CO5
	E 3	Oral presentation			CO1,CO4,CO5
	Mode of examination	Theory			
	Weight Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	• Business Research Methods, Naval Bajpai, Pearson, Second edition.			
	Other References	• Research Methodology – C R Kothari			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	-	1	2	1	-	1	-
CO2	1	1	1	-	-	2	-	2	-
CO3	1	2	1	-	1	1	-	1	-
CO4	1	2	1	2	2	1	-	2	-
CO5	1	1	1		1	2		2	-

Investment Management

School: School of Business Studies		**Batch: 2019-22**
Program: BBA ACCA		**Current Academic Year: 2021-22**
Branch: Accounting & Finance		**Semester: V**
1	Course Code	BCM 313
2	Course Title	Investment Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	• Introduction to various kinds of investments. • Understand primary and secondary markets and their functioning • Understand the various ways of valuation of investments. • Introduction to Portfolio management and Financial Derivatives
6	Course Outcomes	On completion of this module the student will be able to: CO1: Describe key terms and concepts of financial market. CO2: Estimation of risk and return for investment in Share, Debentures and Bonds. CO3: Calculate market value of equity share and debentures

		CO4: Classify various innovations in financial derivatives CO5: Evaluate the market performance in the current scenario.	
7	Course Description	Investment Management deals with the understanding of key concepts and terms of financial markets, calculation of risk and return for various investment avenues, calculation of intrinsic value of shares and debentures and also an insight for financial derivative market.	
8	Outline syllabus		CO Mapping
	Unit 1	**Overview of Capital Market**	
	A	Introduction to capital market: Primary and Secondary market	CO1
	B	Stock Exchange – Introduction and function, New Issue Markets - Meaning, process and parties to an IPO and their roles.	CO1
	C	Regulatory Mechanism: SEBI and its role in Investor Protection.	CO1
	Unit 2	**Risk & Return**	
	A	Theoretical concept of Risk and Return	CO1, CO2
	B	Types of risks: systematic and unsystematic risk and other components of risk	CO1, CO2
	C	Measures of risk and return (calculation)	CO2
	Unit 3	**Valuation of Bonds**	
	A	Nature and Concept of bonds Types of bonds	CO2, CO3
	B	Yield to Maturity, Yield to Call	CO3
	C	Valuation of bond	CO3
	Unit 4	**Valuation of Equity**	

	A	Nature of equity instruments Types of Shares Valuation of Preference shares			CO1, CO3
	B	Valuation of Equity: Dividend Discount Models – Single Period model, Multi Period model, Zero Growth model, Constant Growth model, Variable Growth model			CO2, CO3
	C	Valuation through PE ratio			CO2, CO3
	Unit 5	**Portfolio and Financial derivatives**			
	A	Theoretical concept of Portfolio, Diversification Theoretical concept of Portfolio Risk & return			CO1, CO4, CO5
	B	Introduction to Mutual Funds: Meaning, Structure, Advantages and Types.			CO1, CO4
	C	Introduction to Financial Derivatives: Meaning, Characteristics and types: Forward contracts, Future Contracts, Option Contracts.			CO1, CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	5. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.) 6. Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill)			
	Other References	5. Chandra P - Investment Analysis and Portfolio Management (Tata Mc GrawHill)			

		6. Fischer and Jordan - Security Analysis and Portfolio Management (Prentice-Hall, 1996, 6th edition) 7. Ranganatham - Investment Analysis and Portfolio Management (Pearson Education, 1st Ed.) 8. Bodie, Kane, Marcus &Mohanti - Investment and Indian Perspective (TMH, 6th Ed.). **Online Resources:** www.sebi.gov.inwww.amfiindia.comwww.capitalmarket.comwww.nsdl.co.inwww.bseindia..comwww.bondmarkets.comwww.nse-india.cometc	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	2	1	1	1
CO2	2	3	1	1	-	2	1	1	1
CO3	2	2	1	1	1	2	1	1	1
CO4	2	2	1	1	-	2	1	1	1
CO5	2		2		2	1	1	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

SHARDA UNIVERSITY
Beyond Boundaries

Course Module
TERM-VI

Corporate Governance & Business Ethics

School: SBS		**Batch : BBA 2019-22**
Program: BBA		**Academic Year: 2021-22**
Branch: -		**Semester: VI**
1	Course Code	BBA 339
2	Course Title	Corporate Governance and Business Ethics
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	The course will cover corporate governance, business ethics
6	Course Objective	1. To define governance and explain its function in the effective management and control of organisations and of the resources for which they are accountable 2. To explain the various concept and various theories of Business ethics. 3. To learn the various approaches to ethical decision making. 4. To make students acquainted with ethical code, value & Corporate Social Responsibility.
7	Course Outcomes	The student will be able to: CO1: Define and describe concepts related to corporate governance and business ethics CO2: Explain the various models related to corporate governance and business ethics CO3: Apply the principles and approaches in taking governance and ethical decisions.

		CO4: Analyse business situations in view of models and principles related to governance and ethics. CO5: Synthesize various approaches to recommend contextually appropriate approach to deal with issues related to governance and ethics	
8	Syllabus Outline		CO Mapping
	Unit 1	**Corporate Governance**	
	1a	Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations	CO1
	1b	Corporate governance committees – India and International	CO1,CO2
	1c	Codes of Corporate Governance in global context	CO2
	Unit 2	**Theory and Practice of Corporate Governance**	
	2a	Theoretical basis of corporate governance	CO2,CO3
	2b	The evolution and structure of the Board of Directors	CO1
	2c	Different approaches to corporate governance - Corporate governance and corporate social responsibility	CO3,CO4
	Unit 3	**Corporate Governance and responsibility**	
	3a	Corporate Governance: reporting and disclosure - Public sector governance.	CO1
	3b	Internal control and review: Management control systems in corporate governance - Internal control, audit and compliance in	CO2,CO3

		corporate governance			
	3c	Internal control and reporting - Management information in audit and internal control.			CO3,CO4
	Unit 4	**Introduction to Business Ethics**			
	4a	Concepts related to Business Ethics, morals & Values – comparison and types			CO1,CO2
	4b	Professional practice and codes of ethics - Conflicts of interest and the consequences of unethical behaviour			CO2, CO5
	4c	Ethics theories – consequential (egoism, utilitarianism) and other non-consequential theories			CO2
	Unit 5	**Ethical Decision Making**			
	5a	Ethical characteristics of professionalism - Social and environmental issues in the conduct of business			CO4
	5b	Ethical decision Making, Corporate Value and Ethical Decision Making			CO4, CO5
	5c	Business Ethics and Social Responsibility			CO1, CO2
	Mode of examination	**Theory**			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	A C Fernando: "Business Ethics and Corporate Governance", Pearson Pub.			
	Other References	Governance Risks and Ethics, Becker Educational Development Corp., 2016			

		Business Ethics An Indian Perspective: BiztantraPublication-Prof. (Col.) P.S. Bajaj &Dr. Raj Agrawal (2004) Ethics in Management and Indian Ethos: Vikas Publication- Biswanth Ghosh (2005)	

Mapping of COs with POs (Program Outcomes)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2	PSO3
CO1	1	1	1	-	-	1	1	1	2
CO2	1	1	2	1	1	1	2	1	2
CO3	2	1	1	1	2	1	1	2	1
CO4	3	3	2	2	1	3	2	2	2
CO5	-	1	2	3	2	1	1	-	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

BBA(IB)

International Trade Theory and Policy

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: IB		**Semester: VI**
1	Course Code	BBA 071
2	Course Title	International Trade Theory and Policy
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. To understand the concept of international trade with a chronologically evolved approach 2. To assist students to integrate international trade policy of India into operating a prospective international business 3. To introduce students to the aspects of international exchange rates and currencies, BOP and other issues of international transfers 4. To acquaint the students of the policies governing the world trade and investment system as well as familiarize them with international integration
6	Course Outcomes	After the completion of the program, the students will be able to CO1: Explain various international trade theories and the reason behind International Trade CO2: Illustrate the purpose of various International Trade Policies and the methods. CO3: Illustrate the concept of balance of payment and trade barriers in

		international trade, CO4: Relate with various trade facilitators in terms of International Institutions, agreements and bocks. CO5: Categorize international trade procedure and modes of Payment	
7	Course Description	This course seeks to conceptualize the importance of international trade for better understanding of business trade in International perspective & the interlinked policies and procedures. It Explains the fundamental objectives for involvement in international trade. This course also analyzes the contemporary changes in international trade and business processes through various business policies and assesses various bilateral and multilateral cooperative arrangements in International trade practices. Lastly, this course demonstrates the contributions of international organizations responsible for promotion of international trade, the international monetary system and exchange rates.	
8	Outline syllabus		CO Mapping
	Unit 1	**International Trade Theories**	
	A	Introduction to International Trade – Meaning and importance of globalization, Relation between IT and Standard of Living, International Challenges arising out of IT	CO1
	B	Theory of Absolute and Comparative Advantage – Relationship between opportunity costs and relative commodity prices, gains from trade under constant costs	CO1
	C	Product Life Cycle Theory of Trade	CO1
	Unit 2	**International Trade Policy**	
	A	Globalization of Business - Concept of globalization and	CO2

		Drivers of globalization	
	B	India's Foreign Trade Policy 2015-2020. Export Promotion measures and direction of policy (MEIS) and (SEIS)	CO2
	C	EOUs, EHTPs and STPs Transferable Duty Credit Scrips for Custom Duty, Excise Duty and IGST	CO2
	Unit 3	**Balance of Payments and Barriers to Trade**	
	A	The Balance of Payment - Double-Entry Accounting, Balance of Payment Structure; Current Account, Capital Account, Errors and Omissions	CO3
	B	The Tariff Concept, Types of Tariff, Specific Tariff, Ad Valorem Tariff, Non-Tariff Barrier, Quotas, Quotas Vs. Tariffs	CO3
	C	Export Quotas, Export Subsidy, Dumping, Forms of Dumping, Anti-Dumping Duty	CO3
	Unit 4	**Facilitators of International Trade**	
	A	FDI and FII- meaning and concept, FDI and FII trends in India	CO4
	B	Levels of Economic Integration - FTA, Custom Union, Monetary Union, Political Union, Economic Union	CO4
	C	Major examples of Economic Integration in the world; NAFTA, SAFTA, EU, APEC	CO4
	Unit 5	**International Institutions and International Trade Procedure and Payments**	
	A	WTO and IMF Role and Functions in International Trade	CO4
	B	Intra firm payments in International Businesses	CO5
	C	Advance payments in International Businesses	CO5

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. "International Economics", Dominck Salvatore, 11th ed., Wiley 2. Foreign Trade Policy Document of India 2015-20 3. Francis Cherunilam, International Business Environment, (4th Edition) Himalaya Publishing House			
	Other References				

CO PO Mapping

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	3			2	2		
CO2	2	2	3			2	2	3	
CO3	2	2	3			2	2	3	
CO4	2	2	3			2	2	3	
CO5	2	2	3			2	2	3	

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: IB		**Semester: VI**
1	Course Code	BBA 072
2	Course Title	Monetary Economics
3	Credits	4
4	Contact Hours	4-0-0
	Course Type	Elective
5	Course Objective	The objectives of this course are: a) to provide a conceptual framework of monetary economics and how it is related with real economy b) to introduce analytical concepts related to monetary policy c) to expose the learners to different aspects of financial markets d) to impart skills in students in analysing recent developments in the world in the context of money, monetary policy, financial markets and the banking sector
6	Course Outcomes	CO1: The student will be able to define money and money supply, along with identifying the concepts of money multiplier and demand for money CO2: The student will be able to describe reasons and objectives of monetary policy and its impact on the economy CO3: The student will be able to apply this knowledge base and interpret it in terms of financial instability and crises as well as in the recent context of the financial systems. CO4: Students will be able to compare and analyse the monetary measures taken by government across countries. CO5: Students will be able to formulate implications of monetary policy for businesses.
7	Course Description	This module is intended as an introduction to the money supply, exchange, control and its relevance in today's world with financial markets, instruments and crises.

		This will also enrich understanding of students for analysing and discussing monetary policy for economy in general and businesses in particular.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction – Concept of Money and Money Supply**	
	A	Introduction, a brief history of money	CO1
	B	Functions and Definitions of Money	CO1
	C	Monetary Base and Monetary Base Multiplier	CO1
	Unit 2	**Demand for Money**	
	A	Quantity Equation and Quantity Theory of Money	CO1
	B	Keynes' Contributions –Transaction Demand, Precautionary Demand, Speculative Demand and Liquidity Trap	CO1
	C	Friedman's Contribution to theory of demand for money	CO1
	Unit 3	**Monetary Policy**	
	A	Goals, targets and indicators of monetary policy	CO1, CO2
	B	Instruments of monetary policy – OMO, variations in reserve requirements	CO1, CO2
	C	Instruments of monetary policy – SLR, Moral suasion, selective credit controls and credit monitoring arrangements	CO1, CO2
	Unit 4	**Central Banking System and Commercial Banks**	
	A	History, Evolution and Instruments of Monetary policy used by Central Banks	CO2, CO3
	B	Efficiency and competition inthe financial sector:	CO2, CO3

		competitive supply of money			
	C	Administered interest ratesand economic performance Inflation targeting and the Taylor rule			CO2, CO3
	Unit 5	**Financial Markets, Banks and Financial Crises**			
	A	Distinctiveness of Credit fromBonds			CO3
	B	Demand and Supply of Credit			CO3
	C	Financial crisis of 2008			CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Gupta, S B. Monetary Economics-Institutions, Theory and Policy, S Chand (1982) Handa, Jagdish. Monetary Economics, Routelage (2008)			
	Other References	Banking and Interest Rates in a World Without Money: The Effects of Uncontrolled Banking Fischer Black, Published Online: 19 SEP 2015 Arestis, P., & Sawyer, M. C. (Eds.). (2006). A handbook of alternative monetary economics Edward Elgar Publishing. Chicago)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3
CO1	2	2	1		-		2	-	2
CO2	1	1	1		1		1	-	1
CO3	2	2	1		2		1	2	1
CO4	2	1	2		2	1	2		2
CO5	2	3	3		2	2			2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

EXIM Policy & Procedures

School: School of Business Studies		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: - IB		**Semester: VI**
1	Course Code	**BBA - 073**
2	Course Title	**EXIM Policy & Procedures**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course provides a detailed study of International Marketing, Exports Procedures / Imports Procedures Foreign Trade Policy, Economic Survey so on and so forth. Thus making the student well prepared in rules relating to Foreign Trade Policy of India.
6	Course Objective	a) To build upon concept of trade policy based upon basic understanding of international trade. b) To make students aware about trends in international trade and its linkages with foreign trade policy c) To provide a systematic understanding of policy through policy framework To impart knowledge about various documents and procedures along with two recent EXIM policies.
7	Course Outcomes	At the end of this course , Students will be able to : **CO1:** Relate international trade and its linkages with Foreign Trade Policy **CO2:** Explain the framework and the scope of Foreign Trade Policy

		CO3: Illustrate Export-Import Documents and the working of Electronic Data Interchange System **CO4**: Compare various EXIM policies and the contribution with focus on 2009 – 2014 policy **CO5:** Categorise various provisions of Foreign Trade Policy 2015 – 20	
8	Outline syllabus		CO Mapping
	Unit A	**Introduction to EXIM Policy and Trends in Global Trade**	
	A 1	What is EXIM Policy? A Brief History and main objectives of EXIM Policy.	CO1
	A 2	Trends in Import and Export of Goods Since 1985 EXIM Policy of India.	CO1
	A 3	Exim Policy and Its influence upon Trends of Country's Share in Global Trade	CO1
	Unit B	**Framework for EXIM Policy**	
	B 1	Institutional Framework; Importance of Institutional Infrastructure, Export Promotion Councils and Commodity Boards. Technical and Specialized Service Assistance by; a) Indian Institute of Packaging, b) EXIM Bank, c) Federation of Indian Export Organization (FIEO), d) Indian Trade Promotion Organization (ITPO), e) Indian Institute of Foreign Trade f) Commercial Wing of Indian Embassies Abroad	CO2
	B 2	Country Specific Regulatory and Legal Framework; a) Foreign Trade Regulation Development Act (1992), Foreign Exchange Management Act (1999), The Customs Act (1962), Export Quality Control and Inspection Act (1963), Registration Formalities for Export, General Provisions	CO2

		regarding Export and Import. International Regulatory and Legal Frameworks; TRIPS and GATT	
	B 3	Export Assistance Framework; Relaxation of Industrial Licensing for Foreign Collaborations, Liberal Imports of Capital Goods, Export Processing Zones, Electronic Hardware Technology Parks, Software Technology Park. Fiscal and Financial Incentives	CO2
	Unit C	**Export-Import Documents and Electronic Data Interchange EDI System**	
	C 1	Rationale for Export Import Documents; a) Commercial Perspective, b) Legal Perspective and c) Incentive Perspective. Kinds and Functions of Documents; a) Commercial Documents, b) Legal Regulatory Documents, c) Documents for Claiming Incentives	CO3
	C 2	Commercial Invoices, Bill of lading, Airway Bill, Post Parcel Receipt, Insurance Policy Certificate, Bill of Exchange, Shipping Bills	CO3
	C 3	Import Documents; Importer Exporter Code No. (IEC No.), Bills of Entry – Bills of Entry for Home Consumption, Bills of Entry for Warehousing, Ex-Bond Bills of Entry. Electronic Data Interchange System (EDI), EDI and Bar Coding, Role of EDI in Business, Developing EDI Plan	CO3
	Unit D	**EXIM POLICY 2009-2014**	
	D 1	EXIM POLICY 2009-2014; Aims and Target, Legal Framework,	CO4
	D 2	General Provisions, Special Focus Initiatives, Promotion Measures, Duty Exemption/Remission Schemes,	CO4
	D 3	Export Promotion Capital Goods Scheme, Special Economic Zones and Deemed Export	CO4
	Unit E	**EXIM POLICY 2015-2020**	
	E 1	EXIM POLICY 2015-2020; Vision, Mission, Objectives, and Planned Targets.	CO5

	E 2	Trans- Atlantic Trade and Investment Partnership and Regional Comprehensive Economic Partnership (RECP)	CO5
	E 3	MAI- Market Access Initiatives, Market Strategy for CLMV (Combodia, Lao, PDR, Myanmar, Viatnam) South East Asian Markets, linking "Export Promotion Mission" with 'Make in India', 'Digital India' and 'Skill India', Promotion of Services Sector in Foreign Trade.	CO5
	Mode of examination	Theory	

	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Text book/s*	HANDBOOK ON FOREIGN TRADE POLICY AND GUIDE TO EXPORT & IMPORT- ICAI, New Delhi FOREIGN TRADE POLICY WITH Handbook of procedures, Appendices and aayat niryat forms), DUTY DRAWBACK 2015-2020 Paperback – 2015- Hansraj Chug, Young Global Publications	
	Other References	How to Export 2013 - 14, Nabhi Publications-New Delhi, 9788172747923, RBI Mumbai, Export Procedures and Documentation, http://rbidocs.rbi.org.in/rdocs/notification/PDFs/14ME010212FS.pdf Govt. of India Publication Division, Handbook of EXIM Procedures and Documentation, http://dgftcom.nic.in/exim/2000/procedures/ftp-hbcontentE-1011.pdf Export Procedures and Documentation, http://eximsupport.com/Aboutus/ExportProcedureandDocumentation.aspx The Hindu, August 28, 2014, Opinion, Framework to boost exports. http://www.thehindu.com/todays-paper/tp-opinion/framework-to-boost-exports/article6358205.ece	

CO PO Mapping

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	***PS3O1***	***PSO2***	***PSO3***
CO1	3	3	2	---	---	---	3	3	1
CO2	3	3	2	-----	-----	---	3	3	1
CO3	3	3	2	---	---	---	3	3	3
CO4	3	3	2	-----	-----	---	3	3	1
CO5	3	3	2	---	---	---	3	3	1

Structure of Global Economy

School: SCHOOL OF BUSINESS STUDIES		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021 - 22**
Branch: IB		**Semester: VI**
1	Course Code	BBA 074
2	Course Title	Structure of Global Economy
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The course aims to: Make students describe various effecting various global demographic variables and trends. Make students explain the need for global Industries to Shift their Strategic Priorities. Make students Illustrate the global agriculture productivity and its transition. . Make students explain the causes and consequences of income inequality.

		Make students explain the environment challenges at global level.	
6	Course Outcomes	On successful completion of this module students will be able to: 1. Describe various effecting various global demographic variables and trends. 2. Explain the need for global Industries to Shift their Strategic Priorities. 3. Illustrate the global agriculture productivity and its transition. . 4. Explain the causes and consequences of income inequality. 5. Explain the environment challenges at global level.	
7	Course Description		
8	Outline syllabus		CO Mapping
	Unit 1	**Global Demography: Fact, Force and Future(Reading 1)**	
	A	Global Demographic Trends and Patterns	CO1
	B	Effect on Economics	CO1
	C	Thinking Ahead	CO1
	Unit 2	**Why Global Industrials Must Shift Strategic Priorities (Reading 2)**	
	A	Industrial trends and sales model transformation; Re-evaluating and optimizing value chain participation	CO2
	B	Developing a “match-fit” organization; Embracing and leveraging disruptive technology and digital capabilities	CO2
	C	Configuring for fast-cycle R&D, innovation and technology adoption	CO2
	Unit 3	**Agriculture in the Global Economy(Reading 3)**	

	A	The Shifting Locus of Global Agricultural Production			CO3
	B	A Closer Look at Agricultural Productivity Growth; Agricultural Innovation			CO3
	C	The Transition of Agriculture as Economies Grow; A Changing World Order			CO3
	Unit 4	**Causes and Consequences of Income Inequality: A Global Perspective(Reading 4)**			
	A	Macroeconomic Consequences: Why We Care			CO4
	B	Stylized Facts: What Do We Know About Inequality of Outcomes and Opportunities?			CO4
	C	Inequality Drivers			CO4
	Unit 5	**Environmental Challenges in a Global Context (Reading 5)**			
	A	Environmental Challenges			CO5
	B	How Environmental Challenges are Closely Connected with Global Drivers of Change			CO5
	C	How Environmental Challenges may Increase Risks to Food, Energy and Water Security on a Global Scale			CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
		[Total No. = 5] – Assignments / Class Activity (Average of Best 3) – {10 marks} [Total No. = 1]- Project – {10 marks} [Total No. = 4] – Quiz (Average of Best 2) – {5 marks} Group/Individual Presentations – {5 marks}			

	Text book/s*	Reading 1, 2, 3, 4, and 5	
	Other References	Reading 1 Available at http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.697.8912&rep=rep1&type=pdf Reading 2 Available at http://cdn.lek.com/sites/default/files/LEK_Special_Report_Why_Global_Industrials_Shift_Strategic_Priorities.pdf Reading 3 Available at https://www.aeaweb.org/articles?id=10.1257/jep.28.1.121 Reading 4 Available at https://www.imf.org/external/pubs/ft/sdn/2015/sdn1513.pdf Reading 5 Available at http://www.eea.europa.eu/soer/synthesis/synthesis/chapter7.xhtml Additional Reading Navigating the Global Economy: Available at https://www.efic.gov.au/media/3524/wine-australia.pdf	

CO PO Mapping

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO201.1	3		3				1	2	2
CO201.2	3		3				1	2	2
CO201.3	3		3				1	2	2
CO201.4	3		3	3			1	2	2
CO201.5	3		3	3			1	2	2

BBA (HR)

Human Resource Information Systems

School: SBS		**Batch: 2019-2022**
Program: BBA (HR)		**Current Academic Year: 2020-21**
Branch: HRM		**Semester: VI**
1	Course Code	BBA 079
2	Course Title	HRIS
3	Credits	4
4	Contact Hours (L-T-P)	0-0-4
	Course Type	Elective
5	Course Objective	The objective of this course is 1) To explain the basic terms and concepts related to HRIS. It also gives hands on experience on system administration function which includes user management, job management, creating and maintaining organization structure, skills inventory, and configuration of the modules according to the user requirements. 2) To make use of HRIS software to carry out recruitment and selection process of the organization. 3) To demonstrate the Personnel Information Management (PIM) function which includes creation of reporting methods, importing employee data, adding employee information, describing workflows and generation of reports. 4) To exhibit how to manage the employees' leave and attendance processing using HRIS software and payroll calculation using MS Excel. 5) To manage the performance of the employees through HRIS software by

		creating KPI, tracking, establishing L&D, reviewing the employees' performance and offering increments/ bonuses.	
6	Course Outcomes	CO1: The student will be able to recognize the basic terms and concepts related to HRIS. CO2: The student will be able to describe the use of HRIS software to carry out recruitment and selection process of the organization. CO3: The student will be able to manage the employees' leave and attendance process using HRIS software and payroll calculation using MS Excel. CO4: The student will be able to Compare different HRIS software, compute ROI, and do cost-benefits analysis. CO5: The student will be able to evaluate the performance of the employees through HRIS software by creating KPI, tracking, establishing L&D and reviewing the employees' performance.	
7	Course Description	This course is designed to explore the students to provide basic knowledge about Human Resource Management through software application with hands on experience in different HR functions. It includes Compare different HRIS software, compute ROI, and do cost-benefits analysis.	
8	Outline syllabus		CO Mapping
	Unit 1	**HRIS and HR Planning**	
	A	HRIS Introduction, Need for HRIS, Different types of	CO1, CO4

		HRIS, HRIS Installation and Configuration.	
	B	Human Resource Planning 1 : Use of software to define organizational structure, new jobs and reporting structure.	CO1, CO2
	C	Human Resource Planning 2 : Use of software to create positions, search and update employee records.	CO1, CO2
	Unit 2	**Recruitment**	
	A	Recruitment Overview, use of software to create and approve new job opening with pay grades and job categories.	CO2
	B	Use software to screen applicants and explain how IS can help.	CO2
	C	User Management: Creating and Managing different types of Users and Configuring modules based on User level. Maintaining Skills inventory.	CO5
	Unit 3	**HR Operations & Profile Management**	
	A	HR Operations 1: Understand different types of leave, Leave calculation and approval	CO3
	B	HR Operations 2: Understand components of compensation, simulate pay run using Excel	CO3
	C	Performance Management and Profile Management: Profile overview, use of software to manage employee profile	CO5
	Unit 4	**Compensation & reports**	
	A	Increments and bonuses: How salary matrix is used for increments, how performance affects bonuses, Use software to award increments and bonuses	CO5
	B	Reports: Importance of reporting in HR, create customized	CO2, CO5

		reports by using HRIS			
	C	Query Manager; Using Prompt; Criteria			CO4
	Unit 5	**HR workflow and HR Strategy**			
	A	Workflow, how HRIS can be used to configure workflows, Reasons of different workflows needed in core HR functions , Describe how workflows are handled in the HRIS,			CO3, CO5
	B	Use the HRIS to configure workflows in recruitment, L&D, performance management and leave application			CO3, CO5
	C	HR Strategy: · Comparing different HRIS software, Calculation of ROI, Cost benefits analysis, Making a recommendation			CO5
	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		60%	N/A	40%	
	Text book/s*	Human Resource Information Systems: Basics, Applications, and Future Directions 3rd Edition, by Michael J. Kavanagh, Mohan Thite ,Richard D. Johnson, Sage Publications.			
	Other References	1. Practical Guide to Human Resource Information Systems by Satish M. Badge. 2. Encyclopaedia of Human Resources Information Systems: Challenges in E-HRM by Teresa Torres-Coronas, and Mario Arias-Oliva, Information Science, Network.			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	….	1	…	3	2	1
CO2	2	1	2	…	1	1	2	2	1
CO3	1	1	….	…	1	1	1	3	1
CO4	1	2	3	….	….	1	1	3	2
CO5	1	2	3	…	…	1	2	3	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

HUMAN RESOURCES-VALUES & CONTRIBUTION TO ORGANISATIONAL SUCCESS

School: SBS		**Batch: 2019-22**
Program: BBA - HRM		**Current Academic Year: 2021-22**
Branch: HRM		**Semester: VI**
1	Course Code	BBA 080
2	Course Title	**Human Resources-Values & Contribution to Organizational Success**
3	Credits	04
4	Contact Hours (L-T-P)	0-0-4
	Course Status	Elective
5	Course Objective	This course uncovers the ways through which the various HR functions establish their contribution to the organisational health and climate. It weaves the relationship between practices, performance and effectiveness of HR. 1-Guide typical aims and objectives of the HR function in a contemporary context, 2-Enabling them to make an effective contribution to the HR department of an organisation. 3-Attain a greater understanding and appreciation of the role played by HRM in adding value to activities which contribute to the success of an organisation.
6	Course	After completing this course, students should be able to:

	Outcomes	CO1: understand the HR practices that acts as a differentiating factor for effective organisations. CO2: explore the best practices followed in contemporary industrial practices. CO3: establish a synthesis between various HR functions. CO4: analyse and evaluate the strategic connect of various HR practices. CO5: develop an in-depth understanding HR role and its contribution to organisation success	
7	Course Description	This will enable students to show an awareness of HR as a key contributor to organisational success. This course provides the opportunity to make links between the role and function of HR and show how HR is emerging in the modern world.	
8	Outline syllabus		CO Mapping
	Unit 1	**Exploring Procurement Practices**	
	A	Case study Analysis Exercise on Modern Procurement Practices	CO1
	B	Group Survey of five Contemporary Companies of an industry	CO1, CO2
	C	Presenting the Outcomes and Comparative Analysis	CO2, CO5
	Unit 2	**Understanding the Training & Development Practices**	
	A	Analyzing a Case on latest trends in Training & Development Practices	CO1 CO5
	B	Group Survey of three Companies of an industry	CO2,
	C	Deliverables to be Presented by the team	CO2, CO3, CO4
	Unit 3	**Appreciating the Performance Management System**	
	A	Case study Analysis Exercise on changing Performance Management Practices	CO2, CO5

	B	Group Survey of two Companies of an industry			CO2, CO4
	C	Presenting the Outcomes and Analysis			CO2
	Unit 4	**Exploring the Employee Engagement Practices**			
	A	Case study Analysis Exercise on the modern employee Engagement Practices			CO1, CO4
	B	Survey of five company's engagement practices in an industry			CO2, CO3
	C	Demonstrating how the learning can be transferred for SU			CO2, CO5
	Unit 5	**A Relook at the Industrial Relation Practices**			
	A	Exploring the IR best practices in Secondary Literature sources			CO1,
	B	Case Study Analysis of two IR disputes & their handling mechanism.			CO2, CO4
	C	Presentation on the modern outlook towards IR			CO2, CO5
	Mode of examination	Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%		40%	
	Text book/s*	Contemporary HRM Issues			
	Other References	Reports from Great Place to work Series			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	1	2	1	2	1	2	2	---
CO2	2	2	2	--	2	2	--	2	2
CO3	2	2	3	2	2	2	2	1	2
CO4	2	2	2	1	2	2	2	1	1
CO5	2	2	2	1	2	2	2	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA		**Current Academic Year:2021-22**
Branch: HRM		**Semester: VI**
1	Course Code	BBA 081
2	Course Title	**Performance and Competency Management**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1.To describe how to set & clarify expectations, communicate & delegate performance goals effectively 2.To elaborate on how to manage performance & give ongoing constructive and positive feedback 3. To illustrate how to approach and conduct performance appraisals in the context of performance management. 4.To describe the importance of creating development plans to encourage employees to learn new skills and grow.
6	Course Outcomes	On successful completion of the course the students will be able to CO1: reproduce the conceptual knowledge of performance management. CO2: differentiate between the various steps of performance management CO3: understand the concept and implementation of competency model and resolve it. CO4: appraise ways to analyze various organizational scenarios connecting with performance management. CO5: relate with the various available methodology & select the most

		suitable for the organization	
7	Course Description	This Course provides an understanding of performance management and its importance for organizational and individual success. Through the detailed decoding of step by step process of Performance Management it sensitizes the student to the complexities and problems of improving and managing performance in the organization. The course describes the role and scope of performance management along with its applications.	
8	Outline syllabus		CO Mapping
	Unit 1	**An overview of Performance Management System**	
	A	Performance management meaning, scope, objective, importance & principles	CO1, CO2
	B	Difference between Performance Management and Performance Appraisal	CO1, CO2
	C	Trends related to performance management in Industry	CO1, CO2
	Unit 2	**Performance Planning**	
	A	Meaning, Goal Setting & Principles of setting Performance criteria)	CO1, CO2
	B	Process & Methodology of Performance planning	CO1,CO5
	C	Barriers of Performance planning	CO1, CO2
	Unit 3	**Performance Managing**	
	A	Definition, characteristics	CO1, CO2
	B	Objectives & Importance	CO1, CO2
	C	Process of performance managing	CO1, CO2
	Unit 4	**Performance Appraisal & its Methods**	
	A	Meaning, Characteristics, Objectives, Importance,	CO1, CO2

		Principles, Process,			
	B	Traditional Methods of Performance Appraisal- Ranking (forced ranking Method) and Rating, Forced Bell curve Method,			CO2, CO5
	C	Modern Methods of Performance Appraisal- 360-degree appraisal, Assessment Centers			CO2, CO5
	Unit 5	**Introduction to Competency Management**			
	A	Competency management - Definition, Importance and Scope,			CO3
	B	Model – Iceberg, Lancaster (Burgoyne),			CO3
	C	Designing the Competency Model/framework			CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	**1.** Deb T., Kohli A.S, "*Performance Management"* Oxford University Press.			
	Other References	**1.** Sahu RK.; "Competency Mapping" Excel Publication.			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	---	2	--	1	2	2	2	---
CO2	2	1	2	--	2	2	2	2	1
CO3	2	1	2	2	3	2	2	2	3
CO4	2	---	3	2	3	2	2	2	2
CO5	2	----	2	1	2	2	2	2	2

Team Building & Leadership

School: SBS		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-22**
Branch: HRM		**Semester: VI**
1	Course Code	BBA 082
2	Course Title	Team Building & Leadership
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Objective	1. To learn the interpretive framework necessary to understand how high-performance teams will function in a particular cultural location. 2. To learn the stages of team development and gain the skills to move embryonic teams through those stages to the highest levels of team performance. 3. To gain self-awareness of personal leadership style, strength and personality for the purpose of effective team leadership. 4. To develop the critical coaching competencies for effective team leadership.
6	Course Outcomes	The students will be able: CO1: to understand theories, principles & concepts applicable to the study of

		groups, teams & leadership. CO2: to critically evaluate models & theories of team formation and leadership. CO3: to construct competence in critical reasoning & decision making. CO4: to demonstrate essential team & leadership skills CO5:to identify causes of workplace conflicts and manage them	
7	Course Description	The aim of the course is to make students understand the impact of effective teams and leadership on organizational performance and develop the ability to relate and apply these concepts to personal and organizational situations. They would gain insights into team and leadership concepts through role plays, group activities and class discussions. The course will help students to work in teams and develop leadership competencies in a formal setting.	
8	Outline syllabus		CO Mapping
	Unit 1	**Understanding Teams**	
	A	Group vs teams, Stages of team development,	CO1, CO2
	B	Types of teams, Team building process- How to build great teams?	CO1, CO2
	C	Managing cross-functional teams, diverse teams, virtual teams, self-managed teams- Challenges Team building in globalized era	CO1, CO2
	Unit 2	**Group**	
	A	What is a group, types of groups: Formal and informal groups	CO3
	B	Group Structure: Group roles, status, size, norms	CO1, CO3

	C	Group decision making processes- group think.			CO3
	Unit 3	**Leadership**			
	A	Leadership Defined, Attributes of an effective leader			CO1, CO4
	B	Managing & leading teams			CO4
	C	Leadership vs management, Leadership Styles			CO1, CO4
	Unit 4	**Theories of leadership**			
	A	Trait Theory-Big five/ OCEAN model.			CO4
	B	Behavioral Theory -Managerial Grid-Mouton &Blake Model			CO4
	C	Contingency Theory -Hersey Blanchard theory.			CO4
	Unit 5	**Conflict**			
	A	Conflict- Concept, Causes and types			CO5
	B	Stages of conflict formation			CO5
	C	Conflict Resolution for effective Team building			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Rathan Reddy-Team building & Leadership (Jaico)			
	Other References	• Sahu R K-Group dynamics & team building • West Michael - Effective Team Work (Excel Books, 1st Ed.) • Sadler Philip - Leadership (Crest Publishing House) • Case studies, video clippings, TEDx Talks, Readings			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	--	1	2	2	3	2	1	2
CO2	2	1	--	1	1	2	1	2	2
CO3	2	1	1	2	2	2	1	2	1
CO4	2	1	2	2	1	2	2	2	1
CO5	2	1	1	1	1	2	1	2	1

BBA (ENTP)

Social Entrepreneurship

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: ENTP		**Semester: VI**
1	Course Code	BBA 089
2	Course Title	Social Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. Understand the social entrepreneurial landscape in general, 2. Understand the process of opportunity scouting and pitching the ideas in social entrepreneurial landscape. 3. Understand the various funding options available to a social enterprise. 4. Understand different frameworks that can be used be a social enterprise. 5. Understand different strategies that can be exercised by social entrepreneurs.
6	Course Outcomes	CO1: The student will be able to *describe the social enterprise and other entities and frameworks around social enterprises* CO2: The student will be able to *assess different kinds of opportunities available and the role of market failures for a social enterprise.* CO 3: The student will be able to *prepare a social venture strategy including scaling up , it's social impact* CO4: The student will be *compare different strategies for growth of a social enterprise and sources of funding available to a social*

		entreprenuer. CO 5: The student will be able to and *compose and pitch business plan for a prospective social venture.*	
7	Course Description	Social entrepreneurship is a rapidly developing and changing business field in which business and non-profit leaders design, grow, and lead mission-driven enterprises. As the traditional lines blur between non-profit enterprises, government, and business, it is critical that business students understand the opportunities and challenges in this new landscape.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Social Entrepreneurship**	
	A	What is social entrepreneurship: Definitions and Perspective	CO1
	B	Non-Profits Organizations, Government and Business Organizations and the case of Social Enterprise	CO1
	C	Social Entrepreneurship and correcting market failures	CO1, CO2
	Unit 2	**Scouting and Assessing Opportunities in a Social Entrepreneurial Venture**	
	A	Social Venture Opportunity Identification	CO 2
	B	Assessing Social Venture Opportunities: Social Impact Theory -Part I	CO2, CO3
	C	Assessing Social Venture Opportunities: Social Impact Theory -Part II	CO2, CO3
	Unit 3	**Frameworks for Social Enterprise**	

	A	Marketing, Finance and Operational Management for Social Ventures			CO 3, CO5
	B	Legal, Strategic and Risk Framework for a Social Enterprise			CO 3, CO5
	C	Entrepreneurial Leadership and Motivation for a Social Enterprise			CO 3
	Unit 4	**Funding for and understanding strategies Social Ventures**			
	A	Means of funding Social Ventures			CO 4, C05
	B	Strategies for Scaling Social Venture-I			CO 4, CO5
	C	Strategies for Scaling Social Venture-II			CO 4, CO 5
	Unit 5	**Business Plan for a Social Enterprise**			
	A	Components of a Business Plan for a Social Enterprise			CO 4
	B	Pitching Business Plan for a Social Venture			CO 4
	C	Cases on Social Enterprises in India			CO 4
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	3	1	1	3	3	2	3
CO2	2	2	2	2	2	2	3	2	3
CO3	3	2	3	2	2	3	3	2	3
CO4	3	3	3	1	1	3	3	2	3
CO5	3	3	3	1	1	3	3	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Project Management for Entrepreneurs

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: Entp.		**Semester: VI**
1	Course Code	BBA 090
2	Course Title	Project Management for Entrepreneurs
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	• To familiarize students with managing an entrepreneurial venture. • To explain the factors affecting project management of new ventures. • To understand the tools and techniques for managing entrepreneurial projects. • To appraise students with the steps involved in project management. • To discuss the project management ecosystem for new ventures.
6	Course Outcomes	Having completed the course, the student will be able to: CO1: Identify complexities involved in project management of entrepreneurial ventures. CO2: Explain the factors affecting demand through technical projection of the project. CO3: Explain the steps involved in project management. CO4: Apply tools and techniques to manage new venture projects and financing. CO5: Analyse the project scope, time, cost, budgets, resources, quality to determine effectiveness of project management for entrepreneurs.
7	Course Description	Project Management for entrepreneurs deals with the decision of project planning, analysis, selection, financing, Implementation and review of ventures setup by entrepreneurs. The entrepreneur and his team needs to manage projects, especially during the start-up journey of the venture.

8	**Syllabus Outline**		CO Mapping
	Unit 1	**Introduction to Project Management**	
	A	Introduction and Importance of Project Management, Project Analysis, Process of Project Management	CO1, CO2, CO3
	B	Generation & Screening of project ideas, Environmental appraisal	CO1, CO2
	C	Preliminary Screening, Project Rating Index	CO1, CO2
	Unit 2	**Data Analysis and Forecasting tools**	
	A	Importance of data in project management, Secondary Information and its industry specific sources, Market survey Analysis tools	CO1, CO2, CO4
	B	Demand Forecasting- Qualitative and Quantitative methods- Delphi, Jury, Time Series, Moving Average etc.	CO1, CO2, CO4
	C	Technical Analysis of projects	CO1, CO2, CO4
	Unit 3	**Project Financing and Analysis**	
	A	DCF techniques of analysis	CO1, CO2, CO4, CO5
	B	Cash Flow and capital flow	CO1, CO2, CO4, CO5
	C	Risk Analysis and Management of entrepreneurial projects	CO1, CO2, CO4
	Unit 4	**Tools of Project Management**	
	A	Social Cost Benefit Analysis, UNIDO	CO1, CO2, CO4, CO5
	B	Network techniques for project management, CPM & PERT Models	CO1, CO2, CO4
	C	Practical applications of CPM & PERT	CO1, CO2, CO4
	Unit 5	**Project Quality and Control**	

	A	Quality Concepts, Control and monitoring of new venture projects			CO1, CO2, CO4
	B	Managing Projects involving partnerships			CO1, CO2, CO5
	C	Project Evaluation			CO1, CO2, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Prasana Chandra , ' Projects: Planning , Analysis, Selection, Financing , Implementation, and Review, 7th Edition, Mc Graw Hill			
	Other References	Entrepreneurship. Hisrich. TataMcGrawHill.			

Mapping of COs with POs (program objectives)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	1	2	1	1
CO2	2	2	1	1	1	2	2	2	1
CO3	1	2	2	2	1	1	3	3	2
CO4	2	2	2	1	2	2	3	3	2
CO5	2	2	1	1	2	3	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch : 2019-22**	
Program: BBA		**Current Academic Year: 2021-22**	
Branch: Entp.		**Semester: VI**	
1	Course Code	BBA 091	
2	Course Title	Marketing for New Ventures	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Elective	
5	Course Objective	The course aims to take students to the concepts of marketing and how do they apply to the world of entrepreneurship.	
6	Course Outcomes	CO 1: Explain marketing and entrepreneurship interface. CO 2: Compose a preliminary market research plan. CO 3: Compare and contrast traditional and entrepreneurial marketing concepts to early stage ventures CO 4: Apply the marketing mix concepts to entrepreneurial marketing plan. CO 5: Create basic marketing plan for a proposed entrepreneurial firm.	
7	Course Description	The course covers the interface between entrepreneurship and marketing; marketing research; creation of research plan; STP; Marketing Mix and marketing plan	
8	Outline syllabus		CO Mapping
	Unit 1	**Marketing &Entrepreneurship Interaction**	

	A	What is Marketing; What is entrepreneurship; Marketing-Entrepreneurship Interface			CO1
	B	Marketing and Organizational Strategies(Mission, Vision, Goals and Objectives)			CO1
	C	Marketing Environment			CO1
	Unit 2	**Marketing Research for a New Ventures**			
	A	What is Marketing Research; Different kinds of researches			CO 2, CO 5
	B	Developing Research Plan for New Venture-I			CO 2, CO 5
	C	Developing Research Plan for New Ventures-II			CO 2, CO 5
	Unit 3	**Segmentation Targeting and Positioning**			
	A	Segmentation for New Ventures			CO3; CO5
	B	Targeting and Positioning for New Venture			CO3; CO5
	C	STP exercises			CO3; CO5
	Unit 4	**Product and Pricing Strategies for New Ventures**			
	A	Goods and services; Total Offering			CO 4, CO5
	B	New Product Development and Product Life Cycle			CO 4, CO5
	C	Pricing Strategies			CO 4, CO5
	Unit 5	**Promotion and Distribution Strategies for New Ventures**			
	A	Promotional Strategies for New Ventures			CO 4, CO5
	B	Distribution Strategy for New Ventures			CO 4, CO5
	C	An overview of Marketing Plan			CO 4, CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Text book/s*	Entrepreneurial Marketing A Practical Managerial Approach Robert D. Hisrich and Veland Ramadani, published by E. Elgar The Start-up Owner's Manual: The Step-by-Step Guide for Building a Great Company	
	Other References	Articles from multiple sources	

Mapping of COs with POs (program objectives)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	3	1	1	3	3	2	3
CO2	2	2	2	2	2	2	3	2	3
CO3	3	2	3	2	2	3	3	2	3
CO4	3	3	3	1	1	3	3	2	3
C0 5	2	1	1	3	2	3	3	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Contemporary Issues in Entrepreneurship

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: Entp.		**Semester: VI**
1	Course Code	BBA 092
2	Course Title	Contemporary Issues in Entrepreneurship
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	• To acquire knowledge about burgeoning issues in the field on entrepreneurship. • To explain the factors affecting new ventures in India and globally. • To understand the macro and micro environmental effect on entrepreneurial ventures in India and globally. • To appraise students with the changing role of entrepreneurship and entrepreneurs. • To discuss the future of entrepreneurship as a domain.
6	Course Outcomes	Having completed the course, the student will be able to: CO1: Identify the issues in the field on entrepreneurship. CO2: Explain the factors affecting entrepreneurs in the 21st century. CO3: Explain the evolution and direction of entrepreneurship in field of business. CO4: Demonstrate the effect of these factors on entrepreneurial businesses in India and globally. CO5: Analyse how entrepreneurial ventures have evolved in different industries in India and globally.
7	Course Description	The current business environment is highly dynamic. Looking at the pace of change, it is important to be up to date with what's happening in the domain of entrepreneurship. This course is designed to appraise the students of the trends and

		issues confronting the entrepreneurs in India and globally.	
8	**Syllabus Outline**		CO Mapping
	Unit 1	**Entrepreneurship in the 21st century**	
	A	Entrepreneurial ecosystem	CO1, CO2
	B	Environmental dynamism and entrepreneurship	CO1, CO2, CO4
	C	Entrepreneurship and Innovation	CO1, CO2
	Unit 2	**Trends in entrepreneurship – Globalization, Technology and Financing**	
	A	Effect of Technology	CO1, CO2, CO4
	B	Effect of financing	CO1, CO2, CO4
	C	Entrepreneurship in the Global world	CO1, CO2, CO3
	Unit 3	**Trends in entrepreneurship- Social Media, Inclusion and Sharing Economy**	
	A	The rise of sharing economy	CO1, CO2, CO4
	B	Do's and Don't for businesses based on sharing economy	CO1, CO2
	C	Social entrepreneurship	CO1, CO2
	Unit 4	**Trends in entrepreneurship- Social media**	
	A	The rise of social media	CO1, CO2, CO4
	B	How to run business based on social media	CO1, CO2, CO4
	C	Do's and Don't for businesses based on social media	CO1, CO2, CO4
	Unit 5	**Entrepreneurship - The Road Ahead**	

	A	Industries that provide opportunities for entrepreneurs			CO1, CO2, CO5
	B	Where and how to look for opportunities?			CO1, CO2, CO5
	C	The future of "entrepreneurship" in Indian and global context			CO1, CO2, CO5
	Mode of examination	**Theory**			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	None			
	Other References	Newspapers, magazines, journals covering latest issues on entrepreneurship (such as Entrepreneur, Inc. com etc.)			

Mapping of COs with POs (program objectives)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	1	1	1	1
CO2	2	2	1	1	1	2	1	1	1
CO3	2	2	2	1	1	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2
CO5	2	2	1	1	2	3	1	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

BBA (B & F)

School: SBS		**Batch: 2019-22**
Program: BBA		**Current Academic Year: 2021-22**
Branch: B & F		**Semester VI**
1	Course Code	BBA 097
2	Course Title	Banking Law and Practices
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	Banking Institutions have become important players in the present day economy. They play pivotal role in the growth of trade, commerce and industry. Several policy initiatives and legislative amendments have changed the role of Banks from being mere economic institutions into agents of social change. The course is designed to primarily acquaint the students with operational parameters of banking law and to understand practices which are sometimes different & also to develop faculties of the students in statutory as well case laws in this area so that their decision taking abilities are enhanced and upgraded as per the Banking Norms and Practices.
6	Course Outcomes	On completion of this module the student will be able to: CO1-Understand the law and practice of banking CO2-Understand operational parameters of banking law CO3-Take decisions, if employed in bank, which will not jeopardise the interest of the banks and will be as per the existing Compliance. CO4-It will also help him in conducting his personal and business accounts in the bank. CO5- Understand the Legislations pertaining to the Negotiable instruments

		and the implications of Fraudulent dealings.	
7	Course Description	Due to expansion in Banking there is an urgent need to understand the Banking Processes and Products in Clear and Concise Manner. The Compliance implication also needs to be understood in Very Concise Manner .The new Products which has revolutionised the banking and the Changes which can be brought about by inclusion of these products and the application aspect for betterment and development in Banking.	
8	Outline syllabus		CO Mapping
	Unit 1	**Indian Banking Structure**	
	A	Introduction-Origin, Evolution of Banking Institutions,	CO 1,
	B	Types & functions of banks; Commercial banks – PSBs & Pvt. Sector-Indian & Foreign; RRBs; Cooperative Banks-State cooperative, District Cooperative, Primary Credit Societies; Development Banks- country level/State level, Land Development Banks	CO 1, CO 2
	C	Reserve Bank of India & its main functions; Other Apex Banking Institutions like IDBI, SIDBI, NABARD, EXIM BANK, NHB. & their role	CO 1, CO 2
	Unit 2	**Basics of Banking**	
	A	Types of relationship between Bank & Customers – debtor & creditor, as trustee, as agent; Obligations of a banker under different circumstances; Rights of a Banker;	CO 2, C0 3

	B ***Types of Banking Products***	Types of Deposit Accounts of the customer- FD, SF, RD, CA- basics only; Opening & closing of accounts, Single, Joint, Nominations;	CO 2, CO 3
	C Different types of Banking Offerings	Remittance Services to Customers by demand drafts, pay orders /Banker cheque, NEFT, RTGS, UPI app, SWIFT; safe deposit vault / lockers, safe custody of articles, standing instructions – legal issues; credit cards, debit cards, Travellers' cheque/cards	CO 2, CO 03
	Unit 3	**Negotiable Instruments, 1881 Act.**	
	A ***Introduction of Negotiable instruments***	Negotiable Instruments - definition, essential features, Kinds, Holder & holder in due course	CO 2, 4
	B ***Types of Endorsment***	Endorsement- meaning, kinds, legal implications, Negotiation, Crossing of cheques, Payment of cheques-in order or otherwise, dishonour, Statutory protection, Payment in due course	CO 2, 4
	C ***Collection of Cheques***	Collection of cheques-statutory protection of collecting bank; Liability of collecting bank, duties of collecting bank	CO 2, 4
	Unit 4	**Rights & Liabilities of parties to Negotiable Instruments**	
	A Processing of Negotiable Instruments	Dishonor Of Negotiable Instruments, steps to be taken, Modes of giving notice, Noting & protesting	CO 4
	B	Capacity of parties-minors, legal representative; liability of	CO 4

	Legal status of Parties to NI	parties-drawer of bill & cheque, liability of maker of note & acceptor of bill			
	C Fraudulent Means of NI.	Instruments obtained by unlawful means			CO 4
	Unit 5	**OTHER RELATED ACTS**			
	A	Basics of Banking Regulation Act			CO 2
	B	Consumer Protection Act			CO 2
	C	The Banking Ombudsman Scheme			CO 2
	Mode of examination	Theory /Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References	Banking Law & Practice by PN Varshneya-Sultan Chand & sons (pages as per 8th edition of the book) **Journals/ Magazines:** Students are advised to refer to the current and back issues of the Indian Banks Association Journals and Annual Reports of some of the prominent Banks . **Online Resources:**			

		www.sebi.gov.in www.amfiindia.com www.rbi.org.in www.iba.org.in	

Program Outcome Vs Course Outcomes Mapping Table

POs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
COs									
CO1	2	1	2	1	3	2	2	1	1
CO2	1	2	1	2	2	3	1	3	2
CO3	1	3	1	2	1	1	3	2	2
CO4	3	1	2	1	3	2	2	1	1
CO5	2	1	3	3	1	1	1	2	3
AVG	2	2	2	2	2	2	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

MARKETING OF FINANCIAL PRODUCTS

School: SBS		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021 - 22**
Branch: B&F		**Semester VI**
1	Course Code	BBA 098
2	Course Title	**Marketing Of Financial Products**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The objective is to make the students understand the strategy for Marketing of Financial Products. The effective strategy of Marketing the Financial Products and right aspects to get the best of solutions. In Current Era of Competition , It is very important that the Banks offer the Precise Proposition to its Customers at all the times and Creates a right Pricing for different Sets of Customers.
6	Course Outcomes	On completion of this module the student will be able to: CO1.Describe the Strategy to Market the Financial products and pitch it to the right Audience. CO2. Discuss the Financial product creation process and Customer relationship management. CO3. Select the right business Markets. CO4. Assess the Sales Model of Financial Products. CO5. Choose on Global Scenario of Financial Product Marketing.
7	Course Description	The banking is expanding across all the dimensions and different countries have different models of Banking and Financial Products Sales spectrum .

		The banks have to design the right Model and Product Proposition to make its strategy Profitable and the Organic growth can be experienced in terms of Profitability and Customer retention.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction of Concept**	
	A Financial Products	Financial Products in Service Spectrum and Its Importance.	CO 1, CO2
	B Business Environment	Business Environment of Financial Services Sector and Growth strategies.	CO 1,CO2
	C Transformation	Transformation in marketing Practices and analysis of Digital Marketing in Financial Products.	CO 1,CO2
	Unit 2	**Production Management and Customer relationship management**	
	A ***Product Management***	Product Concept, Product and Differentiate Product Management.	CO 2, C0 3
	B ***CRM Model***	Importance of CRM in marketing of Financial Services and Relationship Marketing.	CO 2
	C ***CRM implementation***	CRM implementation and evaluation. Specific Live cases of Successful CRM Models.	CO 2

	Unit 3	**Analyzing Business Markets**	
	A ***Corporate Selling***	Organizations Buying Process and Participants. Strategies of Organizations Buying Process.	CO 2,CO 4
	B ***Sales in institutional and Governmental Markets***	Institutional and Government Markets. Corporate Sales and Government Relationship Management.	CO 2, CO4
	C Competitors	Competitors: Identifying and Analyzing. Designing Competitive Strategies. Improvement in Competitive advantage.	CO 2,CO 4
	Unit 4	**SALES MODEL IN FINANCIAL PRODUCTS**	
	A DSA/DMA	ROLE of DSA/DMA in Bank. CASA Strategy and Third Party Sales in Bank.	CO 4
	B Sales Process	Channel Management and Selling Functions of Bank. Strategy of Cross Selling.	CO 5
	C Pricing Strategy	Factors affecting Pricing Decisions in Bank. Priority Banking Concept in Banks.	CO 4
	Unit 5	**The Global Scenario of Financial Product Marketing**	
	A ***US Market***	Marketing Financial Products in US	CO 2, CO5
	B	Marketing Financial Products in UK	CO 2, CO5

	UK Market				
	C ***China Market***	Marketing Financial Products in China			CO5
	Mode of examination	Theory /Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Marketing of Financial Products and Services By R B Solanki And Rajeshwari Malik Managing and Marketing of Financial Services by IIB&F Marketing Financial Services by Hooman Estelami			
	Other References	**The student should read one Normal and one Economical daily on regular basis and they should visit on Online on all the Banks website and RBI Website to get updates on Marketing of Financial Products.**			

Program Outcome Vs Course Outcomes Mapping Table

POs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**
COs									
CO1	**3**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**2**
CO2	**1**	**3**	**3**	**-**	**3**	**2**	**2**	**3**	**3**
CO3	**2**	**1**	**1**	**1**	**2**	**1**	**3**	**2**	**2**
CO4	**2**	**2**	**3**	**1**	**3**	**2**	**1**	**1**	**1**
CO5	**3**	**1**	**1**	**2**	**1**	**-**	**-**	**1**	**3**
AVG	**2**	**2**	**2**	**2**	**2**	**1**	**2**	**2**	**2**

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: School Of Business Studies		**Batch : 2019-22**
Program: BBA_(B&F)		**Current Academic Year:2021-22**
Branch: B & F		**Semester: VI**
1	Course Code	BBA 099
2	Course Title	Credit Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. To familiarize student with different types of loans given by banks. 2. To gain basics of Lending principles and policies of a bank 3. To understand nuances of Credit Management from pre sanction stage to post sanction stage of a borrowal account by a bank 4. To develop competency for sound lending and monitoring so as to ensure that the portfolio stays healthy and does not become Non - Performing Asset.
6	Course Outcomes	CO1: The student will be able to recollect & reproduce basic concepts of credit management. CO2: The student will be able to understand the need for policy guidelines for taking sound lending decisions. CO3: The student will be able to identify and choose the type of credit facilities required by a borrower from the bank. CO4: The student will be able to point out analytical tools to be used for appraisal of loan proposals of MSME enterprises. CO5: The student will be able to summarise the risks involved in loan

		proposals and action needed to monitor health of credit portfolio.	
7	Course Description	This is a compulsory course for students undergoing specialization in banking & finance. Banks accept deposits, which are subject to withdrawal, for the purpose of lending. Difference between interest earned on lending and interest paid on deposits forms the core of revenue generation for a bank. Lending is, thus an essential activity in a banking institution but it is subject to risk of non recovery of interest as well as principle. As such Credit Management forms an essential course for students.	
8	Outline syllabus		CO Mapping
	Unit 1	**CREDIT MANAGEMENT – BASICs**	
	A	Introduction & Principles of sound lending (P 3-9)	CO1, CO2
	B	Importance of Credit Policy for lending decisions (P 12-16)	CO1, CO2
	C	Types of borrowers & types of credit facilities (47-62, 69-78)	CO1, CO3
	Unit 2	**TECHNIQUE & TOOLS OF CREDIT APPRAISAL**	
	A	Validation of proposal on factors like credit worthiness of borrower, purpose of loan, source of repayment (100-107)	CO1, CO4
	B	Credit Risk Rating (basic Model for MSME only) , its objective and use of collaterals (118-129)	CO4, CO5
	C	Basic tools of appraisal- analysis of key financial parameters, key ratios & CIBIL rating (155-172)	CO1, CO4
	Unit 3	**APPRAISAL OF QUANTUM OF LOAN-Basic**	
	A	Concept of technical, marketing, management & financial appraisal. (206-220)	CO1, CO4
	B	Working Capital assessment- what is working capital/	CO1, CO4

		operating cycle. (253-260)			
	C	Assessing Working capital proposal of Micro & Small enterprises. ((260-264)			CO3, CO4
	Unit 4	**BASICS OF OTHER CREDIT FACILITIES**			
	A	Letter of Credit – Basics (333-336)			CO1, CO3
	B	Letter of Guarantee-Basics ((350-354)			CO1, CO3
	C	Export Credit – Basics (369-376)			CO1, CO3
	Unit 5	**POST SANCTION MONITORING & CONTROL**			
	A	Objectives & need for post sanction monitoring. (500-502)			CO1, CO5
	B	Monitoring through periodic statements and monthly visits. (503-508)			CO1, CO%
	C	Concept of Non Performing Assets and their treatment for Income recognition and classification for provisioning. (538-550)			CO1, CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	CREDIT MANAGEMENT – IIBF & Mc'MILLAN Publishers India Pvt Ltd (page nos indicated in bracket)			
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	1	1	3	3	3	2	1
CO2	2	1	1	3	3	1	2	1	1
CO3	1	1	1	3	3	2	3	2	1
CO4	1	2	2	1	3	1	2	3	1
CO5	2	2	3	3	3	1	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Retail Banking

School: School of Business Studies (SBS)		**Batch : 2019-22**
Program: BBA		**Current Academic Year: 2021 - 22**
Branch: B & F		**Semester - VI**
1	Course Code	BBA 501
2	Course Title	Retail Banking
3	Credits	4
4	Contact Hours (L-T-P)	3-0-1
	Course Type	Elective
5	Course Objective	The objective of this module is to acquaint the students with the latest changes happening around the Global banking industry in the area of Banking and in particular in Retail Banking. The students would gain knowledge of retail banking; its advantages, products, delivery of credit, its problems & possible remedies, ways to market the products & boost profitable business for the organization, etc
6	Course Outcomes	On completion of this module the student will be able to: CO 1: describe the role of retail banking CO 2: discuss the in-depth concepts of retail banking CO 3: prepare the exact requirements of the customer CO 4: distinguish different retail banking products for the customer.

		CO5: understand and apply recent guidelines issued by RBI and concept of e-banking	
7	Outline syllabus		CO Mapping
	Unit 1	**RETAIL BANKING-BASICS**	
	A Introduction of Retail Banking	Banking operations within banks in the area of retail.	CO 1
	B Retail Banking Concepts	Applicability of retail banking concepts	CO 1
	C Types of Banking	Difference between Retail Banking and Corporate Banking	CO 3
	Unit 2	**RETAIL PRODUCTS**	
	A Understanding of Customer requirement	Customer requirements & Product development process	C0 3
	B Product understanding	Important Products, credit scoring for appraisal	CO 2

	C Plastic Cards & remittances	Credit & Debit cards, Remittance Products	CO 2
	Unit 3	**MARKETING IN RETAIL BANKING**	
	A	Marketing & Delivery channels,	CO3
	B	Delivery Models & Use of technology	CO 3
	C	Customer Relationship Management & Service standards	CO 2
	Unit 4	**MANAGEMENT ISSUES IN RETAIL BANKING**	
	A	Recovery aspect	CO 3
	B	Securitization	CO 2
	C	Other Issues- Third party Products distribution by banks, Demat accounts, Wealth Management, Private Banking (Concepts only)	CO 2,CO 4
	Unit 5	Case Study	
	A	Citi Bank E- Business strategy	CO 2, CO5
	B	Latest in Banking	CO 2, CO5
	C	Recent Guidelines by RBI	CO 1 , CO 5

	Mode of examination	Theory /Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Text Book: Indian Institute of Banking & Finance---Retaill Banking, Macmillan Publishers, India			
	Other References	Banking-Theory , Law & Practice, Gordon Natrajan, Himalaya Publishing House			

Program Outcome Vs Course Outcomes Mapping Table

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO (1)	PSO (2)	PSO (3)
CO1	2	2	2	-	1	2	-	-	-
CO2	2	2	2		1	2	1	2	-
CO3	2	2	1	-	2	2	-	1	-
CO4	-	3	2	-	2	2	-	1	-
CO5	-	1	2	1	-	-	1	1	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

HEALTH CARE MANAGEMENT
(SPECIALIZATION)

Patient Care Services in Health Care

School: SBS		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: Healthcare Management		**Semester: VI**
1	Course Code	BBA 506
2	Course Title	Patient Care Services in Health Care
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The objectives of this course are to: Sensitize the student to the needs of both the patient and staff treating him. Student will learn how to facilitate administration and management of patient services.
6	Course	CO1: The student will be able to identify needs of patient and

	Outcomes	staff. CO2: The student will be able to understand the importance of patient care management CO3: The student will be able to apply knowledge of hospital administration to provide effective services to patient. CO4: The student will be able to Analyze various policies pertaining to patient care service. CO5:The student will be able to evaluate the policies related to patient care services.	
7	Course Description	Course teaches the students to Provide care that is respectful of and responsive to individual patient preferences, needs and values, ensuring that patients' values guide all clinical decisions.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to patient centered care**	
	A	Patient centric management-Concept of patient care, Patient-centric management,	CO1,CO2
	B	Organization of hospital departments , Roles of departments/managers in enhancing care, Patient counselling	CO1,CO2
	C	Practical examples of patient centric management in hospitals-Patient safety and patient risk Management	CO1,CO2, CO3
	Unit 2	**Quality in Patient Care**	CO1,CO2

	A	Quality in patient care management	CO2,CO1
	B	Towards a quality framework, Key theories and concepts	CO2,CO1
	C	Models for quality improvement & Variations in practice	CO2,CO3
	Unit 3	**Patient & Staff classification system**	
	A	Patient classification systems and the role of casemix	CO1,CO2
	B	Hospital Plan for provision of patient care	CO1,CO2,
	C	Patient care staff and their roles	CO1,CO2, CO3,CO4
	Unit 4	**Medical Ethics and audits**	
	A	Medical ethics in patient care	CO1,CO4
	B	Regulatory aspect of patient care	CO1,CO4
	C	Audit in hospital	CO2,CO4
	Unit 5	**Policies and procedures**	
	A	Disaster preparedness	CO2,CO4, CO5
	B	Medical records management	CO2,CO3, CO4
	C	Patient care policies, patient satisfaction	CO2,CO3, CO4,CO5
	Mode of examinatio	Theory	

	n				
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	**Sakharkar BM,** PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, *Jaypee*, **Goel S L & Kumar R.** HOSPITAL CORE SERVICES: HOSPITAL ADMINISTRATION OF THE 21ST CENTURY 2004 ed., *Deep Deep Publications Pvt Ltd: New Delhi*			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	1	2	2	2
CO2	2	3	2	1	2	2	2	3	3
CO3	2	2	2	2	2	1	2	2	2
CO4	2	2	1	1	2	1	3	2	3
CO5	1	1	2	2	3	1	2	2	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Quality Management in Hospitals

School: SBS		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021-2022**
Branch: Healthcare Management		**Semester: VI**
1	Course Code	BBA 507
2	Course Title	Quality Management in Hospitals
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The purpose of this course is to enable students to: 1. Understand the fundamental aspects of quality in healthcare and patient safety. 2. Deepen their understanding for the various methods in quality and the different schools of thoughts with regards to quality in healthcare.
6	Course	CO1: To identify the need for quality in healthcare management

	Outcomes	CO2: To explain the concept of quality in healthcare and the various concepts by which it can be achieved. CO3: To develop an understanding about patient safety CO4: To analyse the quality in different departments in hospitals CO5:To evaluate the hospital processes for quality standards	
7	Course Description	The course covers all aspects of quality in healthcare like quality assurance ,clinical audits ,TQM ,quality circles , continuous quality management .It also covers in great details health insurance and patient safety ..	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to quality**	
	A	Basics of quality in healthcare	CO1, CO2,CO3
	B	Quality Control, Quality Assurance, Total Quality Management (TQM)	CO1
	C	Various philosophies in quality	CO2 ,CO3
	Unit 2	**Quality as a Strategic Decision**	
	A	Quality policy and objectives	CO1 ,CO2,CO4
	B	Strategic Planning and Implementation, McKinsey 7s Model, Competitive Analysis,	CO1, CO2 ,CO3

		Management Commitment to Quality	
	C	Cost of Quality	CO2 ,CO3
	Unit 3	**Quality Management with customer focus**	
	A	Customers in hospitals	CO2 ,CO3
	B	Customer Requirements and satisfaction	CO1 , CO4
	C	Continuous Improvement Process	CO1,CO2 , CO3
	Unit 4	**Patient safety**	
	A	Global perspective on patient safety	CO2 ,CO4
	B	Patient safety guidelines , Healthcare error , Patient safety and technology	CO2,CO3
	C	Patient safety goals, Establishing Criteria for Diagnosis, Investigations and Treatment	CO1,CO2 CO4
	Unit 5	**Quality Management in hospitals**	
	A	Quality Council, Quality Teams : Task Force, Quality Circle ,Obstacles to Practice Quality	CO1 ,CO2 ,C03
	B	Quality Policy ,staffing in quality department	CO2 ,CO3
	C	Quality management related to various departments in hospitals	CO2 ,CO3
	Mode of examinatio n	Theory/Jury/Practical/Viva	

	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Quality management in Hospitals by SK Joshi			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	1	3	3	2
CO2	3	2	2	2	2	1	3	2	2
CO3	3	2	2	2	2	1	2	2	2
CO4	3	2	2	1	2	1	2	2	2
CO5	2	2	1	1	2	1	2	2	3

MANAGED CARE AND HEALTH INSURANCE

School: SBS		**Batch: 2019-2022**
Program: BBA		**Current Academic Year: 2021 -2022**
Branch: Healthcare Management		**Semester: VI**
1	Course Code	**BBA 508**
2	Course Title	Managed Care and Health Insurance
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	• To deepen the student's understanding of insurance in healthcare services under managed care arrangements, and the strength and weaknesses of its various organizational structures • To provide students with the foundation needed to be knowledgeable consumers of healthcare • To familiarize students with contemporary management issues in hospitals
6	Course Outcomes	CO1: The students will be able to know about the basics of health insurance and managed care in hospitals CO2:To understand about the skills in managing risks in healthcare CO3: To compare the various health systems with respect to insurance sector and planning , operations in hospitals CO4: To analyze payer provider payment mechanism and issues in hospitals .

		CO5:To evaluate managed care in different health systems .	
7	Course Description	To understand the basic management of hospitals by the management principles . This shall also include introduction to managed care, system of managed care, controlling hospitals and consultants, utilization and components of managed care. Health Insurance industry in India is undergoing massive restructuring and changes due to the increasing demand for health care needs among a major part of the population. The students would not only get exposure to the fundamentals of health insurance industry but also would be able to effectively deal with the operational details.	
8	Outline syllabus		CO Mapping
	Unit 1	**Effective Hospital Management**	**CO1,CO2 ,CO5**
	A	Principle of management in hospitals , managerial activities of hospital , governing board , hospital administrator	CO1 ,CO2
	B	Issues faced by hospitals , roles of hospital administration , managerial development , skills of effective managers in healthcare	CO1 ,CO2,CO4, CO5
	C	Leadership , teamwork and coordination in health teams	CO1 ,CO2
	Unit 2	**Planning in hospitals**	**CO1,C02,C 03,CO5**
	A	Strategic and operational planning in hospitals	CO1,C02,C0 3,CO5
	B	Decision making and strategic approach	CO1,C02,C0 3
	C	Hospital expenditure planning and budget	CO1,C02,C0 3

	Unit 3	**Organizing and controlling in hospitals**			CO1,C02,C03,CO5
	A	Organizing in hospitals			CO1,C02,C03
	B	Delegation in hospitals ,multiple pyramid of hospital organization ,committees			CO1,C02,C03,CO5
	C	Hospital organogram , audits ,hospital statistics			CO1,C02,C03
	Unit 4	**Fundamentals of Insurance**			**CO1,CO2,CO3**
	A	Definitions in insurance , basics of health insurance Some common terms in insurance ,insurance sector in various countires			CO1,CO2,CO3
	B	Insurance Types, origin, evolution and importance			CO1,CO2
	C	Insurance sector in India ,Community based health insurance: a framework for analysis,pooling and purchasing			CO1,CO2
	Unit 5	**Health Insurance**			**CO4,CO5**
	A	Health Insurance - Models and Operating Environment, Health Insurance Underwriting Principles and practices, health Insurance products			CO4,CO5
	B	Introduction to Risk, Risk Management and Insurance, Principles of insurance			CO4,CO5
	C	Legal Foundations of Insurance, Pension health and group insurance, Concept of Risk Management wrt health			CO4,CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Text book/s	1.Peter R. Kongstrvedt (ed), The Managed Health Care Handbook (Aspen Publication, Maryland, USA, 1989) 2 .L.M. Harpster and M.S. Veach, Risk Management Handbook for Healthcare Facilities (American Hospital Association, USA, 1990)	
	Other References	NA	

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	1	3	3	2
CO2	2	1	2	1	1	1	2	2	2
CO3	1	1	2	1	1	1	3	2	3
CO4	1	1	2	1	2	1	2	3	2
CO5	1	1	2	1	2	1	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Healthcare Marketing & Communication

School: School of Business Studies		**Batch: 2019-2022**
Program: BBA		**Current Academic Year:2021-2022**
Branch: - Healthcare Management		**Semester: VI**
1	Course Code	BBA 509
2	Course Title	Healthcare Marketing & Communication
3	Credits	4
4	Contact Hours (L-T-P)	4-0 -0
	Course Status	Elective
5	Course Description	The course covers all aspects of healthcare marketing from the history to the present scenario. It also covers the public relations in the healthcare industry.
6	Course Objective	The purpose of this course is to enable students to 1. Acquaint them about fundamental aspects of healthcare marketing and public relations 2. To have knowledge about marketing hospitals as health promoting organizations . 3. Prepare them about the healthcare marketing plan and the analysis 4. Deepen their understanding about the role of Public relations in hospitals and its impact on the sector
7	Course Outcomes	CO1: To identify the basic concepts of healthcare marketing and public relations .

		CO2: To explain the fundamental concept of health promotion hospital . CO3: To develop an understanding about the marketing plan and approaches in healthcare . CO4: To have fundamental knowledge about public relations in hospitals and its importance for the healthcare industry CO5:To evaluate hospitals as health promoting organizations	
8	Outline syllabus		CO Mapping
	Unit A	**Healthcare Marketing**	CO1, CO2
	A 1	Introduction to healthcare marketing , meaning and scope of marketing in healthcare , evolution of hospitals in India	CO1, CO2
	A 2	History of marketing in healthcare, marketing concepts in healthcare industry	CO1, CO2
	A 3	Changing role of hospitals in globalized society	CO1, CO2
	Unit B	**Marketing hospitals as health promoting centres**	**CO2,CO4,C05**
	B 1	Background , role of health promotion approach in hospitals	CO2,CO4,C05
	B 2	Hospital as a – physical and social setting , healthy workplace ,provider of HPH service	CO2,CO4,C05
	B 3	Hospital as an advocate and change	CO2,CO4,C05
	Unit C	**Marketing programs**	**CO2,CO3,CO4**
	C 1	Marketing plan , marketing analysis , marketing programs in healthcare , ,learning from non healthcare industry	CO2,CO3,CO4
	C 2	Periods of growth of healthcare marketing	CO2,CO3,CO4
	C 3		CO2,CO3,CO4

		Barriers to Healthcare Marketing, unique approaches to healthcare marketing			
	Unit D	**Public relations in hospitals**			**CO1,CO2,CO4**
	D 1	Healthcare systems in US,UK,media relations			CO1,CO2,CO4
	D 2	Introduction to PR in hospitals			CO1,CO2,CO4
	D 3	Public relations in healthcare ,internal and external public , Basics of good image of hospital			CO2,CO4
	Unit E	**Public relations methods and department**			**CO1,C03**
	E 1	Methods of promoting good public image in hospital			CO1,CO3
	E 2	Other considerations of PR in a hospital , Indicators for measuring public relations,crisis communication			CO1,CO3
	E 3	Organization and Functioning of Public Relations Departments at Hospitals			CO1,CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Essentials of healthcare marketing by Eric N. Berkowitz –SBN-13: 978-0763783334			
	Other References	Different Articles from different sources			

POs Cos	PO1	PO2	PO3	PO4	PO5	P06	PSO1	PSO2	PSO3
CO1	2	1	3	1	1	1	1	2	2
CO2	2	1	2	1	1	2	2	2	3
CO3	2	1	2	1	1	1	2	2	3
CO4	2	1	2	1	1	1	3	3	2
CO5	2	1	1	1	1	2	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

BBA - LSCM

School: SBS		**Batch : 2019-22**	
Program: BBA-LSCM		**Current Academic Year: 2021-22**	
Branch: - LSCM		**Semester: VI**	
1	Course Code	BBA 514	
2	Course Title	Project Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Elective	
6	Course Objective	To ensure that the students understand the basics of Project Management and its role in facilitating economic growth and prosperity in the country	
7	Course Outcomes	CO1: To understand the changing trends and the role of Project management in society development CO2: To gain insights into Project planning and periodic review of projects CO3: To understand the role of Projects in providing employment, infrastructure development in the region CO4: To enrich the students with the challenging role of Projects in raising the standard of living CO5: To understand the role of Technology in project appraisal and review	
8	Outline syllabus		CO Mapping

	Unit A	Overview of Projects			
	A 1	Project Planning and Control			CO1
	A 2	Project formulation and Implementation			CO1,CO2
	A 3	Project life cycle and Projects Review			CO1, CO2
	Unit B	Project Impact Assessment			
	B 1	Screening of Project Ideas			CO2,CO3
	B 2	Appraisal of Projects and Impact Assessment			CO3
	B 3	Environment monitoring and Reporting			CO3
	Unit C	Project Networking Techniques			
	C 1	Tools and Techniques in Project Analysis			CO3, CO4
	C 2	Project Review and Budgeting process			CO3,CO4
	C 3	Project Evaluation and Review process			CO3,CO4
	Unit D	Decision Making and Review			
	D 1	Project Budgeting and decision Making			CO3,CO5
	D 2	Financial Techniques in Decision Making			CO4
	D 3	Economic life cycle and analysis			CO5
	Unit E	Environmental Impact Assessment			
	E 1	Project Documentation and Approval			CO4, CO5
	E 2	Role of Institutions/NGO's in Project Evaluation			CO4
	E 3	Role of Stakeholders in Project Review and Evaluation			CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	1. Prasanna Chandrea - Project Planning Analysis Selection Implementation and Review - Tata Mc Graw Hill Publishing Co. Ltd. 2006 2. K.R. Sharma - Project Management, National			

		Publishing House. 2010	
	Other References	9. Supplementary Text - H.PS. Pahwa - Project Reports and Appraisals - Bharat Law House , 2010 . 2. Vasant Desai - Project Management - Himalaya Publishing House. 2008	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	3	3	2	2	2	2	2
CO2	2	2	2	2	2	2	3	2	2
CO3	2	2	2	2	2	2	3	2	3
CO4	2	2	2	2	2	3	2	3	2
CO5	2	2	2	2	1	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch : 2019-22**	
Program: BBA		**Current Academic Year: 2021-22**	
Branch: - LSCM		**Semester: VI**	
1	Course Code	BBA 515	
2	Course Title	Disaster Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Elective	
6	Course Objective	To train the students in handling Disaster Management at times of Crisis with optimum utilization of resources	
7	Course Outcomes	CO1: To enrich the students with various Methods/techniques of handling Disaster Management CO2: To gain insights into Risk Assessment analysis and possible ways restoring the situation CO3: To understand the emerging trends in handling Disasters and the role of Various stake holders in restoring the affected areas within stipulated time CO4: To empower the students with latest tools used for Logistics support and Recovery operations CO5: To gain knowledge of Emergency response services during Disaster management	
8	Outline syllabus		CO Mapping

	Unit A	Introduction to Disaster Management			
	A 1	Institutional framework for Disaster management			CO1
	A 2	Global and Indian scenario in Disaster Management			CO1,CO2
	A 3	Current trends in Disaster preparedness			CO1, CO2
	Unit B	Disaster Response and Operations management			
	B 1	Policy formulation and Emergency Management,			CO2,CO3
	B 2	Corporate/Public agency /NGO's Co-ordination			CO3
	B 3	Training and Human Resource Development plan			CO3
	Unit C	Risk Assessment and Analysis of Disasters			
	C 1	Early warning systems, warning protocols,India Disaster Resource Network			CO3, CO4
	C 2	Disaster planning and Fire services preparedness			CO3,CO4
	C 3	Emergency Sanitation/Shelter environment			CO3,CO4
	Unit D	Managing Health aspects in Disaster management			
	D 1	Environmental Hazard and Risk Mitigation			CO3,Co4
	D 2	Emergency services systems, urban hazards and disasters			CO4
	D 3	Contingency/Emergency planning for Industries			CO5
	Unit E	Conceptual and Applied Issues in Emergency Management			
	E 1	Disaster Relief and Recovery			CO4, Co5
	E 2	Logistics Support Systems			CO4
	E 3	Computer Applications in handling Emergency Management			CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	• Collins Larry R. and Schneid Thomas D., Disaster			

		Management and Preparedness Taylor and Francis 2000 • Goel S.L. and Kumar Ram, Disaster Management, Deep and Deep Publications, 2001	
	Other References	• Living With Risk: A global Review Of Disaster Reduction Initiatives 2004 Vision, United Nations, 2004. • Parasuraman S., India Disasters Report: Towards a Policy Initiatives, Oxford University Press, 2004. • Arnold, Margaret and Kreimer, Alcira (eds.), "Managing Disaster Risk in Emerging Economies", Disaster Risk Management Series No. 2, World Bank, Washington, D.C., 2000	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	3	2	2
CO4	2	2	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	3	2	2

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SBS		**Batch : 2019-22**	
Program: BBA		**Current Academic Year: 2021-22**	
Branch: - LSCM		**Semester: VI**	
1	Course Code	BBA 516	
2	Course Title	Shipping and Maritime Law	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Elective	
6	Course Objective	To make the students understand the importance and contribution of shipping and maritime industry to the growth of trade in the region	
7	Course Outcomes	CO1: To understand the emerging trends in Shipping and Maritime Industry and its role in development of the nation CO2: To gain insights into the various Contracts, laws and insurance policies widely practiced in the Shipping Industry CO3: To understand the role of Cargo handling in the shipping industry and the importance of Documentation for enhancing safety & standards CO4: To have an exposure to Insurance claims, Protection and Indemnity issues in the Shipping industry CO5: To gain insights into Geography and Meterology functions related to Shipping and Maritime Industry and the role of software applications in the sector.	
8	Outline syllabus		CO Mapping
	Unit A	Introduction to Shipping Industry	
	A 1	Structure of Shipping Industry in India	CO1

	A 2	Principal dimensions - Ship's tonnages (GT, NT, DWT) - Cargo carrying capacity			CO1,CO2
	A 3	Ship Registrations, Documentation and Insurance			CO1, CO2
	Unit B	Classification and Voyage Planning			
	B 1	Essentials of Voyage planning - Hires and freight - Commissions - Commercial operations			CO2,CO3
	B 2	Procedure of survey and inspections			CO3
	B 3	Third party recoveries - Claims and handling -- Protection and indemnity			CO3
	Unit C	Voyage Estimation and Documentation			
	C 1	Budget preparation - Account processing and reporting. Operations			CO3, CO4
	C 2	Procedural Compliance and Review			CO3,CO4
	C 3	Knowledge management on Board and Safety procedures			CO3,CO5
	Unit D	Cargo and Geographic Factors			
	D 1	Bills of lading and cargo claims - Liquid cargoes - Tank cleaning			CO3,Co4
	D 2	Routing services - Load lines			CO4
	D 3	Petroleum , Dangerous cargo and Procedures Codes			CO5
	Unit E	Vessel Management Systems Software			
	E 1	Recruitment, training and placement of officers and crew on board			CO4, CO5
	E 2	Marine crew travel - Compliance of ISPS code			CO4
	E 3	Systems software for Vessel Management			CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage	CA	MTE	ETE	

	Distribution	30%	20%	50%	
	Text book/s	1. JOHN. W. DICKE. 2014, Reeds 21st Century Ship Management. Bloomsbury Publishing, U.K. 2. LUNY.H.V., LAI K.-H., CHENG T.C.E. CHENG. 2010, Shipping and Logistics Management." Springer, U.K. 3. ALAN E BRANCH & MICHAEL ROBARTS (2014) Branch's Elements of Shipping. 9 th Edition, Routledge Publication.			
	Other References	10. PROSHANTO K.MUKHERJEE, MARK BROWNRIGG (2013), Farthing on International Shipping.4th edition, Springer. 11. CLAUS, HYLDAGER (2013) Logistics and Multi-modal Transport. 2013 Edition, Institute of Charted Shipbrokers. Reference Books 12. HARIHARAN, K. V. (2002) A Text Book on Containerization and Multimodal Transport. Shroff Publishers and Distributors: New Delhi. .			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	3	2	3
CO2	2	2	3	2	2	2	2	2	2
CO3	2	3	2	2	2	2	3	3	2
CO4	1	2	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	3	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch : 2019-22**	
Program: BBA-LSCM		**Current Academic Year: 2021-2022**	
Branch: - LSCM		**Semester: VI**	
1	Course Code	BBA 517	
2	Course Title	International Logistics Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Elective	
6	Course Objective	To ensure that the students understand the importance of International Logistics Management and its role in enhancing trade development in the region	
7	Course Outcomes	CO1: To understand the emerging trends in the International Logistics sector CO2: To gain insights into the role of International Logistics and its role in capacity building to the nation at large. CO3: To understand the role of Cargo handling and the significance of Multi-Modal transport in safe movement of goods across countries CO4: To enrich the students with the challenging role of International logistics in day to day Traffic management and scheduling CO5: To empower the students in the role of software and technology in monitoring and development of International Logistics	
8	Outline syllabus		CO Mapping
	Unit A	International Logistics and India	
	A 1	Over view of International Logistics in India	CO1

	A 2	Volume and value of World Trade, World Tonnage and measurement of International Logistics			CO1,CO2
	A 3	Ocean shipping and Important Routes			CO1, CO2
	Unit B	Shipping and Containerization			
	B 1	Types of Operating Ships- Linear and Tramp			CO2,CO3
	B 2	Freight Structure and Stations			CO3
	B 3	Freight forwarding and Stevedores			CO3
	Unit C	Ports Infrastructure in India and Projects			
	C 1	India Infrastructure policy and Review			CO3, CO4
	C 2	Constraints in classification of Containerization			CO3,CO4
	C 3	Ports Infrastructure in India and future plans			CO3,CO4
	Unit D	Air Transport and Regulations			
	D 1	International Air transport			CO3,Co4
	D 2	Air Corridors and International regulations			CO4
	D 3	Inland Water ways and transportation			CO5
	Unit E	Outsourcing in International Logistics			
	E 1	Role of RFID Technology in Logistics			CO4, CO5
	E 2	Transformation from Logistics to Supply Chain Integration			CO4
	E 3	Supply Chain Operations Reference Model(SCOR)			CO5
	Mode of examination	Theory and Continuous Assessment			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	1.Khanna K.K. - Physical Distribution Management: Logistical Approach (Himalaya, 2007). 2.Douglas Long International Logistics: Global Supply chain Management Springer-Verlag New York, LLC: 2004			
	Other	1. Krishnaveni Muthiah - Logistics Management and			

	References	World Seaborne Trade (Himalaya, 2007) 2. Case studies: Shipping corporation of India, 3. Dredging Corporation of India 4. Transport Corporation of India	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	3	2	3
CO2	2	2	2	2	2	2	2	2	2
CO3	2	2	1	2	2	2	3	2	3
CO4	2	2	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

BBA Marketing

Consumer Behaviour

School: School of Business Studies		**Batch: 2019-22**
Program: BBA		**Current Academic Year – 2021-22**
Branch: Marketing		**Semester: VI**
1	Course Code	BBA 520
2	Course Title	Consumer Behaviour
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of consumer decision processes and their interplay with marketing.
6	Course Objectives	1. To make the students aware of the theoretical principles and real-life applications of consumer behaviour 2. To make the students familiar with the mental processes that govern consumer behaviour 3. To make the students comprehend the interplay of consumer behaviour and marketing strategy
7	Course Outcomes	CO1: The student will be able to describe the different components of the framework of consumer behaviour. CO2: The student will be able to explain how personality and other internal factors influence consumer decisions and behaviour. CO3: The student will be able to show how consumer decisions are influenced by social class and other external factors. CO4: The student will be able to analyse the post-purchase behaviour of

		consumers. CO5: The student will be able to compare organizational buying behaviour with individual buying behaviour.			
8	Outline Syllabus				CO Mapping
	Unit A				
	A1	Definition of consumer behaviour and its role in marketing			CO1
	A2	The framework of consumer behaviour			CO1
	A3	The changing face of consumer behaviour			CO1
	Unit B				
	B1	Personality and self-concept in consumer behaviour			CO2
	B2	Consumer motivation and perception			CO2
	B3	Consumer attitude and learning			CO2
	Unit C				
	C1	Reference groups and opinion leadership			CO3
	C2	Family, age and gender influences on consumer behaviour			CO3
	C3	Social class and consumer behaviour			CO3
	Unit D				
	D1	Diffusion of innovation			CO4
	D2	Influence of culture on consumer behaviour			CO4
	D3	Post-purchase behaviour of consumers			CO4
	Unit E				
	E1	Organizational buying roles			CO5
	E2	Organizational buying situations			CO5
	E3	Influences on organizational buying behaviour			CO5
	Mode of Examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Textbook/s	‘Consumer Behavior’ by Leon G. Schiffman and Leslie Lazar Kanuk (Pearson)	
	Other References	‘Consumer Behavior - Buying, Having, and Being’ by Michael R. Solomon (Pearson)	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1	2	2	1
CO2	2	2	2	1	1	1	2	2	2
CO3	2	2	2	1	1	1	2	2	1
CO4	2	2	2	1	1	1	2	2	1
CO5	2	2	2	1	1	1	2	2	1

School: School of Business Studies		**Batch: 2019-22**
Program: BBA		**Current Academic Year – 2021-22**
Branch: Marketing		**Semester: VI**
1	Course Code	BBA 521
2	Course Title	Advanced Digital Marketing
3	Credits	4
4	Contact Hours (L-T-P)	3-0-1
	Course Status	Elective
5	Course Description	This course is aimed at imparting students a broad understanding of digital techniques and practices of the marketing domain.
6	Course Objectives	10. To impart students an in-depth understanding of digital marketing practices. 11. To make the students understand and learn the basic tools and techniques utilized by digital marketers. 12. To help the students understand the challenges of modern-day digital consumers 13. To understand tools of an effective digital marketing strategy
7	Course Outcomes	CO1: The students will be able to identify and recognize digital marketing as an inherent aspect of modern day marketing. CO2: The students will be able to describe and interpret the various tools and techniques of digital marketing; while also being able to differentiate the online consumer. CO3: The students will be able to discover and analyze social media

		channels as an important aspect of digital marketing. CO4: The students will be able to interpret and explain search engines as an effective tool for digital marketing; while also being able to recognize their various marketing features. CO5: The students will be able to identify and explain the relevance of e-mails and websites towards impacting modern day marketing practices.	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	Digital Marketing – Introduction; Traditional Vs. Digital Marketing	CO1, CO2
	A 2	Tools & Techniques of Digital Marketing – An Introduction	CO1, CO2
	A 3	Digital Consumer Behavior	CO2
	Unit B		
	B 1	Social Media Marketing – An Introduction	CO3, CO1
	B 2	Facebook, Instagram, Twitter and other growing Social Media Channels	CO3, CO1
	B 3	Influencer Marketing	CO3, CO2
	Unit C		
	C 1	Content Marketing & Blogs	CO3, CO1
	C 2	Search Engine Optimization – An Introduction	CO4, CO1
	C 3	On Page & Off Page SEO	CO4, CO1
	Unit D		
	D 1	SEO - Keywords, Inbound Links, Duplicate Content, Meta Tags	CO4, CO2
	D 2	Affiliate Marketing - Introduction	CO3, CO1

	D 3	Affiliate Marketing			CO3, CO2
	Unit E				
	E 1	E-mail Marketing			CO5, CO1
	E 2	Website as a Digital Marketing Tool			CO5, CO1
	E 3	Website Management			CO5, CO2
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	• Teacher Notes & Reference Material			
	Other References	• Strauss, J., El-Ansary, A., & Frost, R., *E-Marketing*, 4th Edition, Prentice Hall of India			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	-	1	2	1	1	1
CO2	2	1	2	-	1	2	1	2	1
CO3	2	2	2	1	1	2	2	2	2
CO4	1	2	2	2	1	2	2	2	2
CO5	1	2	2	1	1	2	2	2	2

School: School of Business Studies		**Batch: 2019-22**
Program: BBA		**Current Academic Year – 2021-22**
Branch:		**Semester: VI**
1	Course Code	BBA 522
2	Course Title	Advanced Research Techniques in Marketing
3	Credits	4
4	Contact Hours (L-T-P)	3-0-1
	Course Status	Elective
5	Course Description	This course is aimed at imparting students an understanding of advanced research tools of applicability to the marketing function in a business domain.
6	Course Objectives	1. To provide students an in-depth understanding of the research function and methods, in the context of marketing domain particularly. 2. To prepare students to conduct an independent study – formulating the study, choosing the research design, designing questionnaire and applying the various research methods 3. To develop skills towards both qualitative and quantitative approaches to research 4. To provide students an understanding of the various tools and techniques of data analysis in the domain of research

7	Course Outcomes	CO1: The students will be able to recognize and interpret the concepts of business research and illustrate the same in marketing context. CO2: The students will be able to demonstrate and explain the research process as a function of the marketing domain for business organizations CO3: The students will be able to describe and experiment with various tool and techniques of business research CO4: The students will be able to recognize and apply appropriate research design, methods and tools to address a research problem. CO5: The students will be able to identify, and illustrate the applicability of statistical research tools and methods in business research for the marketing domain.	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	Nature & Scope of Research in Marketing	CO1, CO2
	A 2	Marketing Research Process	CO2
	A 3	Understanding consumer insights	CO2
	Unit B		
	B 1	Secondary Data	CO3, CO1
	B 2	Qualitative Research in Marketing	CO3, CO4
	B 3	Measurement & Scaling – Types of Scales	CO3, CO4
	Unit C		
	C 1	Sampling Techniques & Methods	CO3, CO4

	C 2	Sampling Techniques & Methods			CO3, CO4
	C 3	Hypothesis Testing			CO4, CO5
	Unit D				
	D 1	Hypothesis Testing			CO4, CO5
	D 2	Introduction to SPSS			CO5, CO3
	D 3	Introduction to SPSS – Descriptive Statistics			CO5, CO3
	Unit E				
	E 1	Correlation & Regression using SPSS			CO5, CO3
	E 2	Correlation & Regression using SPSS			CO5, CO3
	E 3	SPSS – t test / z test			CO5, CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	• Parsuraman, A., Grewal, D., & Krishnan, R., Marketing Research, 2nd Edition, Houghton Mifflin • Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9). New York: McGraw-Hill Irwin.			
	Other	• Kothari, C. R. (2004). *Research methodology:*			

	References	*Methods and techniques*. New Age International.	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	2	1	1	1	1
CO2	1	1	1	1	2	1	1	1	1
CO3	1	1	2	1	1	1	2	1	1
CO4	2	1	2	1	1	2	2	2	1
CO5	1	1	2	1	1	2	2	2	1

School: School of Business Studies		**Batch: 2019-22**
Program: BBA		**Current Academic Year – 2021-22**
Branch: Marketing		**Semester: VI**
1	**Course Code**	**BBA 523**
2	**Course Title**	**Marketing Strategy**
3	**Credits**	**4**
4	**Contact Hours (L-T-P)**	**4-0-0**
	Course Status	**Elective**
5	Course Description	This course is aimed at enable critical thinking and analysis of Marketing Strategy
6	Course Objectives	1. To understand fundamental concepts in marketing strategy development and execution. 2. To understand various marketing strategy factors in the competitive landscape. 3. The role of creative decision making and innovation for marketing strategy
7	Course Outcomes	**CO1:** Student will be able to understand idea about the dimensions of marketing strategy formulation. **CO2:** To apply creative decision making based on subjective and

		analytical skill in the evaluation of marketing strategy. **CO3:** Student will be able to infer marketing strategies and assess key implementation issues/challenges associated with them. **CO4:** To evaluate Markets and Strategic Issues in Marketing **CO5:** To analyze the effectiveness of marketing strategies	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	Basic concepts of marketing strategy	CO1
	A 2	Strategic planning process: marketing plan	CO1
	A 3	Corporate and division Strategic Planning Mission and Vision Statement	CO1
	Unit B		
	B 1	Strategy Formulation; External and internal Environmental Analysis ETOP and SAP; SWOT Analysis	CO2
	B 2	Competitor analysis: identifying competitors, identifying competitors' objective.	CO2
	B 3	Developing marketing goals and objectives.	CO2
	Unit C		
	C 1	Product Strategy; Product Portfolio Strategy; New product development; Managing products and brands	CO3
	C 2	Pricing Strategy: Key Issues in pricing strategy, Fixed versus dynamic pricing, Case Study	CO3

	C 3	Distribution Strategy: Trends in marketing channels, Distribution concepts, collaborations.			CO3
	Unit D				
	D 1	Strategic issues in IMC			CO4
	D 2	Advertising Strategies, Case Study			CO4
	D 3	Sales Promotion and Direct Marketing Strategies			CO4
	Unit E				
	E 1	Strategic issues in marketing and control,			CO5
	E 2	Evaluating markets, Case Study			CO5
	E 3	Approach to marketing implementation			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	1. Strategic Marketing by O C Ferrell & Michael D Hartline, Cengage Learning			
	Other References	1. Strategic Market Management, Aaker, David A. 2. Strategic Marketing Management, Richard M.S. Wilson, 3. Strategic Marketing: An Introduction, 2000, London: Routledge 4. Strategic Marketing: Cases & Concepts John Atkinson & Ian Wilson – Addison. 5. Strategic Marketing, 5e David W Cravens – Irwin Inc Wesley Longman			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1	1	1	2	2	1	1
CO2	1	2	1	2	2	2	2	1	1
CO3	2	2	2	2	2	2	2	1	1
CO4	2	2	1	2	2	1	1	2	1
CO5	2	1	1	2	2	1	1	1	1

ACCOUNTING AND FINANCE

(SPECIALIZATION)

School: SBS		**Batch : 2019 -22**
Program: BBA ACCA		**Current Academic Year: 2021 -22**
Branch: ACCA		**Semester: VI**
1	Course Code	**BCM 327**
2	Course Title	ADVANCED FINANCIAL MANAGEMENT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1.To acquaint the students with the concepts of Advanced Financial Management and the significance of decision making in finance. 2. To highlight the necessity of managing different risks associated with financing. 3. To appreciate the relevance of different tools used for risk management.
6	Course Outcomes	On completion of this module, the students will be able to CO1: Describe the role & responsibilities of Financial Manager. CO2: Estimate the risk associated with the project. CO3: Apply different tools used to hedge interest rate risk and foreign currency risk. CO4: Compare the risk associated with different proposals and prioritize the investment. CO5 Evaluate the performance of organization in the current scenario.
7	Course Description	This is an introductory course in Advanced Financial Management, focusing on the major decisions made by financial managers of an organization. The course will develop students' analytical and decision-

		making skills in finance through the use of theory questions and practical problems.	
8	Outline syllabus		CO Mapping
	Unit 1	**Role & Responsibilities of Financial Manager**	
	A	-Understand the Key Areas of Responsibility for the Financial Manager. - Understand Agency theory and Strategies for the resolution of stakeholder conflict.	CO1
	B	-Objective, Purpose, Content and Key Requirements of Integrated Reporting. -Understand Behavioural Finance and Efficient Market Hypothesis. -Discuss different types of biases as an investor.	CO1
	C	-Concept, calculation & implication of Macaulay Duration, -Concept, calculation & implication of Modified Duration. -Concept, Calculation & Implication of Risk adjusted WACC - Concept, calculation & implication of Adjusted present value technique (APV).	CO2, CO3
	Unit 2	**International Operations & International Investment Appraisal**	
	A	-Discuss practical reasons for International Trading. - Understand different types of Trade Barriers. -Discuss Trade agreements & common markets with reference of (WTO, IMF, World Bank).	CO1, CO2
	B	-Understand Strategic Issues for MNCs. -Calculation for Forecasting foreign exchange rates by Parity, cross rate & changing inflation rates method.	CO3, CO4
	C	-Understand the impact of taxation, intercompany cash	CO2

		flows and remittance restrictions. -Calculation of Working Capital requirement in foreign projects. -Calculation of NPV & Free cash flows in foreign projects	
	Unit 3	**The Financing Decision & Option Pricing**	
	A	-Understand Modigliani and Miller's Theory - Static Trade- off Theory & Pecking order theory	CO2
	B	-Overview of Specific Debt Financing Options like Bond Issue, Debenture Issue, Convertible Bond Issue, Mezzanine Finance, Syndicated Loan. -Overview of Specific foreign currency financing options like Eurocurrency Loans, Syndicated Loans, Syndicated Credits, Multiple Option Facilities, Euro notes, Eurobonds.	C02, CO4,CO5
	C	- Introduction of Call Option, Put Option & drivers of option value, also the effects of drivers of option value. - Understand the Black-Scholes model & how it is used to value call options	CO4,CO5
	Unit 4	**Foreign Exchange Risk Hedging & Strategic Aspects of Acquisitions**	
	A	- Introduction to various types of forex risk. -Introduction, advantages & disadvantages of Forward contracts. - Characteristics & Forecasting Future Contracts. - Introduction & calculations of Currency options.	C03,C04,CO 5
	B	-Types of Merger & Acquisitions. - The reasons for growth by acquisition or merger	C01
	C	-Definition & sources of Synergy, Defences against hostile takeover bids. -Understand the advantages & disadvantages of different	C02, C04

		forms of consideration for a takeover.			
	Unit 5	**Interest Rate Risk Hedging**			
	A	- Introduction & Calculation of Interest rate risk & Forward Rate Agreements (FRAs). -Introduction of Options on FRAs			C02, CO4
	B	- Introduction & Calculation of Interest Rate Futures &Options on Interest Rate Futures			C02, CO4
	C	- Introduction of Caps, Floors & Collars - Comparison of options & Futures			C03, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
	Text book/s*	Advanced Financial Management by Association of Chartered Certified Accountants (ACCA)- (Kaplan Publishing)			
	Other References	Advanced Financial Management, Becker Educational Development Corp., 2016 Advanced Financial Management, Kaplan Publishing, 2016 Advanced Financial Management, BPP Learning Media Ltd., 2016.			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	3	2	1	2
CO2	1	3	2	1	1	2	3	2	3
CO3	2	2	1	1	1	1	2	3	2
CO4	2	2	1	2	2	2	2	3	2
CO5	1	1	1	2	2	1	1	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		**Batch : 2019-2022**
Program: BBA ACCA		**Current Academic Year: 2021-22**
Branch: ACCA		**Semester: VI**
1	Course Code	BCM 333
2	Course Title	Strategic Business Leader
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. Understand the concept of leadership, organizational culture and overall ethical culture of an organization. 2. Understand the strategic position of the organization versus internal and external environment of the firm. 3. Understand the role of CSR and governance issues that may exist in an organization. 4. Understand risk profile, internal control and audit system of an organization. 5. Understand innovation, performance excellence and change management of an organization.
6	Course Outcomes	CO1: The student will be able to apply leadership and ethical skills in the context of an organization CO2:The student will be able to evaluate various feasible strategic options available to a firm CO 3 The student will able to evaluate the effectiveness of the governance and the agency system of an organization.

		CO4: The student will be able to analyse risk profile and audit system disruptive technologies. CO5 The student will be evaluate leading and managing projects. of an organization	
7	Course Description	This course gives an overview of what does the strategic business leader needs to be cognizant of before taking decisions in terms of strategy, leadership, governance, risk, audit and innovation landscape of the organization.	
8	Outline syllabus		CO Mapping
	Unit 1	**Leadership**	
	A	Qualities of leadership	CO 1
	B	Leadership and organizational culture	CO 1
	C	Professionalism, ethical codes and the public interest.	CO 1
	Unit 2	**Strategy**	
	A	Concepts of strategy	CO 2
	B	External analysis and competitive forces	CO 2
	C	Internal analysis and strategic choice	CO 2
	Unit 3	**Governance**	
	A	Agency; Stakeholder analysis and CSR	CO 3
	B	Governance scope and approaches; reporting to stakeholder	CO 3
	C	The board of directors and public sector governance.	CO 3
	Unit 4	**Risk, Organizational Control and Audit**	

	A	Risk Identification, assessment and measurement			CO 4
	B	Managing, monitoring and mitigating risk			CO 4
	C	Internal control, audit and compliance			CO 4
	Unit 5	**Innovation, performance excellence and change management**			
	A	Disruptive technologies and enabling success			CO 5
	B	Change management			CO 5
	C	Leading and managing projects			CO 5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Strategic Business Leader Exam Kit Sept 2018-June 2019			
	Other References	None			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	1	-	1	-
CO2	2	2	2	2	2	2	1	2	1
CO3	2	2	1	1	2	1	-	1	-
CO4	2	2	2	2	2	2	-	-	1
CO5	2	2	1	1	1	2	2	2	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: School of Business Studies		**Batch : 2019-22 and onwards**
Program: BBA ACCA		**Current Academic Year: 2021-22**
Branch: ACCA		**Semester: VI**
1	Course Code	**BCM 328**
2	Course Title	**Advanced Performance Management**
3	Credits	**4**
4	Contact Hours (L-T-P)	**4-0-0**
	Course Type	**Elective**
5	Course Objective	This subject aims to- 1. **Provide** relevant knowledge, skills to the students for exercising professional judgment in selecting and applying strategic management accounting techniques in different business contexts. 2. **Enable** the students in realising the significance of proactive approach and promote strategically thinking in anticipating organizational needs, recognizing the wider business environment and dynamics. 3. **Equip** students to contribute to the evaluation of performance of an organisation and its strategic development. 4. **Align** the strategies/techniques learnt for the achievement of organizational strategic objectives confirming with the stakeholder needs and managers expectations**.**
6	Course Outcomes	**CO1**: **Define and describe** the Strategic Planning and Control models for

		assessing the organizational performance. **CO2**: **Identify** the key external influences on Organizational performance. **CO3**: **Apply** appropriate strategic performance measurement techniques for improving organization performance. **CO4: Explain** the client and Senior Management on the strategic business performance CO5: **Evaluate** the performance on recognizing vulnerability to corporate failure.	
7	Course Description	This course examines the importance of an **effective performance management system** in helping organizations define and achieve short and long term goals. It explains and reinforces the concept that performance management is not a one-time supervisory event, but an ongoing process of planning, facilitating, assessing, and improving individual and organizational performance.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Strategic Planning & Control**	
	A	Concepts of Strategy, Strategic planning ,levels of Strategy, Nature of Strategic Decisions, Introduction to Strategic performance management and its role in strategic planning and Control.	CO1, CO2
	B	Environmental Scanning and Internal appraisal analysis, Impact of External factors on performance management, Performance Hierarchy, Performance Management and Control of the organization. SWOT Analysis, BCG, Balanced Score card, Porter's generic strategies and 5 forces model.	CO2,CO4
	C	Changes in the business structure, Environmental and ethical Issues.	CO2,CO3,co5

	Unit 2	**Impact of Risk & Uncertainty on Organizational performance**	
	A	Concept of risk and uncertainty /Understanding the impact of risk and uncertainty on performance management. Types of Risks, Scope and applicability of Risk Management.	CO2,CO3
	B	Assess the impact of different risk appetities of stake holders on performance management. Risk analysis techniques assessing business performance.	CO3,CO4
	C	Evaluate how risk and uncertainty play an important role in the long term strategic planning and decision making,	CO3,C04
	Unit 3	**Performance Management systems and Designs**	
	A	Understanding of the performance management systems and designs, Measures of Corporate performance, measuring divisional and evaluating functional performance.	CO3,CO4
	B	Sources of management information and Recording and processing methods,	CO3,CO4
	C	Management Reports – Evaluate the output reports of an information system in the light of – Best practices in presentation, Mistakes and Conceptions in the use of numerical data used for performance management, Advise on common mistakes and misconceptions in the use of numerical data.	CO3,CO4
	Unit 4	**Strategic Performance and Measurement**	
	A	Understanding of different measures of Performance- Gross profit and operating profit, R OCE,ROI,EPS,EBITDA,RI,NPV,IRR,EVA	CO1,CO3
	B	Divisional performance and Transfer pricing issues.	CO2,C03
	C	Non-Financial Performance indicators & Performance Management and Strategic Human Resource Management issues.	CO3,C04,CO5
	Unit 5	**Performance Evaluation & Corporate Failure**	

	A	Alternative views of performance measurement and management.			CO3,CO4CO5
	B	Strategic performance issues in complex business structures.			CO3,C04,CO5
	C	Predicting and preventing corporate failure			CO3,CO4
	Mode of examination	**Theory**			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	ACCA- Advance Performance Management- KAPLAN PUBLISHING			
	Other References	ICWA-Cost Accounting/Advance performance reporting			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	2	-	2	2	2	-
CO2	1	2	2	-	-	-	1	2	-
CO3	-	-	2	2	2	2	2	2	2
CO4	-	-	2	2	2	2	2	2	2
CO5	1		1	1	2	1	2		

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SBS		Batch : 2019-2022
Program: BBA ACCA		Current Academic Year: 2021-22
Branch: - ACCA		**Semester: VI**
1	Course Code	BCM 341
2	Course Title	Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.
6	Course Objective	1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur. 2. To help in identifying and exploiting opportunities and developing business plans. 3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise. 4. Equip the necessary knowledge and skill sets required for managing the established enterprise. 5. To help the students in understanding the entrepreneurial development framework available in India along-with Start-Up India and Make in India initiative.
7	Course	The student will be able to:

	Outcomes	**CO1:** Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship. **CO2:** Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative. **CO3:** Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis, Opportunity identification and selection. **CO4:** Analyze the given business opportunity, business plan and demonstrate the knowledge of various issues involved in starting and managing growth of a new enterprise. **CO5:** Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs. **CO6:** Create, develop and present the business plan based on an identified opportunity.	
8	Outline syllabus		CO Mapping
	Unit A	**Understanding Entrepreneurship and the Entrepreneur**	
	A 1	• Why Entrepreneurship • The Concept & Process of Entrepreneurship • Exercise/Activity: Identify your entrepreneurial potential	CO1, CO2
	A 2	• Types of entrepreneurship and entrepreneur • Entrepreneur Vs. Manager Vs. Intrapreneur • The Women & Social Entrepreneurship: Opportunities & Challenges	CO2
	A 3	• The Qualities , Characteristics & Competencies of an Entrepreneur	CO1, CO2

		• An overview of corporate Entrepreneurship • Exercise/Case study	
	Unit B	**Idea, Opportunity and the Business Plan Development**	
	B 1	• Idea vs. Opportunity and Idea generation techniques • Identifying/ sources of opportunities and evaluating opportunities • Idea generation exercise	CO3, CO4, CO5
	B 2	• Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility • Exercise/ Activity to conduct Feasibility Analysis	CO1, CO3
	B 3	• Writing and Presenting effective Business Plans • Business model and its dimensions • Exercise/ Discussion of Business Plan Formulation	CO1, CO2, CO6
	Unit C	**Launching the New Enterprise**	
	C 1	• Forming the New venture Team • Selecting appropriate Business Ownership Structure • Exercise/ Activity: Forming New Venture Team	CO2, CO4
	C 2	• IPR issues in starting an enterprise • Legal aspects of a business	CO4
	C 3	• Financing the New Venture: Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO	CO1, CO4

		• Steps and Procedures to start a small scale enterprise in India	
	Unit D	**Managing the Growth and Exit of the firms**	
	D 1	• Understanding the Stages of an Entrepreneurial Venture • The Strategies of growth • Case study	CO4
	D 2	• Managerial mindset vs. Entrepreneurial mindset in decision making • Key factors to be considered during the Growth Stage • Group Presentation/ Business Plan Presentation	CO2, CO4
	D 3	• The Exit Strategy for a business • Group Presentation/ Business Plan Presentation	CO4
	Unit E	**Understanding the Entrepreneurship Development Framework in India**	
	E 1	• An overview of MSMEs in India and MSME Act. • Policies, Schemes & Incentives available to entrepreneurs in India	CO2, CO5
	E 2	• Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in India • An overview of Start-up India & Make in India Initiatives	CO2, CO5

	E 3	• Group Presentation/ Business Plan Presentation			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Entrepreneurship: A South Asian Perspective by Donald F. Kuratko& T.V. Rao , Cengage Learning,			
	Other References	• Entrepreneurship by Hirsch & Peters; McGraw Hill Publication. • Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E • Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. & Covin Jeffrey G., Cengage Learning			

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	-	-	3	3	2	3
CO2	2	-	2		2	3	2	2	3
CO3	3	2	3	1	-	2	3	2	2
CO4	2	1	2	3	2	2	3	2	3
CO5	1	2	2	3	3	1	2	1	3
CO6	-	3	1	2	3	2	-	2	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

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