

Programme Structure

Sharda School of Business Studies

Bachelor of Business Administration

Programme Code: SBS0134

Batch: 2023-2027

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**

SHARDA 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

1. Creating a stimulating learning environment
2. Consolidating professional skills and attitude
3. Growing our research acumen, teaching, and industry linkages
4. Delivering leading-edge knowledge in management, business development, leadership and global economy for society.

1.3 Programme Educational Objectives (PEO)

The Programme Educational objective of the BBA of SSBS 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:

| PEO Statements | School Mission1 | School Mission2 | School Mission3 | School Mission4 |
|----------------|-----------------|-----------------|-----------------|-----------------|
| 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 |

Correlation levels 1, 2, or 3 as defined below:

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

1.3.3 Programme 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 creators.

1.3.4 Programme 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 Programme Outcome Vs Programme 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)

3/4-Year UG degree with Single Major

| Year | Sem. | Subject I | Subject II | Subject III | | Subject IV | Vocatio nal | Co- Curricular | Industrial Training/ Survey/ Research Project | {Minimum Credits} For the year | {Cummulative Minimum Credits} Required for Award of Certificate/ Diploma/ Degree |
|---|------|--|---|---|-------------------------------|------------------------------|--|--|--|---|--|
| | | Major | Major | Major | | Minor Electiv e | Minor | Minor | Majo r | | |
| | | 4/5 Credits | 4 Credits | 3/4/5 Credits | Projec t | 3/4 Credits | 3 Credits | 2 Credit | 2/3/9 Credi ts | | |
| | | CC | CC | DSE | | OE | SEC | AEC | VAC | | |
| | | Own Faculty | Own Faculty/ inter or multidisciplin ary | Own/Other Faculty/inter or multidisciplin ary | | Other Subject/ Faculty | Vocational/ Skill Development Course | Co-Curricular Course (Qualifying) | Inter/ Intra Faculty related to the main Subject | | |
| 1 | I | Management Processes (5) | | DSE 1(4) | | Minor elective 1 (3) | Business Etiquettes skills (3) | Communicativ e English- 1 (2) | VAC-1 (3) | 40 | {40} Certificate in Faculty |
| | II | Organizational behavior (5) | Basic Accounting (4) | | | Minor elective 2 (3) | Basic Excel for Managers (3) | Communicativ e English- 2 (2) | VAC-2 (3) | | |
| Students existing the programmeme after securing 40 credits will be awarded UG certificate in the relevant Discipline/Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship/Apprenticeship in addition to 6 Credits from skill-based courses earned during first and second semester | | | | | | | | | | | |
| 2 | III | Business Statistics with excel (4+1) | Business Research Methods (3+1) | DSE 2(4) | RBL-1 **(Audit) 0-0-4-0 | Minor elective 3 (3) | Event Management (3) | Logical Skill Building and Soft Skills (2) | | 40 | {80} Diplo ma in Facult y |
| | IV | Marketing Management (5) | Business Economics (4) | DSE3(5) | RBL-2 **(Audit) 0-0-4-0 | Minor elective 4 (3) | | Campus To Corporate (2) | | | |
| Students exiting the programmeme after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject provided they secure additional 4 credit in skill based vocational courses offered during first year or second year summer term. *Summer Industry Internship (Industry Connect) | | | | | | | | | | | |

| | | | | | | | | | | | |
|---|------|---|---|--------------------|----------------------|----------------------|--|--|----------------------------|----|--|
| 3 | V | Financial Management (5) Human Resource Management (5) | Productions & Operations Management (4) | DSE4(3) | RBL-3 (1) 0-0-2-1 | | | | 1 Industry Connect* (2) | 40 | {120} 1. Bachelor in Faculty with single major 2. Bachelor in Faculty with minor in broad discipline 3. Bachelor in Faculty with double major |
| | VI | Business Communication (5) Essentials of Strategic Management (5) | Business Law (4) | | RBL-4 (1) 0-0-2-1 | Minor elective 5 (3) | | | 1 Community Connect (2) | | |
| 4 | VII | International Business (4) Corporate Governance and ethics (4) | | DSE5(4) DSE6(4) | | Minor elective 6 (4) | | | | 40 | {160} 1. Bachelor (Honours) in Faculty with single major 2. Bachelor (Honours) in Faculty with double major |
| | VIII | Emotional Skills for Professional Success (4) AI in Business Environment (4) Personal Finance & Wealth Management (4) | | DSE7 (4) | | Minor elective 7 (4) | | | | | |
| 4 | VII | International Business (4) Corporate Governance and ethics (4) | | DSE5(4) DSE6(4) | | Minor elective 6 (4) | | | 1 (3) (Project) | 40 | {160} 1. Bachelor (Honours with Research) in Faculty with single major 2. Bachelor (Honours with Research) in Faculty with double major |
| | VIII | | | DSE7(4) | | Minor elective 7 (4) | | | 1 (9) (Project) | | |
| | | * Course shall be conducted in the summer break of 04 th Semester. However, the evaluation will be made as per Rubrics in the 5 th Semester. ** Courses are audit courses. However, the evaluation shall be made as per rubrics. | | | | | | | | | |

List of Discipline-Specific Electives

| DSE | Human Resource | Finance | Marketing | International Business | Entrepreneurship | SCM | Health Care Management |
|---------------------|---|--|--|---|--|--|--|
| Sem I Th1(4) | Recruitment & Selection | Indian Banking System | Consumer Behaviour | Global Business Environment | Entrepreneurship Development | Introduction to SCM | Healthcare Management and Medical Terminology |
| Sem III Th1(4) | Employee Training & Development | Cost and Management Accounting | Digital Marketing | Monetary Economics | Innovation and design thinking | Enterprise Resource Planning | Hospital Operations Management |
| Sem IV Th1(5) | Performance & Competency Management | Income Tax Law and Accounting | Sales & Distribution Management | International Trade Theory and Policy | Launching new ventures | Introduction to Python | Basic Hospital Training |
| Sem V Th1(3) | Cross Cultural Management | Computerized Accounting | Service Marketing | Monetary Economics | New venture financing | Project Management | Basics of Hospital Accreditation |
| Sem VII Th2(4+4) | International Human Resource Management, Compensation Management | Security Analysis and Portfolio Management, International Finance and Foreign Exchange Management | Marketing Analytics, Strategic brand management | EXIM Policy & Procedure, Globalizing Indian Business | Managing small enterprises and family businesses Marketing for new ventures | Introduction to Business Analytics, TQM | Quality Management in hospital, Introduction to Information Technology in Health Care |
| VIII Th1(4) | Negotiation Skills | Fundamentals of Derivatives | Marketing Survey | Management of cross-cultural issues | Social entrepreneurship | Green Supply Chain Management | Healthcare Systems and Policy |

List of Minor Electives*

| Minor | Human Resource | Finance | Marketing | International Business | Entrepreneurship | SCM | Health Care Management |
|----------------|-------------------------------|------------------------------------|-------------------------------------|---------------------------------------|--|---|---|
| I Th1(3) | Team Building & Leadership | Financial Institutions and Markets | Advertising and Promotions Mix | Economic Environment of Business | Essentials of Entrepreneurship | Basic of SCM | Introduction to Human Physiology and Biochemistry |
| II Th1(3) | Talent Acquisition | Marketing of Financial Products | Business Research Methods | International Business Environment | Entrepreneurship, Innovation and design thinking | Infrastructure Management | Patient care services in healthcare |
| III Th1(3) | Learning and Development | Retail Banking | International Marketing | Money and Banking | new ventures Launching | Shipping & Maritime Law | Healthcare Marketing and Communication |
| IV Th1(3) | Managing Work Force Diversity | Business Taxation | Rural Marketing | Theories of International Trade | Startup financing | Introduction to Transportation & Logistics Management | Health Programmes in India |
| VI Th1(3) | Performance Management | Goods and Service Tax | Customer Relationship Management | Structure of Global Economy | Basics of Marketing for new ventures | Time series Analysis | Emerging Areas in Healthcare |
| VII Th1(4) | Global Culture Integration | Investment Management | Responsible & sustainable marketing | Foreign Trade Policies and Procedures | Small enterprises and family businesses Management | Fundamentals of SQL | Managed care and Health Insurance |
| VIII Th1(4) | Employee Engagement | Credit Management | Retail Marketing | Management of Global issues | Entrepreneurship and Society | Lean & Six Sigma | Basics of Project Management in Healthcare |

Note: * A student shall opt for one course from the list of open elective courses for that particular semester. A minor elective will be floated subject to a minimum registration of 30 students.

Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits that is 60 credits for a three-year degree and 80 credits for a four-year degree).

Minor discipline helps a student to gain a broader understanding beyond the major discipline. Students should secure the prescribed number of credits (about 20% of total credits that is 24 credits for a three-year degree and 32 credits for a four-year degree).

All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines given above. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Under this category, students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) in the proposed major and minor stream.

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: I

Session: 2023-2024

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|---|--------------|---|---------------|----------------------------|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN107 | Management Processes | 5 | 0 | 0 | 5 | CC |
| 2 | | DSE025 | Recruitment & Selection | 4 | 0 | 0 | 4 | DSE |
| | | DSE041 | Indian Banking System | 4 | 0 | 0 | | |
| | | DSE068 | Consumer Behaviour | 4 | 0 | 0 | | |
| | | BCM223 | Global Business Environment | 4 | 0 | 0 | | |
| | | DSE003 | Entrepreneurship Development | 4 | 0 | 0 | | |
| | | DSE106 | Introduction to SCM | 4 | 0 | 0 | | |
| | | DSE014 | Healthcare Management and Medical Terminology | 4 | 0 | 0 | | |
| | | 3 | | DSE030 | Team Building & Leadership | 3 | | |
| OEC102 | Financial Institutions & Markets | | | | | | | |
| OEC110 | Business Research Methods | | | | | | | |
| BBA147 | Economic Environment of Business | | | | | | | |
| OEC105 | Essentials of Entrepreneurship | | | | | | | |
| OEC106 | Basic of SCM | | | | | | | |
| DSE047 | Introduction to Human Physiology and Biochemistry | | | | | | | |
| 4 | | VOS101 | Business Etiquettes skills | 0 | 0 | 6 | 3 | SEC |
| 5 | | ARP101 | Communicative English- 1 | 1 | 0 | 2 | 2 | AEC |
| 6 | | VAC103 | Environment Management | 3 | 0 | 0 | 3 | VAC |
| | | or VAC120 | or Understanding India | | | | | |
| TOTAL CREDITS | | | | | | | 20 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: II

Session: 2023-2024

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--|---|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN108 | Organizational Behavior | 5 | 0 | 0 | 5 | CC |
| 2 | | BBN109 | Basic Accounting | 4 | 0 | 0 | 4 | CC |
| 3 | | OEC108 OEC109 OEC110 OEC111 OEC112 OEC113 OEC114 | Talent Acquisition Marketing of Financial Products Advertising and Promotions Mix International Business Environment Entrepreneurship, Innovation and design thinking Infrastructure Management Patient care services in healthcare | 3 | 0 | 0 | 3 | OE |
| 4 | | VOS104 | Basic Excel for Managers | 0 | 0 | 6 | 3 | SEC |
| 5 | | ARP102 | Communicative English- 2 | 1 | 0 | 2 | 2 | AEC |
| 6 | | VAB107 | Indian Culture & Heritage | 3 | 0 | 0 | 3 | VAC |
| 7 | | | VAC | 0 | 0 | 3 | 0 | VAC |
| TOTAL CREDITS | | | | | | | 20 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027
TERM: III

Programme/ Branch: BBA

Session: 2024-2025

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--|--|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN219 | Business Statistics with Excel | 4 | 0 | 2 | 5 | CC |
| 2 | | BBN220 | Business Research Methods | 3 | 0 | 2 | 4 | CC |
| 3 | | DSE201 DSE202 DSE203 DSE204 DSE205 DSE206 DSE207 | Employee Training & Development Cost and Management Accounting Digital Marketing Monetary Economics Innovation and design thinking Enterprise Resource Planning Hospital Operations Management | 4 | 0 | 0 | 4 | DSE |
| 4 | | OEC201 OEC202 OEC203 OEC204 OEC205 OEC206 OEC207 | Learning and Development Retail Banking International Marketing Money and Banking New ventures Launching Shipping & Maritime Law Healthcare Marketing and Communication | 3 | 0 | 0 | 3 | OE |
| 5 | | RBL001 | RBL-1 | 0 | 0 | 4 | 0 | RBL |
| 6 | | VOS201 | Event Management | 0 | 0 | 6 | 3 | SEC |
| 7 | | ARP201 | Logical Skill Building and Soft Skills | 1 | 0 | 2 | 2 | AEC |
| 8 | | | VAC | 0 | 0 | 3 | 0 | VAC |
| TOTAL CREDITS | | | | | | | 21 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: IV

Session: 2024-2025

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--------------|---|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN221 | Marketing Management | 5 | 0 | 0 | 5 | CC |
| 2 | | BBN222 | Business Economics | 4 | 0 | 0 | 4 | CC |
| 3 | | DSE208 | Performance & Competency Management | 5 | 0 | 0 | 5 | DSE |
| | | DSE209 | Income Tax Law and Accounting | 5 | 0 | 0 | | |
| | | DSE210 | Sales & Distribution Management | 5 | 0 | 0 | | |
| | | DSE211 | International Trade Theory and Policy | 5 | 0 | 0 | | |
| | | DSE212 | Launching new ventures | 5 | 0 | 0 | | |
| | | DSE213 | Introduction to Python | 5 | 0 | 0 | | |
| | | DSE214 | Basic Hospital Training | 3 | 0 | 4 | | |
| 4 | | OEC208 | Managing Work Force Diversity | 3 | 0 | 0 | 3 | OE |
| | | OEC209 | Business Taxation | | | | | |
| | | OEC210 | Rural Marketing | | | | | |
| | | OEC211 | Theories of International Trade | | | | | |
| | | OEC212 | Startup financing | | | | | |
| | | OEC213 | Introduction to Transportation & Logistics Management | | | | | |
| | | OEC214 | Health Programs in India | | | | | |
| 5 | | RBL002 | RBL-2 | 0 | 0 | 4 | 0 | RBL |
| 6 | | ARP306 | Campus To Corporate | 1 | 0 | 2 | 2 | AEC |
| TOTAL CREDITS | | | | | | | 19 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: V

Session: 2025-2026

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--------------|-------------------------------------|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN311 | Financial Management | 5 | 0 | 0 | 5 | CC |
| 2 | | BBN312 | Human Resource Management | 5 | 0 | 0 | 5 | CC |
| 3 | | BBN313 | Productions & Operations Management | 4 | 0 | 0 | 4 | CC |
| 4 | | DSE301 | Cross Cultural Management | 3 | 0 | 0 | 3 | DSE |
| | | DSE302 | Computerized Accounting | 2 | 0 | 2 | | |
| | | DSE303 | Service Marketing | 3 | 0 | 0 | | |
| | | DSE304 | Monetary Economics | 3 | 0 | 0 | | |
| | | DSE305 | New venture financing | 3 | 0 | 0 | | |
| | | DSE306 | Project Management | 3 | 0 | 0 | | |
| | | DSE307 | Basics of Hospital Accreditation | 3 | 0 | 0 | | |
| 5 | | RBL003 | RBL-3 | 0 | 0 | 2 | 1 | RBL |
| 6 | | INC001 | Industry Connect | 0 | 0 | 4 | 2 | |
| 7 | | | VAC | 0 | 0 | 3 | 0 | VAC |
| TOTAL CREDITS | | | | | | | 20 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: VI

Session: 2025-2026

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--|--|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN314 | Business Communication | 5 | 0 | 0 | 5 | CC |
| 2 | | BBN315 | Essentials of Strategic Management | 5 | 0 | 0 | 5 | CC |
| 3 | | BBN316 | Business Law | 4 | 0 | 0 | 4 | CC |
| 4 | | OEC301 OEC302 OEC303 OEC304 OEC305 OEC306 OEC307 | Performance Management Goods and Service Tax Customer Relationship Management Structure of Global Economy Basics of Marketing for new ventures Time series Analysis Emerging Areas in Healthcare | 3 | 0 | 0 | 3 | OE |
| 5 | | RBL004 | RBL-4 | 0 | 0 | 2 | 1 | |
| 6 | | CCU108 | Community Connect | 0 | 0 | 4 | 2 | |
| TOTAL CREDITS | | | | | | | 20 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: VII

Session: 2026-2027

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--|---|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN417 | International Business | 4 | 0 | 0 | 4 | CC |
| 2 | | BBN418 | Corporate Governance and ethics | 4 | 0 | 0 | 4 | CC |
| 3 | | DSE401 DSE402 DSE403 DSE404 DSE405 DSE406 DSE407 | International Human Resource Management Security Analysis and Portfolio Management Marketing Analytics EXIM Policy & Procedure Managing small enterprises and family businesses Introduction to Business Analytics Quality Management in Hospital | 4 | 0 | 0 | 4 | DSE |
| 4 | | DSE408 DSE409 DSE410 DSE411 DSE412 DSE413 DSE414 | Compensation Management International Finance and Foreign Exchange Management Strategic brand management Globalizing Indian Business Marketing for new ventures Total Quality Management Introduction to Information Technology in Health Care | 4 | 0 | 0 | 4 | DSE |
| 5 | | OEC401 OEC402 OEC403 OEC404 OEC405 OEC406 OEC407 | Global Culture Integration Investment Management Responsible & sustainable marketing Foreign Trade Policies and Procedures Small enterprises and family businesses Management Fundamentals of SQL Managed care and Health Insurance | 4 | 0 | 0 | 4 | OE |
| TOTAL CREDITS | | | | | | | 20 | |

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027

Programme/ Branch: BBA

TERM: VIII

Session: 2026-2027

| S. No. | Paper ID | Subject Code | Subjects | Teaching Load | | | Credits | Type of Course CC/DSE/OE /SEC/AEC/VAC |
|---------------|----------|--------------|--|---------------|---|---|---------|---|
| | | | | L | T | P | | |
| 1 | | BBN419 | Emotional Skills for Professional Success* | 4 | 0 | 0 | 4 | CC |
| 2 | | BBN420 | AI in Business Environment* | 4 | 0 | 0 | 4 | CC |
| 3 | | BBN421 | Personal Finance & Wealth Management* | 4 | 0 | 0 | 4 | CC |
| 4 | | DSE415 | Negotiation Skills | 4 | 0 | 0 | 4 | DSE |
| | | DSE416 | Fundamentals of Derivatives | 4 | 0 | 0 | | |
| | | DSE417 | Marketing Survey | 3 | 0 | 2 | | |
| | | DSE418 | Management of cross-cultural issues | 4 | 0 | 0 | | |
| | | DSE419 | Social Entrepreneurship | 4 | 0 | 0 | | |
| | | DSE420 | Green Supply Chain Management | 4 | 0 | 0 | | |
| | | DSE421 | Healthcare Systems and Policy | 4 | 0 | 0 | | |
| 5 | | OEC408 | Employee Engagement | 4 | 0 | 0 | 4 | OE |
| | | OEC409 | Credit Management | | | | | |
| | | OEC410 | Retail Marketing | | | | | |
| | | OEC411 | Management of Global issues | | | | | |
| | | OEC412 | Entrepreneurship & Society | | | | | |
| | | OEC413 | Lean & Six Sigma | | | | | |
| | | OEC414 | Basics of Project Management in Healthcare | | | | | |
| 6 | | BBP403 | Project-1** | | | | 3 | |
| 7 | | BBP404 | Project-2** | | | | 9 | |
| TOTAL CREDITS | | | | | | | 20 | |

*To be offered only for Bachelor (Honours)

** To be offered only for Bachelor (Honours with Research)

Course Modules

Term: I

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: | | Semester: I | |
| 1 | Course Code | BBN107 | |
| 2 | Course Title | Management Processes | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Status | 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 | On successful completion of the course, the student will be able to: CO1: Describe various functions of management. CO2: Explain the various theories and principles related to management. CO3: Apply the elements of organizing and directing in taking managerial decisions. CO4: Analyse various organizational designs and challenges for managing the organization effectively. CO5: Examine the controlling process and identify the areas where controlling methods are required along with coordination. CO6: Apply the understanding of functions of management. | |
| 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, Organizing, Staffing, Directing, Controlling and Coordination. It also provides the awareness the nature and evolution of management. This course also emphasizes 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, Planning process and limitations Types of Plan: Budget, Policy, Procedure, methods, and rules | CO1 |
| | B | Introduction to strategic, operational, and tactical planning | CO1, CO4 |
| | C | Environment Analysis | CO1 |
| | Unit 3 | Managing Contemporary Organization | |
| | A | Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of | CO1, CO4 |

| | | | |
|--|------------------------|--|------------------|
| | | Control) | |
| | 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, CO6 |
| | Unit 4 | Directing | |
| | A | Directing, Principles of Directing | CO3,CO4 |
| | B | Communication and its types, Motivation | CO1,CO3 |
| | C | Leadership-Meaning, Styles of Leader, Qualities of a Good Leader, Supervision and its importance | CO3,CO3 |
| | Unit 5 | Controlling | |
| | A | Concept and process of control in organization, Types of control - Feedback, Feed forward, Concurrent | CO1, CO5 |
| | B | Coordination and its importance | CO5 |
| | C | Mini Project on Functions of Management | CO5,CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75 % |
| | 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 | |

Course Articulation Matrix

| PO/CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|---------|------|------|------|------|------|------|
| CO1 | 2 | 2 | 1 | 2 | 1 | 2 |
| CO2 | 2 | 1 | --- | 2 | 1 | 2 |
| CO3 | 1 | 1 | 2 | 1 | -- | 2 |
| CO4 | 1 | 1 | 1 | -- | 2 | 2 |
| CO5 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO6 | 1 | 1 | 2 | 1 | 2 | 2 |
| Average | 1.33 | 1.16 | 1.16 | 1.16 | 1.33 | 1.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_I- MAJOR

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: - | | Semester: I | |
| 1 | Course Code | DSE101 | |
| 2 | Course Title | Recruitment & Selection | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| 5 | Course Status | DSE | |
| 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. CO6: Create documents, policies and procedures related to recruitment strategies. | |
| 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 1 | Human Resources Planning and Job Analysis | |
| | A | HRP defined, Issues and challenges | CO1, CO3 |
| | B | HRP Process, Demand & Supply Forecasting Methods | CO3 |
| | C | Job analysis- steps in job analysis, methods, job description and job specification, application of job analysis | CO3 |
| | Unit 2 | Recruitment | |
| | A | Recruitment Concept – Factors affecting recruitment | CO1, CO5 |
| | B | Methods and Sources of recruitment-Internal & External | CO5 |
| | C | E-Recruitment, Inclusive Recruitment | CO5 |
| | Unit 3 | Selection | |
| | A | Process of Selection, Review of applications-Application Blank, weighted application Blank | CO1, CO2 |

| | | | | | |
|--|------------------------|---|----------|--|-----|
| | B | Selection Tests- Personality & technical, Selection test design, Reliability and Validity of tests | | | CO2 |
| | C | Employment Interviews- Structured, unstructured, behavioural, Group or individual interview, Guidelines for the Interviewer, Pre-employment Checks, Assessment Centre | | | CO2 |
| | Unit 4 | Recruitment & Selection Strategies and Evaluation | | | |
| | A | Recruitment Strategies at worker, Middle & Senior Level, Exit Interview | | | CO4 |
| | B | Recruitment & Selection Evaluation: Budget, Time and Acceptance Rate | | | CO4 |
| | C | Employee Onboarding- Process | | | CO4 |
| | Unit 5 | Legal & Contemporary Issues | | | |
| | A | Legal issues: Apprenticeship Act, Employment Act, Contract labour Regulation & Abolition Act, Child Labour Abolition Act | | | CO1 |
| | B | Contemporary Issues: Job sculpting, Employer branding, Alternatives to recruitment | | | CO1 |
| | C | Global talent Acquisition & Management | | | CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | 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) | | | |

Course Articulation Matrix

| PO/PSOs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|----------------|------|------|------|------|------|------|------|------|------|
| CO1 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 3 | 1 | 2 | - | - | 1 | 2 | 2 | 1 |
| CO4 | 3 | 2 | 1 | - | - | 1 | 2 | 2 | 1 |
| CO5 | 2 | 2 | 2 | - | - | 2 | 2 | 2 | 1 |
| CO6 | 2 | 2 | 1 | - | - | 1 | 2 | 2 | 1 |
| Average | 2.66 | 1.83 | 1.66 | 0.33 | 0.33 | 1.16 | 2 | 2 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch : 2023-27 | |
| Programme: BBA | | Current Academic Year: 2023 - 24 | |
| Branch: | | Semester: I | |
| 1 | Course Code | DSE102 | |
| 2 | Course Title | Indian Banking System | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 and what new innovative methods are being employed by them to handle these challenges. CO 4: infer how man power planning is done in banking system CO5: Analyzing the balance sheets of Banks CO6: Creating Liability and Asset Products on Customized basis | |
| 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 | CO 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 3 |

| | | | |
|--|------------------------|---|-----------------|
| | B | Customer Services in Banks | CO 3 |
| | C | Human Capital Management | CO 4 |
| | Unit 5 | Planning & Control Mechanism in Banks | |
| | A | Manpower planning in Banks, Quality circles in Banks | CO 4, CO5 |
| | B | Management Information System, Management Audit in Banking | CO 4, CO6 |
| | C | Decision –Making in Banks, Future of Indian Banking | CO 3, CO6 |
| | Mode of examination | Theory /Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | Bank Management- Vasant Desai | |
| | Other References | 1. Introduction to Banking-VijayaragavanIyengar 2.Commercial Banking-Benton E. Gup | |
| | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO(1) | PSO(2) | PSO (3) |
|------------|------|------|------|------|------|-----|--------|--------|---------|
| CO1 | 1 | 1 | - | - | - | - | 2 | 2 | 3 |
| CO2 | - | - | - | - | 1 | - | 1 | 1 | 1 |
| CO3 | 2 | - | 2 | 1 | 3 | - | - | 1 | - |
| CO4 | 2 | 1 | 3 | 2 | 2 | - | - | - | - |
| CO5 | 2 | 2 | 3 | 2 | 1 | - | 1 | - | 1 |
| CO6 | 2 | 1 | 3 | 2 | 2 | - | 2 | - | - |
| Average | 1.80 | 1.25 | 2.75 | 1.75 | 1.80 | | 1.50 | 1.33 | 1.67 |

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

| | | |
|--------------------------|-----------------------|---|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year – 2023-2024 |
| Branch: Marketing | | Semester: I |
| 1 | Course Code | DSE103 |
| 2 | Course Title | Consumer Behaviour |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | DSE |
| 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 | <ol style="list-style-type: none"> 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 | <p>On completion of this module the student will be able to:</p> <p>CO1: The students will be able to discuss the basic concepts and techniques of psychological processes that drive consumer behaviour so that effective marketing programs can be designed.</p> <p>CO2: The student will be able to explain how personality and other internal factors influence consumer decisions and behaviour.</p> <p>CO3: The student will be able to show how consumer decisions are influenced by social class and other external factors.</p> <p>CO4: The student will be able to analyze the post-purchase behaviour of consumers.</p> <p>CO5: The student will be able to compare organizational buying behaviour with individual buying behaviour.</p> <p>CO6: The student will be able to explain the diffusion of innovation and its process.</p> |
| 8 | Outline Syllabus | CO Mapping |
| | Unit A | |
| | A1 | Definition of consumer behaviour and its role in marketing |
| | A2 | The framework of consumer behavior |
| | A3 | The changing face of consumer behaviour |
| | Unit B | |
| | B1 | Personality and self-concept in consumer behaviour |
| | B2 | Consumer motivation and perception |
| | B3 | Consumer attitude and learning |
| | Unit C | |
| | C1 | Reference groups and opinion leadership |
| | C2 | Family, age and gender influences on consumer behaviour |
| | C3 | Social class and consumer behavior |
| | Unit D | |
| | D1 | Diffusion of innovation |
| | D2 | Influence of culture on consumer behaviour |
| | D3 | Post-purchase behaviour of consumers |
| | Unit E | |

| | | | |
|--|---------------------|--|----------|
| | E1 | Organizational buying roles | CO5, CO6 |
| | E2 | Organizational buying situations | CO5, CO6 |
| | E3 | Influences on organizational buying behaviour | CO5, CO6 |
| | Mode of Examination | Theory | |
| | ASSESSMENT CRITERIA | INTERNAL | EXTERNAL |
| | | 25% | 75% |
| | 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) | |

COURSE ARTICULATION MATRIX

| 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 |
| CO6 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 |
| Avg | 2 | 1.83 | 1.67 | 1 | 1 | 1 | 2 | 2 | 1.16 |

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

| | | | |
|-----------------------|-----------------------|---|------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: - | | Semester: I | |
| 1 | Course Code | DSE104 | |
| 2 | Course Title | Global Business Environment | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 5 | Course Description | <p>The course describes the various micro, 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.</p> <p>The focus of this course is also to describe the advantages and disadvantages.</p> | |
| 6 | Course Objective | <ol style="list-style-type: none"> 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 categories 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 | <p>After the completion of this course the students will be able to:</p> <p>CO1: Identify the contemporary scenario of global trade.</p> <p>CO2: Explain the role of different components contributing to globalization.</p> <p>CO3: Illustrate the role of FDI in global trade.</p> <p>CO4: Categories the types of barriers to international trade.</p> <p>CO5: Identify the role of trade blocs in present global business environment.</p> <p>CO6: To understand categorical relevance of elements of international business environment.</p> | |
| 8 | Outline syllabus | | |
| | Unit 1 | India and Global trade | |
| | A | The Macro economic variables: NI, exports and imports | CO1 |
| | B | The world trade and India's role in it | CO1, |
| | C | The top ranking businesses of the world | CO1, |
| | Unit 2 | The Globalization Index | |
| | A | Indices of globalization | CO2, |
| | B | WEF and globalization: key indicators of globalization | CO2, |
| | C | International organizations and international trade | CO2, |
| | Unit 3 | International trade and FDI | |
| | A | Role of FDI in international trade | CO3, |

| | | | |
|--|------------------------|--|-----------------|
| | B | Norms of FDI and their justifications | CO3, |
| | C | Ways in which FDI can flow in an economy | CO3, |
| | Unit 4 | Barriers to international trade | |
| | A | Tariff Barriers and implications | CO4 |
| | B | Non-Tariff Barriers and implications | CO4 |
| | C | The gainers and losers from barriers to trade | CO4 |
| | Unit 5 | Trade Blocs | |
| | A | Types of trade Blocs | CO5, |
| | B | role of trade Blocs | CO5, |
| | C | The role of trade Blocs in global business environment | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | <ul style="list-style-type: none"> International Business: Environment and Operations: John Daniels, Lee Radebaugh, Pearson Publications. International Business Management: S C Gupta, Ane Publications | |
| | Other References | <ul style="list-style-type: none"> The International Business Environment: Text and Cases: Anant K. Sundaram, J. Stewart Black, PHI Publications | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|------|------|------|------|
| CO 1 | - | 1 | 3 | - | - | 2 | 3 | 1 | 3 |
| CO 2 | - | 1 | 3 | - | - | 2 | 3 | 1 | 2 |
| CO 3 | - | 2 | 3 | - | - | 1 | 3 | 2 | 1 |
| CO 4 | - | 1 | 3 | - | - | 1 | 2 | 3 | 1 |
| CO 5 | - | - | 3 | - | - | 1 | 2 | 2 | 2 |
| CO6 | 2 | 1 | - | - | - | 1 | 2 | 1 | 3 |
| Average | 0.33 | 0.83 | 2.66 | 0 | 0 | 1.33 | 2.5 | 1.66 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch:2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: - | | Semester: I | |
| 1 | Course Code | DSE105 | |
| 2 | Course Title | Entrepreneurship Development | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 5 | Course Objective | <ol style="list-style-type: none"> 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. | |
| 6 | Course Outcomes | <p>After successful completion of this course, students would be able to:</p> <p>CO1: Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship.</p> <p>CO2: Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative.</p> <p>CO3: Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis, Opportunity identification and selection.</p> <p>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.</p> <p>CO5: Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.</p> <p>CO6: Create and develop a business plan for a new venture.</p> | |
| 7 | Course Description | <p>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.</p> | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Understanding Entrepreneurship and the Entrepreneur | |
| | A | Why Entrepreneurship | CO1, CO2 |

| | | | |
|--|---------------|--|--------------------|
| | | The Concept & Process of Entrepreneurship Exercise/Activity: Identify your entrepreneurial potential | |
| | B | Types of entrepreneurship and entrepreneur Entrepreneur Vs. Manager Vs. Entrepreneur The Women & Social Entrepreneurship: Opportunities & Challenges | CO2 |
| | C | The Qualities , Characteristics & Competencies of an Entrepreneur An overview of corporate Entrepreneurship Exercise/Case study | CO1, CO2 |
| | Unit 2 | Idea, Opportunity and the Business Plan Development | |
| | A | Idea vs. Opportunity and Idea generation techniques Identifying/ sources of opportunities and evaluating opportunities Idea generation exercise | CO3, CO4, CO5, CO6 |
| | B | Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility Exercise/ Activity to conduct Feasibility Analysis | CO1, CO3 |
| | C | Writing and Presenting effective Business Plans Business model and its dimensions Exercise/ Discussion of Business Plan Formulation | CO1, CO2, CO6 |
| | Unit 3 | Launching the New Enterprise | |
| | A | Forming the New venture Team Selecting appropriate Business Ownership Structure Exercise/ Activity: Forming New Venture Team | CO2, CO4 |
| | B | IPR issues in starting an enterprise Legal aspects of a business | CO4 |
| | C | 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 4 | Managing the Growth and Exit of the firms | |
| | A | Understanding the Stages of an Entrepreneurial Venture The Strategies of growth Case study | CO4 |
| | B | Managerial mindset vs. Entrepreneurial mindset in decision making Key factors to be considered during the Growth Stage Group Presentation/ Business Plan Presentation | CO2, CO4 |
| | C | The Exit Strategy for a business Group Presentation/ Business Plan Presentation | CO4, CO6 |

| | | | | | |
|--|------------------------|---|----------|----------|----------|
| | Unit 5 | Understanding the Entrepreneurship Development Framework in India | | | |
| | A | An overview of MSMEs in India and MSME Act. Policies, Schemes & Incentives available to entrepreneurs in India | | | CO2, CO5 |
| | B | 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 |
| | C | Group Presentation/ Business Plan Presentation | | | CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | | Internal | External | |
| | | | 25% | 75% | |
| | Text book/s* | Entrepreneurship: A South Asian Perspective by Donald F. Kuratko & T.V. Rao, Cengage Learning, | | | |
| | Other References | <ul style="list-style-type: none"> • 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 | | | |

Course Articulation Matrix

| POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-------------|-----|------|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | 2 | - | - | 3 | 1 | 1 | - |
| CO2 | 2 | - | 2 | | 2 | 3 | 2 | - | 1 |
| CO3 | 3 | 2 | 3 | 1 | - | 2 | 2 | 2 | 1 |
| CO4 | 2 | 1 | 2 | 3 | 2 | 2 | 1 | 1 | - |
| CO5 | 1 | 2 | 2 | 3 | 3 | 1 | 1 | - | 1 |
| CO6 | 2 | 1 | - | 2 | 1 | 2 | 1 | 1 | 2 |
| Average | 2 | 1.16 | 1.83 | 1.33 | 1.33 | 2.16 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|--|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (LSCM) | | Current Academic Year: 2023-2024 | |
| Branch: - Logistics and Supply Chain Management | | Semester: I | |
| 1 | Course Code | DSE106 | |
| 2 | Course Title | Introduction to Supply Chain Management | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 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 | After successful completion of this course, students would be able to: 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. CO6 : To Relate theory with Practical | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | Introduction to Supply Chain Management | |
| | A 1 | Definitions of Supply chain Management | CO1 |
| | A 2 | Evaluation and Landmarks | CO1,CO2 |
| | A 3 | Value Chains and SC Macro Process | CO1, CO2 |
| | Unit B | Supply Chain Structure | |
| | B 1 | Push Strategies | CO2,CO3 |
| | B 2 | Pull Strategies | CO3 |
| | B 3 | Agile Supply Chain | CO3 |
| | Unit C | Supply Chain Drivers | |
| | C 1 | Supply Chain Drivers -Role and Relevance | CO3, CO4 |
| | C 2 | Facilities, Inventory, Transportation and SCM | CO3,CO4 |
| | C 3 | Pricing and Supply chains | CO3,CO4 |
| | Unit D | Planning and Co-ordination in Supply Chain | |
| | D 1 | Role of Transportation in SCM | CO3,Co4 |
| | D 2 | Role of Sourcing in SCM | CO4 |
| | D 3 | Role of Inventory in SCM | 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, CO6 |
| | E 3 | Global Supply Chain Perspectives | CO5,CO6 |
| | Mode of | Theory and Continuous Assessment | |

| | | | | | |
|--|------------------------|--|----------|--|--|
| | examination | | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | 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, 2 nd Indian ed. | | | |
| | Other References | 1. Case studies a) Flip kart b) Waygo, Google c) L & T d) Om Logistics e) GATI | | | |
| | | | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 |
| AVERAGE | 1.33 | 1.83 | 1.67 | 2 | 2.17 | 1.67 | 1.83 | 1.83 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|----------------------|---|------------|
| School: SSBS | | Batch : 2023-27 | |
| Programme: BBA | | Current Academic Year: 2023-24 | |
| Branch: HCHA | | Semester: I | |
| 1 | Course Code | DSE107 | |
| 2 | Course Title | Healthcare Management and Medical Terminology | |
| 3 | Credits | 4 | |
| 4 | Contact Hours(L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 | After successful completion of this course, students would be able to: CO1: To define and describe the normal function of the different body systems, medical terms. CO2:The students will understand the basics of human terminology and systems CO3: The student will be able to illustrate issues in the healthcare sector and hospital 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. CO6: Student will be able to create documentation for health communication camps | |
| 7 | Course Description | This course will introduce students 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 |

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|--|------------------------|--|-----------------|
| | 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,CO5 |
| | B | Health Education in the modern world | CO6 |
| | C | Principles of Health educations | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s | Principles of Management by Tripathi& Reddy Principles of Hospital Administration & Planning by <i>B M Sakharkar</i> , <i>Preventive & Social Medicine</i> by <i>K Park</i> , <i>Management by VSP Rao Excel Publications.</i> | |
| | Other References | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| Average | 1.83 | 1.67 | 1.33 | 1.5 | 1.67 | 1.33 | 2.33 | 2.33 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_I- MINOR

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: | | Semester: I | |
| 1 | Course Code | OEC101 | |
| 2 | Course Title | Team Building & Leadership | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor Elective (OE) | |
| 5 | Course Objective | <p>1. To learn the interpretive framework necessary to understand how high-performance teams will function in a particular cultural location.</p> <p>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.</p> <p>3. To gain self-awareness of personal leadership style, strength and personality for the purpose of effective team leadership.</p> <p>4. To develop the critical coaching competencies for effective team leadership.</p> | |
| 6 | Course Outcomes | <p>After successful completion of this course, students would be able to:</p> <p>CO1: to understand theories, principles & concepts applicable to the study of groups, teams & leadership.</p> <p>CO2: to critically evaluate models & theories of team formation and leadership.</p> <p>CO3: to construct competence in critical reasoning & decision making.</p> <p>CO4: to demonstrate essential team & leadership skills</p> <p>CO5: to identify causes of workplace conflicts and manage them</p> <p>CO6: to reflect on personal leadership and teamwork skills.</p> | |
| 7 | Course Description | <p>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.</p> | |
| 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, |

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|----|------------------------|--|-----------------|
| | | | CO4,CO6 |
| | 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,CO6 |
| | Unit 5 | Conflict | |
| | A | Conflict- Concept, Causes and types | CO5 |
| | B | Stages of conflict formation | CO5 |
| | C | Conflict Resolution for effective Team building | CO5,CO6 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal 25% | External 75% |
| 11 | Text book/s* | Rathan Reddy-Team building & Leadership (Jaico) | |
| 12 | Other References | <ul style="list-style-type: none"> 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 | |

Course Articulation Matrix

| PO/PSOs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|----------------|------|------|------|------|------|------|------|------|------|
| CO1 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 3 | 1 | 2 | - | - | 1 | 2 | 2 | 1 |
| CO4 | 3 | 2 | 1 | - | - | 1 | 2 | 2 | 1 |
| CO5 | 2 | 2 | 2 | - | - | 2 | 2 | 2 | 1 |
| CO6 | 2 | 2 | 1 | - | - | 1 | 2 | 2 | 1 |
| Average | 2.66 | 1.83 | 1.66 | 0.33 | 0.33 | 1.16 | 2 | 2 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|---------------------------|--------------------|---|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2023-2024 |
| Branch: Management | | Semester: I |
| 1 | Course Code | OEC102 |
| 2 | Course Title | Financial Institutions & Markets |
| 3 | Credits | 3 |
| 4 | Contact Hours | 3-0-0 |
| | Course Status | Minor Elective |
| 5 | Course Description | <i>Financial Markets & Institutions studies the fundamental principles that govern financial markets and institutions. Financial markets, or markets for financial assets, play an important role in the efficient functioning of a market economy. Financial Institutions are any establishments that make these markets function efficiently. In the course students understand the workings of the Banking Industry, the role of regulatory and promotional institutions and the behavior of other financial institutions.</i> |
| 6 | Course Objective | <ul style="list-style-type: none"> - To make students understand the basic idea behind <i>financial markets and institutions</i>. - Identify the functions of financial markets and institutions and examine their impact on the level of interest rates and interest differentials. - Understand the relevance to financial markets and financial institutions, such as the flow of funds, levels of interest rates to current events or topical issues. |
| 7 | Course Outcomes | <p>On completion of this course the learners will be able to</p> <p>CO 1 Understand basics of financial markets, institutions and their regulatory environment</p> <p>CO 2 Comprehend financial institutions and markets in the Indian financial system.</p> <p>CO3 Apply the knowledge gained in the context of decision making in regard to financial markets</p> <p>CO 4 Analysis of financial institutions and familiarize them with different aspects of financial markets and provide a conceptual framework</p> <p>CO 5 Compile the present system of financial markets, institutions and their regulatory environment</p> <p>CO 6</p> |
| 8 | Outline syllabus | |
| | Unit A | An overview of financial system |
| | A 1 | Meaning and significance of Financial system; Nature and role of financial system |
| | A 2 | Components of financial system (instrument, markets etc.), Financial system and economic development |
| | A 3 | Different financial innovations and developments in the financial system, Indian financial system |
| | Unit B | Functioning of financial Market |
| | B 1 | Structure of Indian money market, Instruments of money market and recent |

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|----------|------------------------|---|----------|----------|--|-----|-----|--|
| | | trends. | | | | | | |
| | B 2 | Introduction to capital market, Primary market, Secondary markets – function and role, | | | | | | |
| | B 3 | Functionaries of stock exchange – brokers, sub brokers, depositories | | | | | | |
| | Unit C | Regulatory and promotional Institutions | | | | | | |
| | C 1 | Reserve Bank of India: Organization and management, Functions, Monetary policy | | | | | | |
| | C 2 | IRDA: role and functions of IRDA and role of Insurance sector to mobilizing savings | | | | | | |
| | C 3 | The Securities and Exchange Board of India: Organization and management, Functions | | | | | | |
| | Unit D | Indian Banking System | | | | | | |
| | D 1 | Commercial banks: Introduction, Functions, e-banking, recent developments In commercial banking, co-operative banks | | | | | | |
| | D 2 | Non-banking financial institutions: Concept, Role of NBFC, Types of NBFC, Regulation of NBFC | | | | | | |
| | D 3 | Development banks : Concept, Objectives and meaning of development banks, IFCI, ICICI, IDBI, IRBI, SIDBI | | | | | | |
| | Unit E | International Markets and other financial Institution | | | | | | |
| | E 1 | Markets for Commercial Paper and Certificate of Deposits: Call Money Market and Treasury Bills Market Derivatives market: Introduction, Benefit of derivatives, different products of derivative market | | | | | | |
| | E 2 | International Markets: Difficulties of International trade, Foreign Exchange markets, Balance of payments, Risk management by using forward contracts. | | | | | | |
| | E 3 | Foreign Capital Flow: Form of foreign capital, FDI and FII, International financial instrument, raising funds from global market through ADR and GDR | | | | | | |
| | Mode of examination | Theory | | | | | | |
| | Weightage Distribution | <table border="1"> <tr> <td>Internal</td> <td>External</td> <td></td> </tr> <tr> <td>25%</td> <td>75%</td> <td></td> </tr> </table> | Internal | External | | 25% | 75% | |
| Internal | External | | | | | | | |
| 25% | 75% | | | | | | | |
| | Text book/s* | Text Book: 1. Financial Institutions and markets by L. M. Bhole, McGraw Hill education Reference Books (Recommended Readings): 1. The Indian Financial System by Bharati V Pathak, Pearson 2. Indian Financial System and Markets by Siddhartha SankarSaha, McGraw Hill education 3. Financial Markets, Institutions and Services by Sandeep Goel, PHI | | | | | | |
| | Other References | Guided study will include text readings, articles on contemporary issues in newspapers, assignments, case analysis and power point presentations | | | | | | |

Course Articulation Matrix

| POs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| COs | | | | | | | | | |
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 1 | 3 | 3 | - | 3 | 2 | 2 | 3 | 3 |
| CO3 | 2 | 1 | 1 | 1 | 3 | 1 | 3 | 2 | 2 |
| CO4 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 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: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: - | | Semester: II | |
| 1 | Course Code | OEC103 | |
| 2 | Course Title | Business Research Methods | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor Elective | |
| 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 | The student will be able to 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. CO6: To compare and classify issues specific to undertaking business research. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | Introduction to Research in Business | |
| | A | Reasons to study the Business Research | CO1 |
| | B | Planning and Strategy for Business Research | CO1,CO5 |

| | | | |
|--|------------------------|--|-----------------|
| | C | Parameters of Good Research, Working of Research Industry | CO1, CO5 |
| | Unit B | The Research Process | |
| | A | Introduction to research process, designing the research Question | CO1,CO5 |
| | B | Introduction of Designing the Study, Sampling Design | CO2 |
| | C | Introduction to Pilot testing, Data Collection , Reporting | CO2 |
| | Unit C | Business Research Requests and Proposals | |
| | A | Types of research proposals | CO2 |
| | B | Structuring the Research Proposals | CO2 |
| | C | Evaluating the research proposals | CO2, CO6 |
| | Unit D | Research Design | |
| | A | Introduction to research design | CO3 |
| | B | Exploratory, Descriptive, Causal Studies | CO3, CO6 |
| | C | Designing Surveys | CO3 |
| | Unit E | Ethics in Business Research | |
| | A | Introduction to Research Ethics | CO4 |
| | B | Ethics and the Sponsor | CO4 |
| | C | Professional Standards | CO4 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | Cooper, D. R., Schindler, P. S., & Sun, J. (2006). <i>Business research methods</i> (Vol. 9). New York: McGraw-Hill Irwin. | |
| | Other References | Kothari, C. R. (2004). <i>Research methodology: Methods and techniques</i> . New Age International. | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|------|------|------|------|
| CO1 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | - |
| CO2 | 3 | 3 | 2 | 1 | 2 | 3 | 2 | - | 1 |
| CO3 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 3 | 3 | 1 | 1 | 3 | 1 | 1 | - |
| CO 5 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | - | 1 |
| CO6 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| Avg | 2.83 | 2.67 | 2.16 | 1.5 | 1.5 | 2.33 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: | | Semester: I | |
| 1 | Course Code | OEC104 | |
| 2 | Course Title | Economic Environment of Business | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor elective | |
| 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. CO6: To understand the global business environment and influencing factors. | |
| 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 1 | Nature and Dynamics of Business Environment | |
| | A | The concept of Business Environment | CO1,CO2 |
| | B | Significance of Business Environment | CO1,CO2 |
| | C | Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis) | CO1,CO2 |
| | UNIT 2 | Political Environment and Economic Systems | |
| | A | Market Economy or Capitalism(Evolution of capitalism and its features) | CO1, CO2 |
| | B | Planned Economy or Command Economy | CO1,CO2 |
| | C | Mixed Economy | CO1,CO2 |
| | UNIT 3 | Economic Growth and Development | |
| | A | Economic Growth and Development | CO1, CO3 |
| | B | Methods to Calculate National Income | CO1, CO3 |
| | C | Real Income and Nominal Income | CO1, CO3 |
| | UNIT 4 | MACRO ECONOMIC POLICIES | |

| | | | | |
|--|------------------------|--|----------|----------|
| | A | Monetary Policy | | CO3, CO4 |
| | B | Fiscal Policy | | CO4 |
| | C | India's Import –Export Policies | | CO4 |
| | UNIT 5 | GLOBAL/ INTERNATIONAL ENVIRONMENT | | |
| | A | Globalization | | CO5, CO6 |
| | B | Foreign Investment | | CO5, CO6 |
| | C | Multinational Corporations | | CO5, CO6 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | 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, 3 rd 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, 8 th Edition). 4. N. Gregory Mankiw- Principles of Macroeconomics, Cengage Learning | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|------------|------|------|-----|------|------|-----|
| 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 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 |
| Average | 2.33 | 2.16 | 1.5 | 1.33 | 0.83 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year: 2023-2024 |
| Branch: - | | Semester: I |
| 1 | Course Code | OEC105 |
| 2 | Course Title | Essentials of Entrepreneurship |
| 3 | Credits | 3 |
| 4 | Contact Hours (L-T-P) | 3-0-0 |
| | Course Status | Minor Elective |
| 5 | Course Objective | <ol style="list-style-type: none"> 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. |
| 6 | Course Outcomes | <p>After successful completion of this course, the student would be able to:</p> <p>CO1: Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship.</p> <p>CO2: Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative.</p> <p>CO3: Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis, Opportunity identification and selection.</p> <p>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.</p> <p>CO5: Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.</p> <p>CO6: Create and develop a business plan for a new venture.</p> |
| 7 | 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. |
| 8 | Outline syllabus | CO Mapping |

| | | | | |
|--|------------------------|---|----------|-----------------------|
| | Unit 1 | Understanding Entrepreneurship and the Entrepreneur | | |
| | A | The Concept & Process of Entrepreneurship Exercise/Activity: Identify your entrepreneurial potential | | CO1, CO2 |
| | B | Types of entrepreneurships and entrepreneur Entrepreneur Vs. Manager Vs. Entrepreneur | | CO2 |
| | C | The Qualities, Characteristics & Competencies of an Entrepreneur, corporate Entrepreneurship | | CO1, CO2 |
| | Unit 2 | Idea and Opportunity | | |
| | A | Idea vs. Opportunity Identifying/ sources of opportunities | | CO3, CO4, CO5, CO6 |
| | B | Idea generation techniques | | CO1, CO3 |
| | C | Evaluating opportunities | | CO1, CO2, CO6 |
| | Unit 3 | Feasibility Analysis | | |
| | A | Doing Feasibility Analysis: Product, Market, Economic | | CO2, CO4 |
| | B | Organizational, Technical , and Financial feasibility | | CO4 |
| | C | Exercise/ Activity to conduct Feasibility Analysis | | CO1, CO4 |
| | Unit 4 | Business Plan and New Enterprise Launch | | |
| | A | Writing and Presenting effective Business Plans Business model and its dimensions | | CO4 |
| | B | Forming the New venture Team Selecting appropriate Business Ownership Structure Forming New Venture Team IPR issues in starting an enterprise Legal aspects of a business | | CO2, CO4 |
| | C | Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO; Steps and Procedures to start a small scale enterprise in India | | CO4, CO6 |
| | Unit 5 | Understanding the Entrepreneurship Development Framework in India | | |
| | A | An overview of MSMEs in India and MSME Act. Policies, Schemes &Incentives available to entrepreneurs in India | | CO2, CO5 |
| | B | 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 |
| | C | Group Presentation/ Business Plan Presentation | | CO6 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | | Internal | External |
| | | | 25% | 75% |

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|--|------------------|---|--|
| | Text book/s* | Entrepreneurship: A South Asian Perspective by Donald F. Kuratko & T.V. Rao, Cengage Learning, | |
| | Other References | <ul style="list-style-type: none"> • 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 | |

Course Articulation Matrix

| POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-------------|-----|------|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | 2 | - | - | 3 | 1 | 1 | - |
| CO2 | 2 | - | 2 | | 2 | 3 | 2 | - | 1 |
| CO3 | 3 | 2 | 3 | 1 | - | 2 | 2 | 2 | 1 |
| CO4 | 2 | 1 | 2 | 3 | 2 | 2 | 1 | 1 | - |
| CO5 | 1 | 2 | 2 | 3 | 3 | 1 | 1 | - | 1 |
| CO6 | 2 | 1 | - | 2 | 1 | 2 | 1 | 1 | 2 |
| Average | 2 | 1.33 | 1.83 | 1.33 | 1.33 | 2.16 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|--|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (LSCM) | | Current Academic Year: 2023-2024 | |
| Branch: - Logistics and Supply Chain Management | | Semester: I | |
| 1 | Course Code | OEC106 | |
| 2 | Course Title | Basics of Supply Chain Management | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor 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 | After the completion of this course the students will be able to: 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. CO6 : TO RELATE THEORY WITH PRACTICAL | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | Introduction to Supply Chain Risk Management | |
| | A 1 | Definitions of Supply chain Management | CO1 |
| | A 2 | Supply chain models | 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, CO5 |
| | E 2 | Benchmarking the Supply Chain | CO4, CO5 |
| | E 3 | Supply Chain Simulation strategies and Evaluation | CO5,CO6 |

| | | | | | |
|--|------------------------|--|----------|--|--|
| | Mode of examination | Theory and Continuous Assessment | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s | 3. Douglas Long International Logistics: Global Supply chain Management Springer-Verlag New York, LLC: 2004 4. Supply Chain Logistics Management – Bowersox & Cooper, McGraw Hill, 2 nd Indian ed. | | | |
| | Other References | 6. Case studies f) Flip kart g) Waygo, Google h) L & T i) Om Logistics j) GATI | | | |
| | | | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 |
| AVERAGE | 1.33 | 1.83 | 1.67 | 2 | 2.17 | 1.67 | 1.83 | 1.83 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: HCHA | | Semester: I | |
| 1 | Course Code | OEC107 | |
| 2 | Course Title | Introduction to Human Physiology & Biochemistry | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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 | On successful completion of the course, the student will be able to: 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 . CO6: To develop diet plans for the human body system. | |
| 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 Basic Cell Physiology | |
| | A | Cell: The Unit of Life | CO |
| | B | Biomolecules | CO1 |
| | C | Cell Structure and Function | CO1 |
| | Unit 2 | Human Physiology | |
| | A | Digestion and Absorption, Breathing and Exchange of gases | CO2 |
| | B | Body Fluids and Circulation, Excretory Products and their Elimination | CO2 |
| | C | Neural Control and Coordination, Chemical Coordination and Integration | CO2 |
| | Unit 3 | SYSTEMS- I | |
| | A | Circulatory system: Basic Structure and Function | CO3 |
| | B | Skin and the Integumentary System: Basic Structure and Function | CO3 |
| | C | Gastro intestinal system: Basic Structure and Function | CO3 |

| | | | |
|--|------------------------|---|-----------------|
| | Unit 4 | SYSTEM-II | |
| | A | Skeletal System: Basic Structure and Function | CO4 |
| | B | Muscular Systems: Basic Structure and Function | CO4 |
| | C | Nervous System I : Basic Structure and Function | CO4 |
| | Unit 5 | Nutrition & Diet | |
| | A | Energy Metabolism | CO5 |
| | B | Carbohydrates, Lipids, Proteins | CO5 |
| | C | Vitamins, Mineral | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Textbook/s | Guyton AC and Hall JE, Text book of medical physiology. Nordin M and Frankel VH, Basic biomechanics of the musculoskeleton system, Lippincott, Williams and Wilkins | |
| | Other References | NA | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|-----|------|------|-----|------|------|------|
| CO1 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 1 | 1 |
| CO2 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO3 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 |
| CO4 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| CO5 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| CO6 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 |
| Average | 0.66 | 0.5 | 0.5 | 0.83 | 0.67 | 0.5 | 1.17 | 1 | 1 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|--------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: | | Semester: I | |
| 1 | Course Code | VOS101 | |
| 2 | Course Title | Business Etiquette Skills | |
| 3 | Contact Hours | 3 (0-0-6) | |
| 4 | Course Objective | Business etiquette skills are incredibly important for new graduates, early-stage professionals, senior level executives, and those who want to work in the business world. | |
| 5 | Course Outcomes | <p>On successful completion of the course, the student will be able to:</p> <p>CO1: The student will be able to become known as a professional with a high level of social skill and soft skill</p> <p>CO2: The student will be able to know how to get clients and co-workers to know, like and trust you</p> <p>CO3: The student will be able to understand why focusing on your executive wardrobe is so important for a great first impression</p> <p>CO4: The student will be able to know how to create an executive wardrobe (men and women) for a polished, professional brand</p> <p>CO5: The student will be able to conquer networking events with confidence and strategy</p> <p>CO6: The students will understand about the Do's and Don'ts of Interview</p> | |
| 6 | Course Description | In this introductory course, students will become familiar with the business etiquette required in this business world. Students will gain practice in using key applications, such as word processors, spreadsheets, and presentation software. | |
| 7 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction | |
| | A | Business Etiquette | CO1, CO2 |
| | B | Professionalism and video on professionalism in organization | CO3 |
| | C | Johari Window and design your own Johari Window | CO3, CO4 |
| | Unit 2 | Understanding Perspective | |
| | A | Perspectives by Employers | CO2, CO4 |
| | B | Perspective by Employees | CO4 |
| | C | How to build your Trust- Employees and Employers | CO4, CO5 |
| | Unit 3 | Raising your digital Footprint | |
| | A | Email Etiquettes and exercise on email etiquettes | CO2, CO5 |
| | B | Professional Image and your outfit- Males and Females | CO5 |
| | C | Online Presence – using LinkedIn | CO5 |

| | | | |
|---|-------------------------------|---|----------|
| | Unit 4 | Business Meeting | |
| | A | Types of Business Meeting | CO4,CO3 |
| | B | Planning of Business Meeting | CO4 |
| | C | Etiquettes of Online Meeting | CO4 |
| | Unit 5 | Interview Etiquette | |
| | A | Types of Interviews | CO5, CO6 |
| | B | Do's of Interview | CO5, CO6 |
| | C | Don'ts of Interview | CO5, CO6 |
| 8 | Mode of examination | THEORY/PRACTICAL | |
| 9 | References | The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success BY Barbara Pachter | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|------|-----|------|------|------|------|------|------|
| CO1 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 |
| CO6 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| Average | 2.33 | 2.33 | 2.5 | 2.33 | 2.33 | 2 | 2 | 2.16 | 2.33 |

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

| | | |
|----------------------|-----------------------|---|
| Schools: SSBS | | Batch : 2023-2027 |
| | | Academic Year: 2023-2024 |
| | | Semester: I |
| 1 | Course Code | ARP101 |
| 2 | Course Title | Communicative English-1 |
| 3 | Credits | 2 |
| 4 | Contact Hours (L-T-P) | 1-0-2 |
| 5 | Course Objective | To minimize the linguistic barriers that emerges in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardise their existing English. 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 | <p>After completion of this course, students will be able to:</p> <p>CO1 Develop a better understanding of advanced grammar rules and write grammatically correct sentences</p> <p>CO2 Acquire wide vocabulary and punctuation rules and learn strategies for error-free communication.</p> <p>CO3 Interpret texts, pictures and improve both reading and writing skills which would help them in their academic as well as professional career</p> <p>CO4 Comprehend language and improve speaking skills in academic and social contexts</p> <p>CO5 Develop, share and maximise new ideas with the concept of brainstorming and the documentation of key critical thoughts articulated towards preparing for a career based on their potentials and availability of opportunities.</p> <p>CO6 Function effectively in multi-disciplinary teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality</p> |
| 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 | Outline syllabus – ARP 101 | | |
| | Unit A | Sentence Structure | CO Mapping |
| | Topic 1 | Subject Verb Agreement | CO1 |
| | Topic 2 | Parts of speech | |
| | Topic 3 | Writing well-formed sentences | |
| | | | |
| | Unit B | Vocabulary Building & Punctuation | |
| | Topic 1 | Homonyms/ homophones, Synonyms/Antonyms | CO1, CO2 |
| | Topic 2 | Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words) | CO1, CO2 |
| | Topic 3 | Conjunctions/Compound Sentences | CO1, CO2 |
| | | | |
| | Unit C | Writing Skills | |
| | Topic 1 | Picture Description – Student Group Activity | CO3 |
| | Topic 2 | 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 | CO3, CO2, CO3 |
| | Topic 3 | Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film) | CO2, CO3 |
| | Topic 4 | Digital Literacy Effective Use of Social Media | CO3 |
| | Unit D | Speaking Skill | |
| | Topic 1 | Self-introduction/Greeting/Meeting people – Self branding | CO4 |
| | Topic 2 | Describing people and situations - To Sir With Love (Watching a Full length Feature Film) | CO4 |
| | Topic 3 | Dialogues/conversations (Situation based Role Plays) | CO4 |
| | Unit E | Professional Skills Career Skills | |
| | Topic 1 | Exploring Career Opportunities | CO4, CO5 |
| | Topic 2 | Brainstorming Techniques & Models | CO4, CO5 |
| | Topic 3 | Social and Cultural Etiquettes | CO4, CO5 |
| | Topic 4 | Internal Communication | CO4, CO5 |
| | Unit F | Leadership and Management Skills | |
| | Topic 1 | Managerial Skills | CO6 |
| | Topic 2 | Entrepreneurial Skills | CO6 |
| 9 | Evaluations | <i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE</i> | N/A |
| | | | |
| 10 | Texts & References Library Links | <ul style="list-style-type: none"> Blum, M. Rosen. <i>How to Build Better Vocabulary</i>. London: Bloomsbury Publication Comfort, Jeremy (et.al). <i>Speaking Effectively</i>. Cambridge University Press | |

Course Articulation Matrix

| COs | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PS O1 | PSO 2 | PSO 3 |
|----------|------|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|-------|-------|
| ARP101.1 | - | - | - | - | - | - | - | - | 1 | 3 | | 2 | - | - | - |
| ARP101.2 | - | - | - | - | - | - | - | - | 1 | 3 | | 2 | - | - | - |
| ARP101.3 | - | - | - | - | - | - | - | - | 1 | 3 | | 2 | - | - | - |
| ARP101.4 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP101.5 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP101.6 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |

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

| | | | |
|---------------------|-------------------------|---|-------------------|
| School: SSBS | | Batch: 2023–2027 | |
| Programme: | | Current Academic Year: 2023-24 | |
| Branch: NA | | Semester: 1 | |
| 1 | Course Code | VAB 106 | |
| 2 | Course Title | Social Media Marketing | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| 5 | Course Status | Value Added Course | |
| 6 | Course Description | This course will cover the fundamentals of social media marketing. The student will gain an understanding of what social media marketing comprises, as well as its history and the many social media channels that are currently available. The students will learn the skills to effectively engage with customers across a diverse range of social media platforms. Students will learn to set up social media campaigns, define goals and set KPIs. The course will cover different social media communication styles that apply to different target audiences. Students will learn about the challenges involved in implementing an effective social media strategy for a business, especially when using paid advertising options. And how to schedule, manage and report on social media campaigns. | |
| 7 | Course Objectives | This course is designed for anyone interested in understanding and developing insights to use social media for marketing and communication. | |
| 8 | Course Outcomes | After the completion of this course the students will be able to: CO1: Understand the concept of Social Media Marketing. CO 2: Develop social media marketing strategy for achieving organisation goals. CO3: Set up, design, and monitor the Facebook Pages and Facebook advertising campaigns. CO4: Create, manage, and monitor Twitter marketing campaigns. CO5: Design, monitor and analyse LinkedIn advertising campaigns. CO6: Design and manage YouTube video advertisements campaigns and YouTube channel. | |
| 9 | Outline syllabus | | CO Mapping |
| | Unit A | Introduction to social media Marketing and Strategy | |
| | A 1 | Understanding the fundamentals of social media marketing | CO1, CO2 |
| | A 2 | Exploring various social media platforms. | CO1, CO2 |
| | A 3 | Developing a draft social media strategy. | CO1, CO2 |
| | Unit B | Marketing on Facebook: Designing and Managing Facebook Advertising Campaigns | |
| | B 1 | Strengths and features of Facebook. | CO3 |

| | | | | | |
|----|------------------------|---|-----|-----|-----|
| | B2 | Taking a step-by-step approach to build Facebook page for marketing | | | CO3 |
| | B3 | Designing and evaluating an effective Facebook Campaign. | | | CO3 |
| | Unit C | Advertising on Twitter: Designing, managing and monitoring Twitter campaigns | | | |
| | C 1 | Understanding the essentials of Twitter for advertisement | | | CO4 |
| | C 2 | Systematically design advertisements that reach the target audience | | | CO4 |
| | C 3 | Creating a business profile and campaign on Twitter. | | | CO4 |
| | Unit D | Advertise on LinkedIn: Setup, Managing and Monitoring Campaigns | | | |
| | D 1 | Examining the significance of a professional network for brand awareness and marketing | | | CO5 |
| | D 2 | Creating a LinkedIn page and optimizing for the targeted followers | | | CO5 |
| | D 3 | Designing LinkedIn marketing campaigns by selecting appropriate objectives and audience. | | | CO5 |
| | Unit E | YouTube Marketing: Designing and Managing YouTube Channel and advertising Campaigns | | | |
| | E 1 | Creating a YouTube channel for advertisement | | | CO6 |
| | E 2 | Using Google Ads for improving the performance of campaigns | | | CO6 |
| | E 3 | Finalize a Social Media marketing strategy for specific contexts. | | | CO6 |
| 10 | Mode of examination | Theory | | | |
| 11 | Weightage Distribution | Internal (CA) | MTE | ETE | |
| | | 25 | 25 | 50 | |
| 11 | References | Butow, E., Herman, J., Liu, S., Robinson, A., & Allton, M. (2020). Ultimate guide to social media marketing. Entrepreneur Press. Brogan, C. (2010). <i>Social media 101: Tactics and tips to develop your business online</i> . John Wiley & Sons. | | | |

Course Articulation Matrix

| POs /COs | PO 1 <u>C</u> | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
|----------|------------------|------|------|------|------|------|
| CO1 | 1 | 2 | 1 | 2 | 2 | 1 |
| CO2 | 3 | 3 | 2 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 3 | 1 | 3 | 1 |
| CO4 | 2 | 2 | 2 | 1 | 3 | 1 |
| CO5 | 2 | 2 | 3 | 1 | 1 | 1 |
| CO6 | 2 | 2 | 1 | 1 | 2 | 1 |
| Average | 2 | 2.16 | 2 | 1.16 | 2 | 1 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Course Modules

Term: II

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2023-2024 |
| Branch: | | Semester: II |
| 1 | Course Code | BBN108 |
| 2 | Course Title | Organizational Behaviour |
| 3 | Credits | 05 |
| 4 | Contact Hours (L-T-P) | 5-0-0 |
| | Course Status | Compulsory |
| 5 | Course Objective | <p>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.</p> <p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> • 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 | <p>On successful completion of the course, the student will be able to:</p> <p>CO1: Define basic organizational behaviour principles, and describe how these influence behaviour in the workplace.</p> <p>CO2: Examine the role of individual personality and perception toward employee success in organizations..</p> <p>CO3: Analyse the impact of learning and motivation on employee success.</p> <p>CO4: Analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts</p> <p>CO5: Apply the understanding of various concepts to understand leadership behaviour and its impact on organizational working.</p> <p>CO6: Examine organizational change as a vehicle to employee behavior in organizations..</p> |
| 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 | |
| | Unit 1 | Introduction to OB |
| | A | Concept, Meaning, nature and significance of OB |
| | B | Contributing Disciplines, Models of OB |
| | C | Challenges and limitations of OB |
| | Unit 2 | Individual Differences |
| | A | Perception – Meaning, Factors influencing perception, Errors- Halo Effect, Stereotype, Projection |
| | B | Attitudes- components, functions and job related attitude |
| | C | Personality- Determinants, Trait Theory- Big 5 Model, MBTI, Freudian Theory of personality |
| | Unit 3 | Learning and Motivation |
| | A | Learning Concepts and Theories- Classical, Operant, and social learning theory |

| | | | | | | | | | |
|----------|------------------------|---|----------|----------|--|-----|-----|--|--|
| | 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,CO6 | | | | | | |
| | B | Situational (path goal theory); Difference between leader and manager | CO5,CO6 | | | | | | |
| | C | Change: Concept, Kurt Lewin’s Model, Resistance to change, Overcoming resistance to change Mini Project-Write a summary of atleast 10 research papers and their findings on any broad area of Organizational Behaviour | CO5, CO6 | | | | | | |
| | Mode of examination | Theory | | | | | | | |
| | Weightage Distribution | <table><tr><td>Internal</td><td>External</td><td></td></tr><tr><td>25%</td><td>75%</td><td></td></tr></table> | Internal | External | | 25% | 75% | | |
| Internal | External | | | | | | | | |
| 25% | 75% | | | | | | | | |
| | 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 | | | | | | | |

Course Articulation Matrix

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----------|-----|------|------|------|------|------|------|------|------|
| CO1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 |
| CO2 | 1 | - | - | 1 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 1 | - | - | 2 | 1 | 2 | 2 | 2 | 1 |
| CO4 | - | 2 | - | 1 | 2 | 2 | 2 | 2 | 1 |
| CO5 | - | 2 | 1 | 1 | - | 2 | 2 | 2 | 1 |
| CO6 | - | 2 | 1 | 1 | - | 2 | 2 | 2 | 1 |
| Average | 0.5 | 1.16 | 0.66 | 1.16 | 1.16 | 1.83 | 2.0 | 2.0 | 3.5 |

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

| | | |
|-------------------------------------|-----------------------|---|
| School: SSBS | | Batch :2023-2027 |
| Programme: BBA | | Current Academic Year: 2023-24 |
| Branch: Management | | Semester: II |
| 1 | Course Code | BBN109 |
| 2 | Course Title | BASIC ACCOUNTING |
| 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 introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements. |
| 6 | Course Outcomes | On successful completion of the course,the student will be able to: CO1: Define the terms related to accounting and the accounting cycle. CO2. Explain the financial transactions of a firm through the examination of relevant data. CO3: Construct the accounting data of a firm using various quantitative inputs of a relevant period. CO4: Analyse the effect of changes in these inputs on the financial position of a firm. CO5: Evaluate the various accounting scenarios in a firm. CO6: Gain the working knowledge on the preparing of various accounts independently |
| 7 | Course Description | The course focuses on detailed understanding of accounting information system, accounting concepts, accounting principles, accounting cycle, recording of transactions, and financial statement concepts. |
| 8 | | |
| | Unit 1 | Introduction to Financial Accounting |
| | A | Nature and scope of Accounting, Generally Accepted Accounting Principles: |
| | B | Concepts and Conventions, Indian and International Accounting Standards. Accounting Mechanics: Double Entry System, |
| | C | Preparation of Journal, Ledger and Trial Balance,Profit and Loss A/c, Balance Sheet, Concept of Income and its Measurement |
| | Unit 2 | Royalty & Hire-Purchase Accounting |

| | | | | | |
|--|------------------------|---|----------|--|---------------|
| | A | Accounting Records for Royalty in the books of Landlords and Lessee, Recoupment of Short working, Sub - lease, Short working Reserve Account, Nazarana | | | CO1, CO2 |
| | B | Hire Purchase Account - Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense Account, Payment of Premium, Default in Payment and Partial Returns of Goods. | | | CO2, CO4 |
| | C | Installment Payment System - Difference between Hire Purchase and Installment Payment System. Accounting Records in the book of Purchaser & Vendor, Interest suspense account | | | CO2, CO4 |
| | Unit 3 | Departmental & Branch Accounting | | | |
| | A | Departmental Accounts - Meaning, Objects and Importance, Advantage, Methods of Departmental Accounts, Final Accounts of Non Corporate Departmental Business, Allocation of Indirect Expenses | | | CO1, CO3 |
| | B | Meaning and Objectives of Branch Account, Importance and Advantages, | | | CO3, CO4 |
| | C | Classification of Branches, Accounting of Branch Accounts under various Methods | | | CO3, CO6 |
| | Unit 4 | Insolvency & Voyage Accounts | | | |
| | A | - Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency | | | CO1, CO3, CO4 |
| | B | , Preparation of Statement of Affairs and Deficiency Account. | | | CO1, CO3, CO4 |
| | C | Voyage Accounts - Meaning & Preparation of Voyage Accounts | | | CO4, CO6 |
| | Unit 5 | Depreciation | | | |
| | A | Concept of depreciation; Causes of depreciation; Depreciation, depletion, amortization, and dilapidation; Depreciation accounting | | | CO5, CO6 |
| | B | Methods of recording depreciation; Methods for providing depreciation; Depreciation of different assets; Depreciation of replacement cost | | | CO5, CO6 |
| | C | Depreciation accounting as per accounting standard; Depreciation accounting; Provisions and reserves | | | CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s* | 1. Jain & Naranag, “Advanced Accounts”, Jain Book Agency, 18th Edition, Reprint(2014) 2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version), Vaibhav Laxmi Prakashan. (2010) | | | |

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|--|------------------|---|--|
| | | 3. Gupta, R. L. & Radhaswamy, M., Financial Accounting: Sultan Chand and sons. Shukla, M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts: S. Chand & Co | |
| | Other References | 4. Maheshwari S.N. & Maheshwari S. K, "A text book of Accounting for Management", Vikas Publication, 10th Edition (2013) | |

COURSE ARTICULATION MATRIX

| POsCOs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|---------|------|------|------|------|------|------|------|------|------|------|------|
| CO1 | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 1 | - | - | 3 | 2 | 1 | 3 | 3 | 2 |
| CO3 | 3 | 2 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 1 | - | 2 | 3 | 2 | 1 | 3 | 3 | 2 |
| CO5 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO6 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 2 |
| Average | 2.66 | 2.33 | 1.33 | 0.66 | 1.33 | 2.66 | 1.66 | 1.33 | 2.5 | 2.66 | 2.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_II - MINOR

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: - | | Semester: II | |
| 1 | Course Code | OEC108 | |
| 2 | Course Title | Talent Acquisition | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| 5 | Course Status | Minor Elective | |
| 6 | Course Objective | 1. To be able to comprehend the potential importance of talent acquisition in successful human resource management. 2. To be able to identify aspects of talent acquisition 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. CO6: Create documents, policies and procedures related to recruitment strategies. | |
| 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 1 | Human Resources Planning and Job Analysis | |
| | A | HRP defined, Issues and challenges | CO1, CO3 |
| | B | HRP Process, Demand & Supply Forecasting Methods | CO3 |
| | C | Job analysis- steps in job analysis, methods, job description and job specification, application of job analysis | CO3 |
| | Unit 2 | Recruitment | |
| | A | Recruitment Concept – Factors affecting recruitment | CO1, CO5 |
| | B | Methods and Sources of recruitment-Internal & External | CO5 |
| | C | E-Recruitment, Inclusive Recruitment | CO5 |
| | Unit 3 | Selection | |
| | A | Process of Selection, Review of applications-Application Blank, weighted application Blank | CO1, CO2 |
| | B | Selection Tests- Personality & technical, Selection test design. | CO2 |

| | | | | | |
|--|------------------------|---|----------|--|-----|
| | | Reliability and Validity of tests | | | |
| | C | Employment Interviews- Structured, unstructured, behavioural, Group or individual interview, Guidelines for the Interviewer, Pre-employment Checks, Assessment Centre | | | CO2 |
| | Unit 4 | Recruitment & Selection Strategies | | | |
| | A | Recruitment Strategies at worker, Middle & Senior Level, Exit Interview | | | CO4 |
| | B | New hire Orientation | | | CO4 |
| | Unit 5 | Legal & Contemporary Issues | | | |
| | A | Contemporary Issues: Job sculpting, Employer branding, Alternatives to recruitment | | | CO1 |
| | B | Global talent Acquisition & Management | | | CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Textbook/s* | Recruitment and Selection: Theories and Practices, Dipak Kumar Bhattacharyya, First Edition, Cengage | | | |
| | Other References | 4. Human Resource Management 2010: V.S. P. Rao 5. Human Resource Selection, Published: 2009 Author Gatewood, Field(Cengage) 6. Human Resource Management: Sharon Pande (Pearson) | | | |

Course Articulation Matrix

| 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 | 3 | 3 | 2 |
| CO3 | 3 | 1 | 2 | - | - | 1 | 3 | 3 | 3 |
| CO4 | 3 | 2 | 1 | - | - | 1 | 3 | 3 | 2 |
| CO5 | 2 | 2 | 2 | - | - | 2 | 2 | 2 | 2 |
| CO6 | 2 | 2 | 1 | - | - | 1 | 1 | 2 | 2 |
| Average | 2.66 | 1.83 | 1.66 | 0.33 | 0.33 | 1.16 | 2.5 | 2.66 | 2.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|---------------------------|---------------------------|--|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: Management | | Semester: II | |
| 1 | Course Code | OEC109 | |
| 2 | Course Title | Marketing Of Financial Products | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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. CO6: Developing Customized financial products | |
| 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 Transformati on | Transformation in marketing Practices and analysis of Digital Marketing in Financial Products. | CO 1,CO2 |
| | Unit 2 | Production Management and Customer relationship management | |
| | A <i>Product Management</i> | Product Concept, Product and Differentiate Product Management. | CO 2, CO 3 |
| | B <i>CRM Model</i> | Importance of CRM in marketing of Financial Services and Relationship Marketing. | CO 2 |
| | C <i>CRM implementation</i> | CRM implementation and evaluation. Specific Live cases of Successful CRM Models. | CO 2 |
| | Unit 3 | Analyzing Business Markets | |
| | A <i>Corporate Selling</i> | Organizations Buying Process and Participants. Strategies of Organizations Buying Process. | CO 2,CO 4 |
| | B <i>Sales in institutional and Governmental Markets</i> | 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 <i>US Market</i> | Marketing Financial Products in US | CO 2, CO5 |
| | B <i>UK Market</i> | Marketing Financial Products in UK | CO 2, CO5 |

| | | | | | |
|--|-------------------------------|---|----------|--|----------|
| | C China Market | Marketing Financial Products in China | | | CO5, CO6 |
| | Mode of examination | Theory /Practical/Viva | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | 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. | | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 1 | 1 | 2 | 2 | - | 1 | 1 |
| AVG | 2.17 | 1.83 | 1.83 | 1.40 | 2.00 | 1.60 | 2.00 | 1.50 | 2.00 |

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

| | | | |
|-------------------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (Mktg.) | | Current Academic Year: 2023-24 | |
| Branch: Marketing | | Semester: I | |
| 1 | Course Code | OEC110 | |
| 2 | Course Title | Advertising and Promotions Mix | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor Elective | |
| 5 | Course Description | This course introduces students to the fundamental concepts and strategies of advertising and promotions mix within the context of contemporary business environments. | |
| 6 | Course Objectives | 1. To make the students gain an understanding of the role of advertising and promotions in marketing campaigns, brand management, and overall business success. 2. To make the students familiar with aspects of creating effective advertising and promotional strategies. | |
| 7 | Course Outcomes | On successful completion of the course, the student will be able to: CO1: The students will be able to understand the role of advertising and promotions in the marketing mix. CO2: The students will be able to describe how to use STP and its importance. CO3: The students will be able to identify and evaluate various advertising media and promotional channels. CO4: The students will be able to explain how to create persuasive advertising messages and effective campaigns and comprehend how advertising agencies work. CO5: The students will be able to describe the ethical considerations in advertising and promotions. CO6: The students will be able to comprehend how to evaluate effectiveness of advertising efforts. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | | |
| | A 1 | <ul style="list-style-type: none"> Overview of advertising and promotions mix | CO1 |
| | A 2 | <ul style="list-style-type: none"> Importance of advertising and promotions in marketing | CO1 |
| | A 3 | <ul style="list-style-type: none"> Strategic decision-making in advertising and promotions | CO1 |
| | Unit B | | |
| | B 1 | <ul style="list-style-type: none"> Identifying target audiences and consumer behavior | CO2 |
| | B 2 | <ul style="list-style-type: none"> Segmentation and Positioning through advertising communications | CO2 |
| | B 3 | <ul style="list-style-type: none"> Target Audience Analysis and Campaign Development | CO2 |
| | Unit C | | |
| | C 1 | <ul style="list-style-type: none"> Advertising Media and Promotional Channels | CO3 |

| | | | | | | | | | |
|----------|------------------------|---|----------|----------|--|-----|-----|--|--|
| | C 2 | <ul style="list-style-type: none">Types of advertising media (print, broadcast, digital, outdoor, etc.) | CO3 | | | | | | |
| | C 3 | <ul style="list-style-type: none">Tools of Integrated marketing Communications | CO3 | | | | | | |
| | Unit D | | | | | | | | |
| | D 1 | <ul style="list-style-type: none">Introduction to Advertising Message and Creative Execution | CO4, CO6 | | | | | | |
| | D 2 | <ul style="list-style-type: none">Advertising Agencies –role, types and functions | CO4, CO6 | | | | | | |
| | D 3 | <ul style="list-style-type: none">Advertising appeals and creative brief | CO4, CO6 | | | | | | |
| | Unit E | | | | | | | | |
| | E 1 | <ul style="list-style-type: none">Legal and Ethical Considerations in Advertising and Promotions | CO5, CO6 | | | | | | |
| | E 2 | <ul style="list-style-type: none">Measurement and Evaluation of Advertising and Promotions | CO5, CO6 | | | | | | |
| | E 3 | <ul style="list-style-type: none">Real-world examples of successful advertising campaigns and promotions | CO5, CO6 | | | | | | |
| | Mode of examination | Theory | | | | | | | |
| | Weightage Distribution | <table><tr><td>INTERNAL</td><td>EXTERNAL</td><td></td></tr><tr><td>25%</td><td>75%</td><td></td></tr></table> | INTERNAL | EXTERNAL | | 25% | 75% | | |
| INTERNAL | EXTERNAL | | | | | | | | |
| 25% | 75% | | | | | | | | |
| | Text book/s | <ul style="list-style-type: none">"Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch"Advertising and Promotion: Principles and Practice" by Sandra Moriarty, Nancy Mitchell, and William D. Wells | | | | | | | |
| | Other References | <ul style="list-style-type: none">"Contemporary Advertising" by William F. Arens, Michael F. Weigold, and Christian Arens"Advertising and Promotion Management: Concepts, Methodologies, Tools, and Applications" edited by Information Resources Management Association | | | | | | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| Avg | 2 | 1.83 | 1.83 | 1 | 1 | 1 | 2 | 2 | 1.16 |

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

| | | | |
|-----------------------------|-----------------------|---|------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA Minor | | Current Academic Year: 2023-2024 | |
| Branch: - | | Semester: II | |
| 1 | Course Code | OEC111 | |
| 2 | Course Title | International Business Environment | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor elective | |
| 5 | Course Description | <p>The course describes the various micro, 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.</p> <p>The focus of this course is also to describe the advantages and disadvantages.</p> | |
| 6 | Course Objective | <ol style="list-style-type: none"> 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 recognize the role of FDI in global trade 4. To make students categorize 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 | <p>After the completion of this course the students will be able to:</p> <p>CO1: Identify the contemporary scenario of global trade.</p> <p>CO2: Explain the role of different components contributing to globalization.</p> <p>CO3: Illustrate the role of FDI in global trade.</p> <p>CO4: Categorize the types of barriers to international trade.</p> <p>CO5: Identify the role of trade blocs in present global business environment.</p> <p>CO6: To understand categorical relevance of elements of international business environment.</p> | |
| 8 | Outline syllabus | | |
| | Unit 1 | India and Global trade | |
| | A | The Macro economic variables: NI, exports and imports | CO1 |
| | B | The world trade and India's role in it | CO1, |
| | C | The top ranking businesses of the world | CO1, |
| | Unit 2 | The Globalization Index | |
| | A | Indices of globalization | CO2, |
| | B | WEF and globalization: key indicators of globalization | CO2, |
| | C | International organizations and international trade | CO2, |

| | | | | |
|--|------------------------|--|----------|----------|
| | Unit 3 | International trade and FDI | | |
| | A | Role of FDI in international trade | | CO3, |
| | B | Norms of FDI and their justifications | | CO3, |
| | C | Ways in which FDI can flow in an economy | | CO3, |
| | Unit 4 | Barriers to international trade | | |
| | A | Tariff Barriers and implications | | CO4 |
| | B | Non-Tariff Barriers and implications | | CO4 |
| | C | The gainers and losers from barriers to trade | | CO4 |
| | Unit 5 | Trade Blocs | | |
| | A | Types of trade Blocs | | CO5, |
| | B | role of trade Blocs | | CO5, |
| | C | The role of trade Blocs in global business environment | | CO5, CO6 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Text book/s* | <ul style="list-style-type: none"> International Business: Environment and Operations: John Daniels, Lee Radebaugh, Pearson Publications. International Business Management: S C Gupta, Ane Publications | | |
| | Other References | <ul style="list-style-type: none"> The International Business Environment: Text and Cases: Anant K. Sundaram, J. Stewart Black, PHI Publications | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|-----|-----|-----|------|------|------|------|
| CO 1 | - | 1 | 3 | - | - | 2 | 3 | 1 | 3 |
| CO 2 | - | 1 | 3 | - | - | 2 | 3 | 1 | 2 |
| CO 3 | - | 2 | 3 | - | - | 1 | 3 | 2 | 1 |
| CO 4 | - | 1 | 3 | - | - | 1 | 2 | 3 | 1 |
| CO 5 | - | - | 3 | - | - | 1 | 2 | 2 | 2 |
| CO6 | 2 | 1 | - | - | - | 1 | 2 | 1 | 3 |
| Average | 0.33 | 1 | 2.5 | - | - | 1.33 | 2.5 | 1.66 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2023-2024 | |
| Branch: | | Semester: II | |
| 1 | Course Code | OEC112 | |
| 2 | Course Title | ENTREPRENEURSHIP, INNOVATION AND DESIGN THINKING | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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, innovation and design thinking. 3. To evaluate the given problems and identify innovative solutions / options to solve a particular business problem. 4. To apply the knowledge of innovation and design thinking tools and techniques towards innovative solutions. 5. The course helps prepare students of entrepreneurship to provide innovative solutions to the problems in their entrepreneurial journey. | |
| 6 | Course Outcomes | After successful completion of this course, students would be able; CO1: To relate the importance of creativity and innovation to an entrepreneur CO2: To explain idea generation techniques for entrepreneurs CO3: To identify design techniques that are useful for the development of new business ideas. CO4: To analyse or select an innovative idea to address business opportunities and problems. CO5: To choose or recommend feasible innovative solutions in business problems/cases presented to them. CO6: To create innovative solutions by applying the design thinking approach. | |
| 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 81rganize8181 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, CO2 |
| | Unit 2 | Creative Problem Solving | |
| | 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 with Innovative Solutions | |
| | A | Role of creativity and innovation in business concept development | CO1,2 |
| | B | Creating Innovative Products and Services | CO4 |
| | C | Creation and Presentation of Innovative Ideas | CO4,5, 6 |
| | Unit 4 | Innovation | |
| | A | Why does innovation matter? | 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 | CO2, CO3 |
| | C | Utilizing Design thinking for creative problem solving | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Textbook/s* | Managing Innovation Integrating Technological, Market and Organizational Change, 4 th 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 Why You Don't Have to Leave the Organization to Become An Entrepreneur, Grifford Pinchot III | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|-----|-----|-----|------|------|------|------|
| CO1 | 2 | - | 3 | - | 2 | 2 | 1 | 1 | - |
| CO2 | 3 | 1 | 2 | - | 2 | 3 | 2 | - | 1 |
| CO3 | 2 | - | 3 | 2 | 1 | 2 | 2 | 2 | 1 |
| CO4 | 2 | 1 | 2 | - | 3 | 2 | 1 | 1 | - |
| CO5 | 1 | 2 | - | 2 | 2 | 2 | 1 | - | 1 |
| CO6 | 2 | - | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| Average | 2 | 0.66 | 2 | 1 | 2 | 2.16 | 1.33 | 0.83 | 0.83 |

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

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch 23-27 | |
| Programme: BBA | | Current Academic Year: 2023-24 | |
| Branch: SCM | | Semester: II | |
| 1 | Course Code | OEC113 | |
| 2 | Course Title | Infra-structure Management | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor Elective | |
| 6 | Course Objective | To equip the students with basic understanding of emerging issues in Infrastructure Management and its role in facilitating infrastructure led economic growth and prosperity in the region . To further understand the role of Infrastructure in facilitating Logistics planning and capacity utilization in the economy. | |
| 7 | Course Outcomes | After the completion of this course the students will be able to: CO1: To understand the challenging role of Infrastructure management in Nation building and employment generation in the region CO2: To gain insights into the role of Infrastructure Management in designing Effective Logistic planning and implementation in the region CO3: To understand the role of Infrastructure management in modern economies and its role in transformation to developed economies CO4: To enrich the students with the role of Infrastructure management and its significance in all round development of the country CO5: To finally analyze the role of Infrastructure development in various public-private partnerships and optimum utilization of resources in the country. CO6:To understand the correlation between the theoretical and implementing aspects of the core subject. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | Introduction to Infrastructure Development | |
| | A 1 | Basics of Infrastructure Development in India | CO1 |

| | | | | | |
|--|------------------------|--|----------|--|--------------|
| | A 2 | Policies, Programmes and Institutions involved in Infrastructure planning | | | CO1,CO2 |
| | A 3 | Various State level Organizations involved in Infrastructure planning | | | CO1, CO2 |
| | Unit B | Infrastructure Development Implementation Issues | | | |
| | B 1 | Land acquisition Acts-basic | | | CO2,CO3 |
| | B 2 | Human Settlements | | | CO3,CO6 |
| | B 3 | Re-habilitation programmes | | | CO3 |
| | Unit C | Public-Private Partnerships(PPP) in Infrastructure | | | |
| | C 1 | Types of BoT Models | | | CO3, CO4 |
| | C 2 | Public/Citizen participation in Infrastructure planning | | | CO3,CO4 |
| | C 3 | Role of NGO's in Infrastructure implementation | | | CO3,CO5 |
| | Unit D | Decision Making for Infrastructure Development | | | |
| | D 1 | RWA- builders role | | | CO3,Co4 |
| | D 2 | Role of RERA | | | CO4 |
| | D 3 | Recent Orders by RERA and their impact | | | CO4 |
| | Unit E | Infrastructure Finance | | | |
| | E 1 | Role of Banks in facilitating Infrastructure development | | | CO4, Co5 |
| | E 2 | Policy formulations and Intervention strategies | | | CO5,CO6 |
| | E 3 | Role of Financial Institutions in Infrastructure development | | | CO4,CO5, CO6 |
| | Mode of examination | Theory and Continuous Assessment | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s | 1. Kulwant Singh ed. " Integrated Urban Infrastructure Development in India" 2. Ganesan S. ed (2001), " Infrastructure Development and Financing" | | | |

| | | | |
|--|------------------|---|--|
| | Other References | 1. Five Year Plans I to XII, Government of India Publications 2. India Year Book (2012,2013,2016) , Ministry of I & B.C. Govt of India 3. Reserve Bank of India Reports & Bulleteins, 2018,2019 | |
| | | | |

| Course Articulation Matrix | | | | | | | | | |
|-----------------------------------|-----------|-----|------|------|------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
| CO 1 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| CO 4 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |
| CO 5 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 2 |
| CO 6 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| AV ER AG | 1.83 3 | 2 | 2.17 | 2.17 | 1.83 | 2.17 | 2.33 | 2.17 | 2.17 |

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

| | | | |
|-----------------------|---------------------|---|------------|
| School: SSBS | | Batch: 2023-27 | |
| Programme: BBA | | Current Academic Year: 2023-24 | |
| Branch: HCHA | | Semester: II | |
| 1 | Course Code | OEC114 | |
| 2 | Course Title | Patient Care Services in Health Care | |
| 3 | Credits | 3 | |
| 4 | Contact Hrs (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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 Outcomes | After the completion of this course the students will be able to: CO1: The student will be able to identify needs of patient and 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. CO6: Student will be able to design the hospital operational plans | |
| 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 |
| | Unit 2 | Quality in Patient Care | |
| | A | Quality in patient care management | CO1,CO2 |
| | B | Towards a quality framework, Key theories and concepts | CO1,CO2 |
| | C | Models for quality improvement & Variations in practice | CO1,CO2 |

| | | | | | |
|--|------------------------|--|----------|--|----------|
| | Unit 3 | Patient & Staff classification system | | | |
| | A | Patient classification systems and the role of casemix | | | CO3 |
| | B | Hospital Plan for provision of patient care | | | CO3 |
| | C | Patient care staff and their roles | | | CO3 |
| | Unit 4 | Medical Ethics and audits | | | |
| | A | Medical ethics in patient care | | | CO4 |
| | B | Regulatory aspect of patient care | | | CO4 |
| | C | Audit in hospital | | | CO4 |
| | Unit 5 | Policies and procedures | | | |
| | A | Disaster preparedness | | | CO4,CO5 |
| | B | Medical records management | | | CO4, CO6 |
| | C | Patient care policies, patient satisfaction | | | CO4,CO5 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s | Goel S L & Kumar R. HOSPITAL CORE SERVICES: HOSPITAL ADMINISTRATION OF THE 21ST CENTURY 2004 ed., Deep Deep Publications Pvt Ltd: New Delhi Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, Jaypee, | | | |
| | Other References | NA | | | |

Course Articulation Matrix

| Pos | 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 |
| CO6 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 |
| Average | 1.67 | 1.83 | 1.5 | 1.33 | 2 | 1.17 | 2.17 | 2.17 | 2 |

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

| | | |
|----------------------|-----------------------|--|
| School: SSBS | | Batch: 2023-27 |
| Programme BBA | | Current Academic Year: 2023-24 |
| 1 | Course Code | VOS104 |
| 2 | Course Title | Basic Excel for Managers |
| 3 | Credits | 3 |
| 4 | Contact Hours (L-T-P) | 0-0-6 |
| 5 | Course Type | SEC |
| 6 | Course Objective | The objective of this course is to provide the skills necessary to efficiently develop analytical spreadsheets in MS Excel that meet professional standards. |
| 7 | Course Outcomes | <p>After the completion of this course the students will be able to:</p> <p>CO1: The student will be able to recognize worksheet and table data using Pivot Tables.</p> <p>CO2: The student will be able to summarize information using excel pivot tables, and generate reports</p> <p>CO3: The student will be able to develop Excel spreadsheets that meet critical elements of style so that the worksheet is readable, change-tolerant and correct.</p> <p>CO4: The student will be able to create charts that are appropriate for the purpose and meet generally accepted quality standards.</p> <p>CO5: The student will be able to perform data analysis to explain, summarize and interpret data.</p> <p>CO6: The student will be able to audit a spreadsheet that may have been developed by someone else.</p> |
| 8 | Course Description | Advanced Excel plays a very important role in structuring & presenting data so that it looks impressive. This course is tailored for those who perform intensive data analysis. This course will introduce you to how to create, format, and modify PivotTables, perform various summary techniques when displaying data, and create pivot charts. This course will also explore more advanced techniques such as grouping items in PivotTables and creating calculated fields. |
| 9 | Outline syllabus | |
| | Unit 1 | Introduction to Excel |
| | A | Introduction, Excel basics: Referencing, functions and formulas, Text functions, date and time |
| | B | Math functions, financial functions, Charts, Dynamic named ranges, dynamic charting |
| | C | VLOOKUP, HLOOKUP, IF, COUNT, COUNTIF, COUNTIFS, SUMIF, SUMIFS |
| | Unit 2 | Pivot Tables |
| | | CO Mapping |

| | | | |
|----|-------------------|---|---------------|
| | A | Building a Pivot Table Report – Part One: Adding row labels, adding column data, changing formulas in columns, changing headers & number, formats | CO1, CO2 |
| | B | Part Two: Adding multiple row labels, collapsing and expanding, drill down to data | CO1, CO2 |
| | C | Part Three: Grouping; Part Four: Using formulas on pivoted data ; Create pivot tables | CO1, CO2 |
| | Unit 3 | Statistical Analysis | |
| | A | Statistical functions, descriptive statistics, Basic graph formatting | CO4, CO5 |
| | B | FREQUENCY function, histograms, trend curves, regression analysis | CO4, CO5 |
| | C | Methods of Regression (scatter plot, excel functions, data analysis tool), | CO4, CO5 |
| | Unit 4 | Data Export & Advance Filtering | |
| | A | Data tables, scenario manager, generating random numbers | CO3, CO4, CO5 |
| | B | Getting external (text, web, database) data | CO3, CO4, CO5 |
| | C | Auto filter, advanced filter, sorting | CO3, CO4, CO5 |
| | Unit 5 | Data Validation & Data Cleaning | |
| | A | Error proofing , conditional formatting | CO6 |
| | B | Data validation,Audit tool | CO6 |
| | C | Data cleaning | CO6 |
| 10 | Evaluation Scheme | Practical/Viva/Project | |
| 11 | Text book/s* | 1. John Walkenbach, Excel 2003 Bible, John Wiley, 2003. | |
| 12 | Other References | | |

Course Articulation Matrix

| Pos /Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|----------|------|-----|------|------|-----|------|
| CO1 | 2 | 2 | 1 | 1 | 2 | 1 |
| CO2 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO3 | 1 | 2 | 1 | 1 | 2 | 1 |
| CO4 | 1 | 2 | 1 | 1 | 2 | 1 |
| CO5 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO6 | 2 | 1 | 2 | 2 | 1 | 2 |
| AVERAGE | 1.33 | 1.5 | 1.17 | 1.17 | 1.5 | 1.17 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|----------------------|-----------------------|--|
| School : SSBS | | Batch : 2023-2024 |
| | | Current Academic Year: 2022-2023 |
| | | Semester: II |
| 1 | Course Code | ARP102 |
| 2 | Course Title | Communicative English -2 |
| 3 | Credits | 2 |
| 4 | Contact Hours (L-T-P) | 1-0-2 |
| 5 | Course Objective | To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays. |
| 6 | Course Outcomes | <p>After completion of this course, students will be able to:</p> <p>CO1 Acquire Vision, Goals and Strategies through Audio-visual Language Texts</p> <p>CO2 Synthesize complex concepts and present them in creative writing</p> <p>CO3 Develop MTI Reduction/Neutral Accent through Classroom Sessions & Practice</p> <p>CO4 Determine their role in achieving team success through defining strategies for effective communication with different people</p> <p>CO5 Realize their potentials as human beings and conduct themselves properly in the ways of world.</p> <p>CO6 Acquire satisfactory competency in use of Quantitative aptitude and Logical Reasoning</p> |
| 7 | Course Description | The course takes the learnings 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 | Outline syllabus – ARP 102 | | |
| | Unit A | Acquiring Vision, Goals and Strategies through Audio-visual Language Texts | CO Mapping |
| | Topic 1 | Pursuit of Happiness / Goal Setting & Value Proposition in life | CO1 |
| | Topic 2 | 12 Angry Men / Ethics & Principles | |
| | Topic 3 | The King's Speech / Mission statement in life strategies & Action Plans in Life | |
| | Unit B | Creative Writing | |
| | Topic 1 | Story Reconstruction - Positive Thinking | CO2 |
| | Topic 2 | Theme based Story Writing - Positive attitude | |
| | Topic 3 | Learning Diary Learning Log – Self-introspection | |
| | Unit C | Writing Skills 1 | |
| | Topic 1 | Precis | CO2 |
| | Topic 2 | Paraphrasing | |
| | Topic 3 | Essays (Simple essays) | |
| | Unit D | MTI Reduction/Neutral Accent through Classroom Sessions & Practice | |
| | Topic 1 | Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs | CO3 |
| | Topic 2 | Vowel Sound drills , Consonant Sound drills, Affricates and Fricative Sounds | |
| | Topic 3 | Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress | |
| | Unit E | Gauging MTI Reduction Effectiveness through Free Speech | |
| | Topic 1 | Jam sessions | CO3 |
| | Topic 2 | Extempore | |
| | Topic 3 | Situation-based Role Play | |
| | Unit F | Leadership and Management Skills | |
| | Topic 1 | Innovative Leadership and Design Thinking | CO4 |
| | Topic 2 | Ethics and Integrity | CO4 |
| | Unit F | Universal Human Values | |
| | Topic 1 | Love & Compassion, Non-Violence & Truth | CO5 |
| | Topic 2 | Righteousness, Peace | CO5 |
| | Topic 3 | Service, Renunciation (Sacrifice) | CO5 |
| | Unit G | Introduction to Quantitative aptitude & Logical Reasoning | |
| | Topic 1 | Analytical Reasoning & Puzzle Solving | CO6 |
| | Topic 2 | Number Systems and its Application in Solving Problems | CO6 |
| 9 | Evaluations | <i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE</i> | N/A |
| 10 | Texts & References Library Links | <ul style="list-style-type: none"> Wren, P.C.&Martin H. <i>High English Grammar and Composition</i>, S.Chand& Company Ltd, New Delhi. Blum, M. Rosen. <i>How to Build Better Vocabulary</i>. London: Bloomsbury Publication Comfort, Jeremy(et.al). <i>Speaking Effectively</i>. Cambridge University Press. <p>The Luncheon by W.Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf</p> | |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| ARP102.1 | - | - | - | - | - | - | - | - | 1 | 3 | 1 | 2 | - | - | - |
| ARP102.2 | - | - | - | - | - | - | - | - | 1 | 3 | 1 | 2 | - | - | - |
| ARP102.3 | - | - | - | - | - | - | - | - | 1 | 3 | 1 | 2 | - | - | - |
| ARP102.4 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP102.5 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP102.6 | 1 | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|----------------------|-------------------------|--|------------|
| School : SSBS | | Batch: 2023–2027 | |
| Programme: | | Current Academic Year: 2023-24 | |
| Branch: NA | | Semester: 2 | |
| 1 | Course Code | VAB107 | |
| 2 | Course Title | Indian Culture and Heritage | |
| 3 | Credits | 0 | |
| 4 | Contact Hours (L-T-P) | 0-0-3 | |
| 5 | Course Status | Value Added Course | |
| 6 | Course Description | India is one of the ancient civilizations of the world which has stood the test of time. In fact, what makes Indian culture unique among other ancient civilizations is its ability to accommodate and assimilate external influences and weave them into its own cultural fabric. This composite influence has not only enriched the cultural milieu of India; it has also made it stronger. Indian art, architecture, music, language, philosophy and religion reflect this diversity of influence that has occurred through centuries. This is the beauty of Indian Culture and Heritage. As Indian citizens not only do we need to be proud of this pluralistic and rich cultural heritage but also to study it objectively and assess it critically. | |
| 7 | Course Objectives | The course aims to familiarize the students with some of the core aspects of Indian culture and heritage, and to create awareness about the Indian Architecture, Education system etc. | |
| 8 | Course Outcomes | After the completion of this course the students will be able to: CO1. to familiarize learners with various aspects of the culture and heritage of India. CO2.to acquaint learners with the contributions of our ancestors in the areas of religion, philosophy, science, arts, education, languages and literature. CO3. to enable learners to appreciate the underlying unity amidst diversity in all aspects of India's culture. CO4. to acquaint learners with the impact of Indian culture in different countries of the world. CO5.to enable learners to appreciate the composite nature of Indian culture. CO6. Students will have developed a better understanding of important issues related to gender in contemporary India | |
| 9 | Outline syllabus | | CO Mapping |
| | Unit A | History and Culture | |
| | A 1 | Culture: An Introduction: Concept of culture, General characteristics of culture, Characteristics of Indian culture, Cultural influence and assimilation | CO1, CO2 |

| | | | | | |
|----|---------------------|--|-----|-------|----------|
| | A 2 | Indian Culture through Ancient & Medieval History: Ancient India: Indus Valley Civilization, Vedic Culture, Greek Invasion and Its Impact on Indian Culture, Other Faiths; Medieval India: Rise of Islam, Sufism, Bhakti Movement | | | CO1, CO2 |
| | A 3 | Modern History: Rise of West and Its Impact on India, India In The 18 th Century: Economy, Society and Culture | | | CO1, CO2 |
| | Unit B | Architecture and Performing Arts | | | |
| | B 1 | Ancient Architecture: Cave Architecture: Ajanta and Ellora, South Indian Architecture, sculpture and temples Medieval Architecture: Emergence of Indo-Islamic style of architecture, Islamic Architecture: Mosques and Tombs, Palaces and Forts | | | CO3 |
| | B2 | Modern Architecture: Colonial Architecture, Contemporary Indian Architecture | | | CO3 |
| | B3 | Music, Dance and Theatre: Introduction to Hindustani Classical Music and Carnatic Music, Classical Dances, Bharatanatyam, Kathak, Odissi, Manipuri, Introduction to Indian Theatre | | | CO3 |
| | Unit C | Education | | | |
| | C 1 | Education in Ancient Period: Vedic Period: The Gurukul System, Mauryan Period, Gupta Period: Buddhist and Jain Monasteries, Post-Gupta Period: Development of Universities | | | CO4 |
| | C 2 | Education in Medieval Period: Madarsas, Makhtabs , Pathshalas, Education in Modern Period: Macaulay's Minutes, Wood's Despatch, Indian Universities Act | | | CO4 |
| | C 3 | Education in Post-Independence Period: Elementary Education, Secondary Education, 10+2+3 Education System, Higher Education, Technical Education and Vocational Education, Distance Education and Adult Continuing Education | | | CO4 |
| | Unit D | Indian Culture and Ethos during Independence Movement | | | |
| | D 1 | Introduction to Independence Movement | | | CO5 |
| | D 2 | Reciprocal Influence between Indian Culture and Independence Movement | | | CO5 |
| | D 3 | Celebration of festivals and their role in Indian culture and Independence Movement | | | CO5 |
| | Unit E | Post-Independence Culture | | | |
| | E 1 | Cosmopolitan Culture, Influence of TV Serials, Influence of Internet | | | CO6 |
| | E 2 | Globalization and Indian Culture: Spread of Buddhism, Spread of Hinduism | | | CO6 |
| | E 3 | Migration of Indians to UK, USA, Africa and South East Asia | | | CO6 |
| 10 | Mode of examination | Theory | | | |
| 11 | Weightage | Internal (CA)M | MTE | Final | |

| | | | | | |
|----|--------------|--|----|----|--|
| | Distribution | 25 | 25 | 50 | |
| 11 | References | Jawaharlal Nehru. <i>The Discovery of India</i> . New Delhi: Amazon,2010 | | | |
| | | www.discoveredindia.com/india-at-a-glance/culture.htm https://en.wikipedia.org/wiki/Culture_of_India Ramdhari Singh Dinkar, Sanskritike char Adhyaya. New Delhi: Amazon,2011 | | | |

Course Articulation Matrix

| COs | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|----------|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| ARP102.1 | - | - | - | - | - | - | - | - | 1 | 3 | 1 | 2 | - | - | - |
| ARP102.2 | - | - | - | - | - | - | - | - | 1 | 3 | 1 | 2 | - | - | - |
| ARP102.3 | - | - | - | - | - | - | - | - | 1 | 3 | 1 | 2 | - | - | - |
| ARP102.4 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP102.5 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP102.6 | 1 | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Course Modules

Term: III

| | | | |
|-----------------------|-----------------------|---|---------------|
| School: SSBS | | Batch :2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-25 | |
| Branch: | | Semester: III | |
| 1 | Course Code | BBN219 | |
| 2 | Course Title | Business Statistics with Excel | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 4-0-2 | |
| | Course Type | Compulsory | |
| 5 | Course Objective | People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools. The idea is to present the basic statistics and emphasis the application of statistics for management problems. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data. Business Statistics with Excel course offers knowledge of descriptive statistics and inferential statistics using MS Excel. | |
| 6 | Course Outcomes | After the completion of this course the students will be able to: CO1: The student will be able to describe the key terminology, concepts tools and techniques used in business statistics. CO2: The student will be able to summarize and analyze statistical data to solve business related problems. CO3: The student will be able to describe descriptive statistics. CO4: The student will be able to explore the relationship between two variables. CO5: The student will be able to effectively apply the concept of sampling. CO6: The students will be able to interpret the statistical outputs extracted through Excel. | |
| 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, Collection and Presentation of data, Methods of Data Collection | CO1 |
| | B | Classification and Tabulation of Data, Diagrammatic presentation of data-bar chart and pie charts. | CO1,CO2 |
| | C | Graphical presentation of frequency distribution-Histograms, Ogive curves | CO1,CO2, CO3 |
| | Unit 2 | Measures of Central Tendency | |
| | A | Measures of Central Tendency: Arithmetic Mean Median and Mode, Merits and demerits of Mean, Median and Mode, Empirical relation between mean, median and mode, Combined mean | CO1,CO2, CO3 |
| | B | Partition values: quartiles ,deciles and percentiles | CO1,CO2, CO3 |
| | C | Extract and Interpret the output for mean, median and mode using Excel | CO2, CO3, CO6 |
| | Unit 3 | Measures of Dispersion | |

| | | | | |
|--|------------------------|---|----------|---------------|
| | A | Measures of Dispersion: Range, Quartile deviation, Mean Deviation | | CO1,CO2, CO3 |
| | B | Standard Deviation, Coefficient of Variation | | CO1,CO2, CO3 |
| | C | Extract and Interpret the output for measures of dispersion using Excel | | CO2, CO3, CO6 |
| | Unit 4 | Correlation Analysis and Regression Analysis | | |
| | A | Meaning and significance of correlation, Methods of studying correlation: Scatter Diagram, Karl Pearson's co-efficient of correlation, Spearman's rank correlation. | | CO2, CO4 |
| | B | Meaning and significance of Regression Analysis, Types of Regression, Simple Regression | | CO2, CO4 |
| | C | Extract and Interpret the output for correlation and regression using Excel | | CO2, CO3, CO6 |
| | Unit 5 | Sampling and Probability | | |
| | A | Introduction, concept of population and sample, Sampling, Probability sampling and non-Probability Sampling | | CO1,CO5 |
| | B | Probability Definition, Basic Terminology, Addition, multiplication theorem of Probability | | CO1, CO2, CO5 |
| | C | Problems based on addition and multiplication of probability , conditional probability, | | CO2, CO5 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | 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 | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|------|------|-----|------|------|-----|------|------|------|------|
| CO1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| CO2 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| CO3 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 |
| CO6 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 |
| Average | 1.33 | 1.83 | 1.5 | 1.83 | 1.16 | 1 | 1.66 | 1.5 | 1.5 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: - | | Semester: III |
| 1 | Course Code | BBN220 |
| 2 | Course Title | Business Research Methods |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 3-0-2 |
| | 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 | The student will be able to 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. CO6: To compare and classify issues specific to undertaking business research. |
| 8 | Outline syllabus | CO Mapping |
| | Unit A | Introduction to Research in Business |
| | A | Reasons to study the Business Research CO1 |
| | B | Planning and Strategy for Business Research CO1,CO5 |
| | C | Parameters of Good Research, Working of Research Industry CO1, CO5 |

| | | | | |
|--|------------------------|--|----------|----------|
| | Unit B | The Research Process | | |
| | A | Introduction to research process, designing the research Question | | CO1,CO5 |
| | B | Introduction of Designing the Study, Sampling Design | | CO2 |
| | C | Introduction to Pilot testing, Data Collection , Reporting | | CO2 |
| | Unit C | Business Research Requests and Proposals | | |
| | A | Types of research proposals | | CO2 |
| | B | Structuring the Research Proposals | | CO2 |
| | C | Evaluating the research proposals | | CO2, CO6 |
| | Unit D | Research Design | | |
| | A | Introduction to research design | | CO3 |
| | B | Exploratory, Descriptive, Causal Studies | | CO3, CO6 |
| | C | Designing Surveys | | CO3 |
| | Unit E | Ethics in Business Research | | |
| | A | Introduction to Research Ethics | | CO4 |
| | B | Ethics and the Sponsor | | CO4 |
| | C | Professional Standards | | CO4 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Text book/s* | Cooper, D. R., Schindler, P. S., & Sun, J. (2006). <i>Business research methods</i> (Vol. 9). New York: McGraw-Hill Irwin. | | |
| | Other References | Kothari, C. R. (2004). <i>Research methodology: Methods and techniques</i> . New Age International. | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|------|------|------|------|
| CO1 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 3 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 1 |
| CO3 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 3 | 3 | 1 | 1 | 3 | 2 | 2 | 2 |
| CO 5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO6 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| Average | 2.66 | 2.66 | 2.16 | 1.5 | 1.5 | 2.33 | 1.50 | 1.83 | 1.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_III- MAJOR

| | | | |
|--|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-27 | |
| Programme: BBA (HRM) | | Current Academic Year: 2024-2025 | |
| Branch: Human Resource Management | | Semester: III | |
| 1 | Course Code | DSE201 | |
| 2 | Course Title | Employee Training & Development | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 programs in an organizational setting. CO3: Prepare training and development objectives, ways to design & develop content, suitable training methods and development techniques for implementation. CO4: Analyze training environment to maximize learning. CO5: Evaluate appropriate training and development outcomes for maximizing training program effectiveness. CO6: Develop various formats for successful conduct of training and development program | |
| 7 | Course Description | This course provides the detailed insights related to the training and development practice of HR function for the organizations. 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,CO6 |
| | 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,CO6 |
| | Weightage Distribution | Internal 25 | External 75 | |
| | Textbook/s* | Sahu, R. K. (2005). <i>Training for Development</i> . 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). <i>Enriching Human Capital Through Training & Development</i> . Excel Books | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| Average | 1.5 | 2 | .83 | .66 | 1 | 1.66 | 1.66 | 2 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|---------------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-27 | |
| Programme: BBA | | Current Academic Year 2024-25 | |
| Branch: MANAGEMENT | | Semester III | |
| 1 | Course Code | DSE202 | |
| 2 | Course Title | Cost & Management Accounting | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 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 analyze 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. Describe the key terms and concepts of Cost Accounting and Management Accounting. CO2. Understand the cost sheet, various concepts of costing and overheads. CO3. Apply the methods to evaluate the relation among Cost, Volume and Profits of a business. CO4. Analyze the performance of business in terms of cost and management of various budgets. CO5. Interpret the relevance of variance analysis and its application. CO6: Develop cost sheet, budgets and variance analysis reports. | |
| 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 | CO1,CO2 |

| | | | | | |
|--|------------------------|---|-----------------|--|--------------|
| | | cost. | | | |
| | B | Various concepts of costing | | | CO1,CO2 |
| | C | Preparation of cost sheet | | | CO2, CO6 |
| | 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, Advantages and Limitations of Budgetary Control | | | CO3,CO4 |
| | B | Different types of Budget | | | CO3,CO4 |
| | C | Preparation of Cash Budget | | | CO3,CO4, CO6 |
| | 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, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal 25% | External 75% | | |
| | 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 | | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|------|------|------|------|------|------|
| CO1 | 1 | 2 | 2 | - | 3 | 2 | 1 | 2 | 1 |
| CO2 | 2 | - | - | - | 2 | - | 1 | 2 | 1 |
| CO3 | 2 | - | - | - | 3 | - | 2 | 2 | 1 |
| CO4 | 2 | - | - | 1 | - | 2 | 2 | 2 | 2 |
| CO5 | - | 1 | 1 | 2 | - | 1 | 2 | 2 | 2 |
| CO6 | - | 1 | 1 | 2 | - | 1 | 1 | 1 | 1 |
| Average | 1.75 | 1.33 | 1.33 | 1.67 | 2.67 | 1.50 | 1.50 | 1.83 | 1.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: III | |
| 1 | Course Code | DSE203 | |
| 2 | Course Title | Digital Marketing | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Discipline Specific Elective | |
| 5 | Course Description | This course provides an overview and theoretical understanding of internet-based marketing strategies and techniques to effectively promote products or services, increase brand visibility, engage with customers, and drive business growth in the digital realm. | |
| 6 | Course Objectives | This course aims: 1.To understand internet and digital marketing concepts and techniques to exploit opportunities for organizational marketing. 2. To utilize internet and digital marketing to support and enhance organizational marketing activities. | |
| 7 | Course Outcomes | After the completion of this course the students will be able to: CO1: Understand the basic nuances of digital marketing and its role in modern day marketing. CO2: Asses the online buyer organize and models and marketing mix in online marketing. CO3: Understand various digital promotional techniques. CO4: Understand the opportunities of digital medium to support the organization's marketing activities. CO5: Understand the various tools like social media marketing, email marketing, and content CO6: Understand various legal and Ethical issues in Digital Marketing | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit I | Introduction to Digital Marketing | |
| | A 1 | Digital Marketing meaning, scope and importance. Internet versus traditional marketing communication | CO1 |
| | A 2 | Internet microenvironment | CO1 |
| | A 3 | Use of B2C and B2B internet marketing, internet marketing strategy. | CO1 |
| | Unit II | Online Buyer Behaviors and managing online | |

| | | | |
|--|----------------------------|--|----------|
| | | customer. | |
| | B 1 | Online Customer experience, user navigation behavior | CO2 |
| | B 2 | Planning website design, understanding site user requirement. | CO2 |
| | B3 | Site design and structure, developing testing content | CO2 |
| | Unit III | The Marketing Mix in online context | |
| | | Concepts of Product, Price, Promotion, Place, Physical evidence, People and Process in online context. | CO2 |
| | | Concepts of Integrated Internet marketing communication (IIMC). | CO4 |
| | | Objectives and measurement of interactive marketing communication. | CO4 |
| | Unit IV | Digital Promotion Techniques | |
| | | Email Marketing, opt-in-email, opt-out-email, permission marketing | CO3 |
| | | Interactive Advertising, online partnership, viral marketing | CO3 |
| | | Blogs, Social media marketing, mobile marketing, significance of designing content on digital promotional platforms. | CO5 |
| | Unit V | Search Engine Optimization and Web analytics | |
| | | Search Engine Optimization, on-page and off-page, website optimization. | CO6 |
| | | Introduction to web analytics- meaning and importance | CO6 |
| | | Legal and Ethical issues in Digital Marketing. | CO6 |
| | Mode of Examination | Theory | |
| | Weightage of | Internal | External |

| | | | | | |
|--|------------------|---|-----|--|--|
| | Marks | 25% | 75% | | |
| | Text Book | Digital Marketing –Seema Gupta (Author)- McGraw Hill; Standard Edition (10 August 2022) | | | |

Course Articulation Matrix

| Cos/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|------|-----|------|-----|-----|------|------|------|------|------|
| CO1 | 1 | - | - | - | - | 1 | - | - | - | - |
| CO2 | 1 | - | 2 | - | - | 1 | - | - | - | - |
| CO3 | 1 | - | 2 | - | - | 1 | - | - | - | - |
| CO4 | 1 | - | 2 | - | - | 1 | - | - | - | - |
| CO5 | 1 | - | 2 | - | - | 1 | - | - | - | - |
| CO6 | | - | - | 3 | - | | - | - | - | - |
| Avg | 0.83 | - | 1.33 | 0.5 | - | 0.83 | - | - | - | - |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|--------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: III | |
| 1 | Course Code | DSE204 | |
| 2 | Course Title | Monetary Economics | |
| 3 | Credits | 4 | |
| 4 | Contact Hours | 4-0-0 | |
| | Course Type | DSE | |
| 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 115organize115 recent developments in the world in the context of money, monetary policy, financial markets and the banking sector | |
| 6 | Course Outcomes | After the completion of this course the students will be able to: 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 analyses the monetary measures taken by government across countries. CO5: Students will be able to formulate implications of monetary policy for businesses. CO6: Student will be familiar with the credit market of the country as well a globally. | |
| 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 115organize115 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 in the financial sector: competitive supply of money | CO2, CO3 |
| | C | Administered interest rates and economic performance Inflation targeting and the Taylor rule | CO2, CO3 |
| | Unit 5 | Financial Markets, Banks and Financial Crises | |
| | A | Distinctiveness of Credit from Bonds | CO3 |
| | B | Demand and Supply of Credit | CO6 |
| | C | Financial crisis of 2008 | CO6 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal 25% | External 75% |
| 11 | Text book/s* | Gupta, S B. Monetary Economics-Institutions, Theory and Policy, S Chand (1982) Handa, Jagdish. Monetary Economics, Routelage (2008) | |
| 12 | 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) | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-------------|-----|------|-----|-----|------|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO2 | 3 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 2 | - | 3 | 3 | 2 |
| CO4 | 2 | 1 | 2 | - | 2 | 1 | 1 | 2 | 3 |
| CO5 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 |
| CO6 | 3 | 3 | 2 | 3 | 2 | - | 2 | 3 | 2 |
| AVERA GE | 2.5 | 2.16 | 2 | 2.5 | 2.16 | 1.5 | 2.33 | 2 | 2.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: III | |
| 1 | Course Code | DSE205 | |
| 2 | Course Title | INNOVATION AND DESIGN THINKING | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 5 | Course Objective | The course aims at helping students with entrepreneurial bent of mind to <ol style="list-style-type: none"> 1. Recognize and utilize their creative potential. 2. Understand the basic fundamentals of idea generation, innovation and design thinking. 3. To evaluate the given problems and identify innovative solutions / options to solve a particular business problem. 4. To apply the knowledge of innovation and design thinking tools and techniques towards innovative solutions. 5. The course helps prepare students of entrepreneurship to provide innovative solutions to the problems in their entrepreneurial journey. | |
| 6 | Course Outcomes | After successful completion of this course, students would be able; CO1: To relate the importance of creativity and innovation to an entrepreneur CO2: To explain idea generation techniques for entrepreneurs CO3: To identify design techniques that are useful for the development of new business ideas. CO4: To analyse or select an innovative idea to address business opportunities and problems. CO5: To choose or recommend feasible innovative solutions in business problems/cases presented to them. CO6: To create innovative solutions by applying the design thinking approach. | |
| 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. | |
| 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 Wallas' Four Stage Sequence, DeBono's six thinking hats and | CO1, CO2 |

| | | | |
|--|------------------------|--|----------|
| | | their implications | |
| | Unit 2 | Creative Problem Solving | |
| | 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 with Innovative Solutions | |
| | A | Role of creativity and innovation in business concept development | CO1,2 |
| | B | Creating Innovative Products and Services | CO4 |
| | C | Creation and Presentation of Innovative Ideas | CO4,5, 6 |
| | Unit 4 | Innovation | |
| | A | Why does innovation matter? | 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 | CO2, CO3 |
| | C | Utilizing Design thinking for creative problem solving | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Textbook/s* | Managing Innovation Integrating Technological, Market and Organizational Change, 4 th 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 Why You Don't Have to Leave the Organization to Become An Entrepreneur, Grifford Pinchot III | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|-----|-----|-----|------|------|------|------|
| CO1 | 2 | - | 3 | - | 2 | 2 | 1 | 1 | - |
| CO2 | 3 | 1 | 2 | - | 2 | 3 | 2 | - | 1 |
| CO3 | 2 | - | 3 | 2 | 1 | 2 | 2 | 2 | 1 |
| CO4 | 2 | 1 | 2 | - | 3 | 2 | 1 | 1 | - |
| CO5 | 1 | 2 | - | 2 | 2 | 2 | 1 | - | 1 |
| CO6 | 2 | - | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| Average | 2 | 0.66 | 2 | 1 | 2 | 2.16 | 1.33 | 0.83 | 0.83 |

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

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch: 2023-27 |
| Programme: MBA | | Current Academic Year: 2024-25 |
| Branch | | Semester: III |
| 1 | Course Code | DSE206 |
| 2 | Course Title | Enterprise Resource Planning |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | Discipline Specific Course |
| 5 | Course Description | The purpose of this course is to motivate and equip the students with the necessary knowledge and skills which are required to develop business plan and also necessary skills and attitude required to start a new venture. |
| 6 | Course Objective | 1. To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning Technology. 2. To focus on a strong emphasis upon practice of theory in Applications and Practical oriented approach. 3. To train the students to develop the basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth. 4. To aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills. |
| 7 | Course Outcomes | The student will be able to: CO1: Make basic use of Enterprise software, and its role in integrating business functions. CO2: Analyze the strategic options for ERP identification and adoption. CO3: Design the ERP implementation strategies. CO4: Analyze and Evaluate the various factors relating to new venture planning and creation. CO5: Evaluate and Point out the various issues relating to business plan development and new venture creation. CO6: Create reengineered business processes for successful ERP implementation. |
| 8 | Syllabus Outline | |
| | Unit 1 | Understanding ERP |
| | 1 A | -Introduction; Advantages; ERP and Business – value creation;. |
| | 1 B | Integrated Information Management; Enterprise and ERP, Business modeling; |
| | 1 C | Integrated data model |
| | Unit 2 | ERP – Strategic Options |
| | | CO Mapping |

| | | | | |
|----------------------------|---|----------|--|--------------------|
| 2 A | To ERP or not to ERP – Strategic Options; Benefits of ERP. | | | CO3 |
| 2 B | Quantifiable, Intangible; P&G; Risks: People, process, Technology, Implementation | | | CO3 |
| 2 C | Operational and Managerial risks | | | CO1, CO3 |
| Unit 3 | Introduction to ERP related technologies | | | |
| 3 A | Introduction to ERP related technologies; Functional modules of ERP software.; Implementation of ERP: Life cycle | | | CO2, CO3 |
| 3B | Cash Flow and capital flow | | | CO1, CO2, CO4, CO5 |
| 3C | Risk Analysis and Management of entrepreneurial projects | | | CO1, CO2, CO4 |
| Unit-IV | Implementation methodologies | | | |
| 4A | Implementation methodologies, transition strategies; – factors. | | | CO1, CO2, CO4, CO5 |
| 4B | People involved in implementation; Success and failure in implementation. | | | CO1, CO2, CO4 |
| 4C | Operation and Maintenance of an ERP system. | | | CO1, CO2, CO4 |
| Unit-V | New Venture Creation: Financing the New Venture | | | |
| 5 A | Financing the New Venture: Various sources of finance including: short term vs. Long term financing sources | | | CO1, CO2, CO4, CO6 |
| 5 B | Angel Investors; Venture capitalist; | | | CO1, CO2, CO5, CO6 |
| 5 C | Private equity and IPOs | | | CO1, CO2, CO4, CO6 |
| Mode of examination | Theory | | | |
| Weightage Distribution | Internal | External | | |
| | 25 | 75 | | |
| Text book/s* | Asana Chandra , ‘ Projects: Planning , Analysis, Selection, Financing , Implementation, and Review, 7 th Edition, Mc Graw Hill | | | |
| Other References | Entrepreneurship. Hisrich. TataMcGrawHill. | | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 |
| CO2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO3 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| Average | 1.16 | 1.5 | 1 | 1 | 1.5 | 1.16 | 1.83 | 1.83 | 1.83 | 1.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|--------------------------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: Healthcare Management | | Semester: III | |
| 1 | Course Code | DSE207 | |
| 2 | Course Title | HOSPITAL OPERATIONS MANAGEMENT | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 | After the completion of this course the students will be able to: 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. CO6: Student will be able to develop audit checklist for the purpose of continues quality improvement. | |
| 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 | PATIENT CARE Services | |
| | A | Meaning and scope of patient care services – significance of patient care – role of | CO1 |

| | | | |
|--|------------------------|--|----------|
| | | administration in patient care – classification of Hospital. | |
| | B | Front office services- Definition, Role and function, SOP, Planning and staffing | CO1 |
| | C | outpatient services – inpatient services Definition, Role and function , SOP, Planning and staffing | CO1 |
| | Unit 2 | Clinical Services – I | |
| | A | Emergency Department- Definition, Role and function, SOP, Planning and staffing | CO2 |
| | B | Operation theater- - Definition, Role and function, SOP, Planning and staffing | CO2 |
| | C | ICU, Lab services – Radiology and Imaging services | CO2 |
| | Unit 3 | Supporting Services – I | |
| | A | House Keeping, Linen and Laundry– Definition, Role and function, SOP, Planning and staffing | CO3 |
| | B | Food and Beverage–Definition, Role and function, SOP, Planning and staffing | CO3 |
| | C | Central Sterile Supply Department (CSSD)– Definition, Role and function, SOP, Planning and staffing | CO3 |
| | Unit 4 | Supporting Services – II | |
| | A | Bio Medical Engineering–Definition, Role and function, SOP, Planning and staffing | CO3 |
| | B | Medical Record Department–Definition, Role and function, SOP, Planning and staffing | CO3 |
| | C | Security, Mortuary | CO3 |
| | Unit 5 | HOSPITAL FACILITIES MANAGEMENT | |
| | A | Disaster management–Definition, types, function, SOP | CO4,CO6 |
| | B | Hazards in Hospital-- – Fire Hazards – Engineering Hazards – Radiology hazards | CO4 |
| | C | Monitoring and Evaluation of various clinical and non-clinical services | CO5, co6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |

| | | |
|------------------|--|--|
| Textbook/s | Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, Jaypee | |
| Other References | NA | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|---------|------|-----|-----|-----|------|-----|------|------|------|
| CO1 | 2 | 3 | 1 | 1 | 1 | 1 | 3 | 3 | 3 |
| CO2 | 2 | 3 | 2 | 1 | 2 | 1 | 3 | 2 | 2 |
| CO3 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 |
| CO4 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 3 | 3 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| Average | 1.67 | 2 | 1.5 | 1 | 1.83 | 1 | 2.33 | 2.33 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_III- MINOR

| | | | |
|--|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (HRM) | | Current Academic Year: 2024-2025 | |
| Branch: Human Resource Management | | Semester: III | |
| 1 | Course Code | OEC201 | |
| 2 | Course Title | Learning and Development | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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 program in an organizational setting. CO3: Prepare training and development objectives, ways to design & develop content, suitable training methods and development techniques for implementation. CO4: Analyze training environment to maximize learning. CO5: Evaluate appropriate training and development outcomes for maximizing training program effectiveness. CO6: Develop various formats for successful conduct of training and development program | |
| 7 | Course Description | This course provides the detailed insights related to the training and development practice of HR function for the organizations. It covers a variety of approaches to instruction and learning and contrasts these with their practical application. It comprises a mix of theory and application aspects related to design, conduct needs analyses, and 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 | AIDDE Model | 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 | CO3, CO5 |
| | B | Resistance to training evaluation | CO3, CO4, CO5 |
| | C | Kirkpatrick Four Level Approach for evaluation | CO3, CO5 |
| | Unit 5 | Management Development | |
| | A | Concept, Objectives of Management Development | CO5, CO6 |
| | B | Techniques of Management Development | CO5, CO6 |
| | C | Challenges in management development | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal | External |
| | | 25 | 75 |
| | Textbook/s* | Sahu, R. K. (2005). <i>Training for Development</i> . Excel Books | |
| | Other References | 1-Blanchard P. Nick and James W. Thacker (2009) <i>Effective Training- Systems, Strategies and Practices</i> . Pearson Education 2-Rao, P. L. (2008). <i>Enriching Human Capital Through Training & Development</i> . Excel Books | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| Average | 1.66 | 2 | 1 | 0.3 | 1 | 1.66 | 1.66 | 2 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|------------------------------|-------------------------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: Management | | Semester: III | |
| 1 | Course Code | OEC202 | |
| 2 | Course Title | Retail Banking | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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 CO6: developing financial plans for customers of retail 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 Understandin g of Customer requirement | Customer requirements & Product development process | CO 3 |
| | B Product understandin g | 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, CO6 |
| | B | Latest in Banking | CO 2, CO5, CO6 |
| | C | Recent Guidelines by RBI | CO 1 , CO 5, CO6 |
| | Mode of | Theory /Practical/Viva | |

| | | | | | |
|--|------------------|--|----------|--|--|
| | examination | | | | |
| | Weightage | Internal | External | | |
| | Distribution | 25% | 75% | | |
| | Text book/s* | Text Book: Indian Institute of Banking & Finance---Retail Banking, Macmillan Publishers, India | | | |
| | Other References | Banking-Theory , Law & Practice, Gordon Natrajan, Himalaya Publishing House | | | |

Course Articulation Matrix

| 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 | - |
| CO6 | - | 3 | 2 | - | 2 | 2 | - | 1 | - |
| AVERAGE | 1 | 2.16 | 1.83 | 0.16 | 1.33 | 1.66 | .33 | 1 | |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: - | | Semester: III |
| 1 | Course Code | OEC203 |
| 2 | Course Title | International Marketing |
| 3 | Credits | 3 |
| 4 | Contact Hours (L-T-P) | 3-0-0 |
| | Course Status | Minor Elective |
| 5 | Course Description | <p>1. To give an overview of the scenario on international marketing which offer unlimited opportunities to the organization.</p> <p>2. To equip students with the understanding of environments with the capability to develop products and other marketing mix elements to develop effective international market plan.</p> |
| 6 | Course Objective | <p>1. To make students explain the concept of International Marketing.</p> <p>2. To make students analyze the various environmental variables affecting International Marketing</p> <p>3. To make students explain various product and pricing strategies followed in International Marketing</p> <p>4. To make students explain various distribution and promotion strategies followed in International Marketing</p> <p>5. To make students assess the Foreign Trade Policy and documentation structure facilitating international marketing</p> |

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|---|------------------|---|------------|
| 7 | Course Outcome s | After the completion of the course the students will be able to: CO1: To make the students understand the basics of international marketing and its role in competitive Globalized markets CO2: To equip the students with core concepts and knowledge related to International Marketing ever changing disruptive product innovations. CO3: To inculcate the students with state-of-the-art Knowledge expertise and skill development to handle product innovations in international markets CO4: To nurture the students with strategic knowledge base of upcoming international trade facilitation trends and procedures CO5: To mould the students as professionals in Foreign trade documentation with sound analytical domainknowledge. CO6: To acquaint the students about the issues in International marketing. | |
| 8 | Outline Syllabus | | CO Mapping |
| | Unit A | Introduction to International Marketing | |
| | A 1 | Nature and scope, basis of international trade | CO1 |
| | A 2 | Difference between domestic, international, multinational, global and transnational marketing | CO1 |
| | A 3 | EPRG framework | CO1 |
| | Unit B | International Business Environment | |
| | B 1 | Scanning of International Environment:Social, cultural, political and legal environments | CO2 |
| | B 2 | Market analysis and foreign market entry strategies, trade barriers, regional and international Agreements | CO2 |
| | B 3 | International marketing research andinformation system | CO2 |
| | Unit C | International Marketing- Product & Price | |
| | C 1 | Product strategies: International product planning, product design strategies – standardization v/scustomization (adaptation), adoption and diffusion of new products | CO3 |
| | C 2 | Branding strategies, international product life cycle | CO3 |

| | | | |
|--|------------------------|--|----------|
| | C 3 | Pricing Strategies: Methods of pricing, factors affecting international pricing, transfer pricing, dumping, price escalation, balance of trade, balance of payments | CO3 |
| | Unit D | International Marketing- Distribution & Promotion | |
| | D 1 | Distribution Strategies: Direct and indirect channels of distribution, factors affecting channel decisions, international channel members – their role and functions | CO4 |
| | D 2 | Promotion Strategies: Promoting product/ service in international market, advertising decisions – standardization v/s localization, media decisions | CO4 |
| | D 3 | IMC in International Marketing | CO4 |
| | Unit E | Exim Policy & Documentation | |
| | E 1 | Overview of EXIM Policy | CO5 |
| | E 2 | Basic understanding of export & import documentation and procedures | CO6 |
| | E 3 | Issues in international Marketing | CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | INTERNAL | EXTERNAL |
| | | 25% | 75% |
| | Text book/s* | International Marketing, P.K. Vasudeva, (Excel) | |
| | Other References | 1. Jain Subhash C., 'International Marketing', South –Western Thomson Learning 2. Cateura Philip R and Graham John L, International Marketing, TMH | |
| | | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|------|------|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | - | - | 1 | 1 | 2 | 1 | 1 | 1 |
| CO2 | 1 | 2 | 1 | - | 2 | 1 | 2 | 2 | 1 | 2 |
| CO3 | 1 | 2 | - | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 2 | - | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 2 | - | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| Avg | 1.20 | 1.80 | 1.50 | 1.67 | 1.60 | 1.00 | 2.00 | 1.80 | 1.60 | 1.80 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|--------------------|--|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: III | |
| 1 | Course Code | OEC204 | |
| 2 | Course Title | Money & Banking | |
| 3 | Credits | 3 | |
| 4 | Contact Hours | 3-0-0 | |
| | Course Type | Compulsory | |
| 5 | Course Objective | The objectives of this course are: 5) 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 138rganize138 recent developments in the world in the context of money, monetary policy, financial markets and the banking sector | |
| 6 | Course Outcomes | After the completion of this course the students will be able to: 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. CO6: Student will be familiar with the credit market of the country as well a globally. | |
| 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 138rganize138 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 in the financial sector: competitive supply of money | | CO2, CO3 |
| | C | Administered interest rates and economic performance Inflation targeting and the Taylor rule | | CO2, CO3 |
| | Unit 5 | Financial Markets, Banks and Financial Crises | | |
| | A | Distinctiveness of Credit from Bonds | | CO3 |
| | B | Demand and Supply of Credit | | CO6 |
| | C | Financial crisis of 2008 | | CO6 |
| 9 | Mode of examination | Theory | | |
| 10 | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| 11 | Text book/s* | Gupta, S B. Monetary Economics-Institutions, Theory and Policy, S Chand (1982) Handa, Jagdish. Monetary Economics, Routledge (2008) | | |
| 12 | 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) | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|-----|-----|-----|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 1 | 1 |
| CO2 | 3 | 1 | 1 | 3 | 1 | 3 | 2 | 2 | 1 |
| CO3 | 3 | 3 | 3 | 3 | 2 | - | 2 | 2 | 2 |
| CO4 | 2 | 1 | 2 | - | 2 | 1 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO6 | 3 | 3 | 2 | 3 | 2 | - | 2 | 2 | 2 |
| Average | 2.5 | 2.16 | 2 | 2.5 | 2 | 1.5 | 2.00 | 1.80 | 1.60 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: III | |
| 1 | Course Code | OEC205 | |
| 2 | Course Title | New Venture Launching | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | 1. To understand the nuances of entrepreneurial landscape in India. 2. To understand the key functions to launch an entrepreneurial venture. 3. To understand the various growth and strategic exit options available to an entrepreneurial venture. | |
| 6 | Course Outcomes | After successful completion of this course, students would be able; CO1: To describe the components of entrepreneurial landscape. CO2: To identify different requirements for and functions of an entrepreneurial venture. CO3: To prepare a blue-print for their entrepreneurial venture CO4: To appraise an entrepreneurial firm and decide growth and exit strategies. CO5: To analyze and Evaluate the various factors relating to new venture planning and creation. CO6: To investigate different functions of their entrepreneurial venture and take corrective actions. | |
| 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 | | | CO2,CO3 |
| | 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 same. | | | CO1, CO2, CO3 |
| | B | Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same. | | | CO2,CO3 |
| | C | Training and Termination-Different kinds of training and dealing with situations of firing | | | CO2, CO5 |
| | Unit 4 | | | | |
| | A | Characteristics of Entrepreneurial Marketing | | | CO2 |
| | B | Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue –print for the same. | | | CO2, CO3 |
| | C | 4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship | | | CO2, CO3,CO6 |
| | 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 | | | CO2,CO4, CO5 |
| | B | Reason for exiting; long- and short-term preparation for an exit | | | CO2,CO4 |
| | C | Seller Financing and IPO | | | CO2 |
| 9 | Mode of examination | Theory | | | |
| 10 | Weightage Distribution | | Internal | External | |
| | | | 25% | 75% | |
| 11 | Text book/s* | Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education. | | | |
| 12 | Other References | The Small Business Start-Up Work-Book; Cheryl Rickman; Published by Robinson Publication. Compilation of articles | | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 1 | - |
| CO2 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | - | 1 |
| CO3 | 1 | 3 | 3 | 3 | 1 | 1 | 2 | 2 | 1 |
| CO4 | 1 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | - |
| CO5 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | - | 1 |
| CO6 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 2 |
| Average | 1.66 | 2.5 | 2.33 | 2.16 | 1.33 | 1.66 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|--------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: - LSCM | | Semester: III | |
| 1 | Course Code | OEC206 | |
| 2 | Course Title | Shipping and Maritime Law | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor 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 | On the completion of this course the students will be able to: CO1: To identify the terminologies used in the Shipping and Maritime Industry, the process of registration of ships and the scope of UNCLOS CO2: To list the essentials of voyage planning and Shipping Contracts CO3: To understand the role of Cargo handling, importance of safety & standards, insurance claims, Protection and Indemnity issues CO4: To describe the different modes of Maritime Dispute Resolution CO5: To identify the role of IMO and the dimensions of marine environment and its pollution. CO6: To determine the various conventions affecting the shipping industry and maritime environment | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | Introduction to Shipping Industry | |
| | A 1 | Structure of Shipping Industry in India, Principal dimensions – Ship's tonnages (GT, NT, DWT) – Cargo carrying capacity | CO1 |
| | A 2 | Baselines and Island and Marine spaces under National Jurisdiction, Marine spaces beyond National Jurisdiction, United Nations Convention on the Law of the Sea (UNCLOS) | CO1,CO6 |
| | A 3 | Ship Registrations, Documentation and Insurance | CO1, CO2,CO6 |
| | Unit B | Commercial Shipping | |
| | B 1 | Essentials of Voyage planning – Hires and freight – Commissions – Commercial operations, Procedure of | CO2 |

| | | | | | |
|--|------------------------|---|----------|--|----------|
| | | survey and inspections, Third party recoveries – Claims and handling – Protection and indemnity | | | |
| | B 2 | Bills of lading and cargo claims | | | CO2 |
| | B 3 | Shipping Contracts | | | CO2 |
| | Unit C | Cargo, Geographic Factors, Vessel Management Systems Software | | | |
| | C 1 | Board and Safety procedures – Liquid cargoes – Tank cleaning, Routing services – Load lines, Petroleum, Dangerous cargo and Procedures Codes | | | CO3 |
| | C 2 | Recruitment, training and placement of officers and crew on board, Systems software for Vessel Management | | | CO3 |
| | C 3 | Marine crew travel – Compliance of ISPS code | | | CO3,CO6 |
| | Unit D | Law of Maritime Dispute resolution | | | |
| | D 1 | Collision Claims, Limitation Claims | | | CO4,CO6 |
| | D 2 | Ship Mortgage | | | CO4 |
| | D 3 | Maritime Arbitration | | | CO5,CO6 |
| | Unit E | Law of Marine environment and IMO conventions | | | |
| | E 1 | International Maritime Organisation | | | CO5, CO6 |
| | E 2 | Pollution in the marine environment, Response to Marine Pollution Casualties | | | CO5 |
| | E 3 | International Law for Ocean and Climate | | | CO5,CO6 |
| | Mode of examination | Theory and Continuous Assessment | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s | 1. JOHN. W. DICKE. 2014, Reeds 21 st 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 | 1. PROSHANTO K.MUKHERJEE, MARK BROWNRIGG (2013), Farthing on International Shipping.4 th edition, Springer. 2. CLAUS, HYLDAGER (2013) Logistics and Multi-modal Transport. 2013 Edition, Institute of Chartered Shipbrokers. Reference Books 3. HARIHARAN, K. V. (2002) A Text Book on Containerization and Multimodal Transport. Shroff Publishers and Distributors: New Delhi. | | | |

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Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 |
| AVE | 1.67 | 2.17 | 2.17 | 2.5 | 1.83 | 2 | 2.67 | 2.33 | 2.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year:2024-25 | |
| Branch: -HCHA | | Semester: III | |
| 1 | Course Code | OEC207 | |
| 2 | Course Title | Healthcare Marketing & Communication | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0 -0 | |
| | Course Status | Minor 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 | After the completion of this course the students will be able to: 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 CO6:To design a basic marketing plan for a health product | |
| 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 | |
| | B 1 | Background , role of health promotion approach in hospitals | CO1, CO2 |
| | B 2 | Hospital as a – physical and social setting , healthy | CO1, CO2 |

| | | | |
|--|------------------------|---|----------|
| | | workplace ,provider of HPH service | |
| | B 3 | Hospital as an advocate and change | CO1, CO2 |
| | Unit C | Marketing programs | |
| | C 1 | Marketing plan , marketing analysis , marketing programs in healthcare , ,learning from non healthcare industry | CO3,CO4 |
| | C 2 | Periods of growth of healthcare marketing | CO3,CO4 |
| | C 3 | Barriers to Healthcare Marketing, unique approaches to healthcare marketing | CO3,CO4 |
| | Unit D | Public relations in hospitals | |
| | D 1 | Healthcare systems in US,UK,media relations | CO4 |
| | D 2 | Introduction to PR in hospitals | CO4 |
| | D 3 | Public relations in healthcare ,internal and external public , Basics of good image of hospital | CO4 |
| | Unit E | Public relations methods and department | |
| | E 1 | Methods of promoting good public image in hospital | CO5 |
| | E 2 | Other considerations of PR in a hospital , Indicators for measuring public relations, crisis communication | CO5 |
| | E 3 | Organization and Functioning of Public Relations Departments at Hospitals | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Text book/s* | Essentials of healthcare marketing by Eric N. Berkowitz –SBN-13: 978-0763783334 | |
| | Other References | Different Articles from different sources | |

Course Articulation Matrix

| Pos Cos | PO1 | PO 2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|-------------|------|---------|-----|-----|------|------|------|------|------|------|
| CO1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 3 | 3 |
| CO5 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| Avera ge | 1.33 | 1.5 | 1 | 1 | 1.17 | 1.33 | 2.17 | 2.17 | 2.33 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-25 |
| Branch: | | Semester: 3 |
| 1 | Course Code | RBL001 |
| 2 | Course Title | Research Based Learning :1 (RBL1) |
| 3 | Credits | 0 |
| 4 | Contact Hours (L-T-P) | 0-0-4 |
| | Course Status | Compulsory/Audit |
| 5 | Course Objective | To develop the basic research skills and understanding the process of a research plan. |
| 6 | Course Outcomes | <p>On the completion of this Course, the students would be able to:</p> <p>CO1: The student will be able to understand the concepts and components of research.</p> <p>CO2: The student will be able to understand the steps involved in formulation of Dissertation and Research Project/Plan.</p> <p>CO3: The student will be able to identify the research field.</p> <p>CO4: The student will be able to identify the research gaps.</p> <p>CO5: The student will be able to identify the research problem based on the existing literature/work.</p> <p>CO6: The student will be able to finalize a Dissertation/Research project title based on understanding the research concepts, steps involved, need of the study, and existing literature.</p> |
| 7 | Course Description | Research-based learning (RBL) presents as an alternative learning model that can develop the critical thinking skills. The research-based learning is conducted under constructivism which covers four aspects: learning which constructs student's understanding, learning through developing prior knowledge, learning which involves social interaction process, and meaningful learning which is achieved through real-world experience. The major focus is to engage students in the inquiry process where they formulate questions, conduct investigations, apply information and media to learning, and generate products that illustrate learning. The 5E learning cycle adopted for RBL leads students through five phases: Engage, Explore, Explain, Elaborate, and Evaluate which results in greater benefits concerning student's ability for scientific inquiry. |
| 8 | Outline syllabus | |
| | | Guidelines for Research Based Learning Report |
| | | As per course-curriculum of BBA /B.com /BA (eco) the Research based learning will be conducted in third semester(audit), forth semester (audit), |

| | | | |
|--|-----------|---|-----|
| | | fifth semester (2 credit), and sixth semester (2 credit). The course content includes: <ul style="list-style-type: none">• Publishing research paper and development of the product/process /case that the students work on during the semester to demonstrate identified problem through extensive literature.• Students work on the projects in teams with four students per team, and teams may form in interdisciplinary nature.• The deliverables for the projects include submission of reports on regular basis as per the rubrics.• The students also present their work at the end of the semester in the presence of external experts in the form of Written and oral communication components are intertwined with the project deliverables through required project reports and oral project presentations.• It is recommended that the all activities are to be record on regular basis and proper documents are to be maintained by students and faculty mentor.• The report should be prepared in the consultation of the faculty guide and the student should be in regular touch with the faculty guide to complete the work.• The content of the research report should be original and not copied from any other sources. To justify this, the student has to check the plagiarism of the report through Turnitin software. The plagiarism should be less than 25%. The plagiarism report has to be attached within the research report at the end.• The student should submit the soft copy of the research report to the guide and after getting his/her approval and signature, the final report should be submitted. The report should be original and shall be submitted after checking for plagiarism. Please note the following guidelines for the preparation and submission of the report: | |
| | | RBL 1: Zeroth Level/Title approval phase, it would have three levels of evaluation divided into three phases. The review of work in progress would be in three phases in RBL 1(R0, R1, R2) Annexures I/R1.1/R1.2 | |
| | R0 | | |
| | A | Information collection and analysis of identified problem: Student collects information from multiple sources and analyzes the information in-depth. | CO1 |
| | B | Knowledge Acquired on Problem Domain: Complete explanation of the key concepts of the identified problem. | CO2 |

| | | | |
|--|--|--|------------------------------|
| | C | Appropriateness of Problem Title: Title is clearly defined and context for research provided | CO1 |
| | R1 | | |
| | A | Interpreting Findings from the Collected Information: Student provides a logical interpretation of the findings and reaches a conclusion. | CO3 |
| | B | Creativity and Originality in Problem: | CO3 |
| | C | Scope of Problem: Effectively defines the scope of the research question or problem. | CO4 |
| | R2 | | |
| | A | Literature Review of Problem Domain: Collects a detailed and extensive explanation of the specifications. Clearly elaborated the limitations and benefits of the existing systems. | CO5 |
| | B | Knowledge of related problem and proposed use of resources and methodology/ approach / tool: Extensive knowledge related to the problem. Synthesizes in-depth information from relevant sources representing various points of view/approaches. | CO5 |
| | C | Synthesis of Idea/Problem: demonstrated insight into problem; conclusions strongly supported | CO6 |
| | Oral Communication (Presentation), Report Writing and Submission after every review process | | |
| | Mode of examination | CA and Oral presentation | |
| | Assessment Criteria | CA | Report and oral presentation |
| | | 25% | 75% |
| | Other References | Medema, S., & Samuels, W. (1996). <i>Foundations of research in economics: how do economists do economics?</i> Edward Elgar Publishing. Malhotra, N., Nunan, D., & Birks, D. (2017). <i>Marketing research: An applied approach</i> . Pearson. Wilson, A. M. (2006). <i>Marketing research: an integrated approach 2nd edition</i> . FT Prentice Hall. | |

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|---------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 |
| CO4 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |

RUBRICS FOR RESEARCH BASED LEARNING (RBL -1) Annexures I

Project Title Approval Form Zeroth Review (R0): UG_RBL-1_Zeroth_Evaluation

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|-----------|--|---|---|--|--|
| A. | Information Collection and Analysis of the Identified Problem (CO Nos.) | <ul style="list-style-type: none"> Student collects information from multiple sources and analyzes the information in-depth. | <ul style="list-style-type: none"> Student collects adequate information and performs basic analyses. | <ul style="list-style-type: none"> Student collects inadequate information to perform meaningful analyses. | <ul style="list-style-type: none"> Student collects no viable information. |
| B. | Knowledge Acquired on Problem Domain (CO Nos.) | <ul style="list-style-type: none"> Complete explanation of the key concepts of the identified problem. | <ul style="list-style-type: none"> Clear explanation of the key concepts of the identified problem. | <ul style="list-style-type: none"> Incomplete explanation of the key concepts of the identified problem. | <ul style="list-style-type: none"> Inappropriate explanation of the key concepts of the identified problem. |
| C. | Appropriateness of Problem Title (CO Nos.) | <ul style="list-style-type: none"> Title is clearly defined and context for research provided | <ul style="list-style-type: none"> Title is fairly defined and context for research fairly provided | <ul style="list-style-type: none"> Title is defined but context for research not provided | <ul style="list-style-type: none"> Title is not defined and context for research not provided |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organized according to the given template and submitted within the deadline. | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |

First Review (R1): UG_RBL-1_R1.1

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|-----------|---|---|---|--|--|
| A. | Interpreting Findings from the Collected Information (CO Nos.) | <ul style="list-style-type: none"> Student provides a logical interpretation of the findings and reaches a conclusion. | <ul style="list-style-type: none"> Student provides an adequate interpretation of the findings and reaches a conclusion. | <ul style="list-style-type: none"> Student provides an inadequate interpretation of the findings and do not reach a conclusion. | <ul style="list-style-type: none"> Student does not interpret the findings/reach a conclusion. |
| B. | Creativity and Originality in Problem (CO Nos.) | <ul style="list-style-type: none"> Product shows a large amount of original thought. Ideas are creative and inventive. | <ul style="list-style-type: none"> Product shows some original thought. Work shows new ideas and insights. | <ul style="list-style-type: none"> Uses other people's ideas (giving them credit), but there is little evidence of original thinking. | <ul style="list-style-type: none"> Uses other people's ideas, but does not give them credit. |
| C. | Scope of Problem (CO Nos.) | <ul style="list-style-type: none"> Effectively defines the scope of the research question or problem. | <ul style="list-style-type: none"> Defines the scope of the research question or problem completely. | <ul style="list-style-type: none"> Defines the scope of the research question or problem incompletely (parts are missing, remains too broad or too narrow, etc.). | <ul style="list-style-type: none"> Has difficulty defining the scope of the research question or problem. |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organised according to the given template and submitted within the deadline. | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |

Second Review (R1): UG_RBL-1_R1.2

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|-----------|--|---|---|--|--|
| A. | Literature Review of Problem Domain (CO Nos.) | <ul style="list-style-type: none"> Collects a detailed and extensive explanation of the specifications. Clearly elaborated the limitations and benefits of the existing systems. | <ul style="list-style-type: none"> Collects a great deal of information on related problems Good justification to the objectives; Good study of the existing systems. | <ul style="list-style-type: none"> Collects some information of the existing systems Moderately explained the specifications. | <ul style="list-style-type: none"> Minimal explanation of the specifications and the limitations of the existing systems. Collects incomplete information related to the problem |
| B. | Knowledge of related problem and proposed use of resources and methodology/ approach / tool (CO Nos.) | <ul style="list-style-type: none"> Extensive knowledge related to the problem Synthesizes in-depth information from relevant sources representing various points of view/approaches. | <ul style="list-style-type: none"> Fair knowledge related to the problem Presents in-depth information from relevant sources representing various points of view/approaches. | <ul style="list-style-type: none"> Limited knowledge related to the problem Presents information from relevant sources representing limited points of view/approaches. | <ul style="list-style-type: none"> Poor knowledge related to the problem Presents information from irrelevant sources representing limited points of view/approaches. |
| C. | Synthesis of Idea/Problem (CO Nos.) | <ul style="list-style-type: none"> Excellent Analysis and synthesis presented; demonstrated insight into problem; conclusions strongly supported | <ul style="list-style-type: none"> Clear analysis and synthesis of Ideas is presented; discussed the history and relationships among key points found in the literature | <ul style="list-style-type: none"> Limited analysis and synthesis of Ideas is presented; discussed the history and relationships among key points found in the literature | <ul style="list-style-type: none"> Did not attempt to synthesize the information or discuss the topic in the broader context of the scholarly literature |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organised according to the given template and submitted within the deadline. | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |

Project Title Approval Form: RBL-1
Zeroth Review (R0): UG_RBL-1_Zeroth_Evaluation

Annexure 02

| | |
|--|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Project Title: | | | | | |
|--|---|------------|------------------|------------------|---|
| Component | RUBRICS FOR RBL-1 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | | | |
| | POOR – Marks (0 or 1) | | | | |
| | System ID | | System ID | | |
| | Sub-Components | Max Mark s | Marks Obtained | Marks Obtained | |
| Zeroth Review (R0): UG_RBL-1_Zeroth_Evaluation | Information Collection and Analysis of the Identified Problem (CO Nos.) | 8 | | | |
| | Knowledge Acquired on Problem Domain (CO Nos.) | 8 | | | |
| | Appropriateness of Problem Title (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

Annexure R1.1
First Review (R1): UG_RBL-1_R1.1

| | |
|-----------------------------------|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-1 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|-------------------------------------|--|-----------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | System ID | System ID | |
| | POOR – Marks (0 or 1) | | | | |
| | Sub-Components | Max Marks | Marks Obtained | Marks Obtained | |
| First Review (R1): UG_RBL-1_R1.1 | Interpreting Findings from the Collected Information (CO Nos.) | 8 | | | |
| | Creativity and Originality in Problem (CO Nos.) | 8 | | | |
| | Scope of Problem (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

Second Review (R2): UG_RBL-1_R1.2
Annexure R1.2

| | |
|-----------------------------------|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-1 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|--------------------------------------|--|-----------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | System ID | System ID | |
| | POOR – Marks (0 or 1) | | | | |
| | Sub-Components | Max Marks | Marks Obtained | Marks Obtained | |
| Second Review (R2): UG_RBL-1_R1.2 | Literature Review of Problem Domain (CO Nos.) | 8 | | | |
| | Knowledge of related problem and proposed use of resources and methodology / approach/tool (CO Nos.) | 8 | | | |
| | Synthesis of Idea/Problem (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

| | | | |
|-----------------------------|---------------------|--|------------|
| School: SSBS | | Batch :2023-2027 | |
| Teaching Department: | | Current Academic Year: 2024-2025 | |
| 1 | Course Code | VOS201 | |
| 2 | Course Title | Event Management | |
| 3 | Contact Hours | 3 (0-0-6) | |
| 4 | Course Objective | This Course provides information about event coordination, event execution, control systems, event evaluation and a range of events that will enable aspiring event organizers to choose the area of their liking as a profession. | |
| 5 | Course Outcomes | <p>After the completion of this course the students will be able to:</p> <p>CO1: The student will be able to become event coordinator CO2: The student will be able to know how to organize events</p> <p>CO3: The student will be able to control and evaluations of events, as performance measures have to be achieved to measure the success of an event.</p> <p>CO4: The student will be able to Organize seminars and social event</p> <p>CO5: The student will be able to conquer networking events with confidence and strategy</p> <p>CO6: The students will understand about to prepare the reports of the event</p> | |
| 6 | Course Description | In this introductory course, students will become familiar with the business etiquette required in this business world. Students will gain practice in using key applications, such as word processors, spreadsheets, and presentation software. | |
| 7 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction | |
| | A | Event Planning | CO1, CO2 |
| | B | Role of an Event Planner | CO3 |
| | C | Skills Required for Event Planner | CO3,CO4 |
| | Unit 2 | Event Types | |
| | A | Corporate Events | CO2, CO4 |
| | B | Leisure Events | CO4 |
| | C | Private Events | CO4,CO5 |
| | Unit 3 | Event Planning | |
| | A | Introduction and Event Planning Process | CO2, CO5 |
| | B | Setting Objectives | CO5 |
| | C | Prepare an Event Management Plan | CO5 |
| | Unit 4 | Event Budgeting | |
| | A | Estimating an appropriate Level of Budgeting | CO4,CO3 |
| | B | Monitoring the Budget | CO4,CO5 |
| | C | Budget Review | CO4,CO5 |
| | Unit 5 | Reports of the Event | |
| | A | Event Evaluation Report | CO5,CO6 |
| | B | Event safety management plan | CO5,CO6 |
| | C | Documentation and Information | CO5,CO6 |
| 8 | Mode of examination | Online google forms | |

| | | | | |
|---|-------------------------------|---|----------|--|
| 9 | References | The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success BY Barbara Pachter | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|------|-----|------|------|------|------|------|------|
| CO1 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 |
| CO6 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| Average | 2.33 | 2.33 | 2.5 | 2.33 | 2.33 | 2 | 2 | 2.16 | 2.33 |

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

| | | | |
|---------------------|--------------------------|---|---|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: | | Academic Year: 2024-2025 | |
| Branch: | | Semester: III | |
| 1 | Course Code | ARP201 | Course Name : Logical Skills Building and Soft Skills |
| 2 | Course Title | Logical Skills Building and Soft Skills | |
| 3 | Credits | 2 | |
| 4 | Contact Hours (L-T-P) | 1-0-2 | |
| | Course Status | Active | |
| 5 | Course Objective | To enhance holistic development of students and improve their employability skills. To provide a 360 degree exposure to learning elements of Business English readiness programme, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To step up skill and upgrade students' across varied industry needs to enhance employability skills. By the end of this semester, a student will have entered the threshold of his/her 1 st phase of employability enhancement and skill building activity exercise. | |
| 6 | Course Outcomes | <p>After completion of this course, students will be able to:</p> <p>CO1: Ascertain a competency level through Building Essential Language and Life Skills</p> <p>CO2: Build positive emotional competence in self and learn GOAL Setting and SMART Goals techniques</p> <p>CO3: Apply positive thinking, goal setting and success-focused attitudes, time Management, which would help them in their academic as well as professional career</p> <p>CO4: Acquire satisfactory competency in use of aptitude, logical and analytical reasoning</p> <p>CO5: Develop strategic thinking and diverse mathematical concepts through building number puzzles</p> <p>CO6: Demonstrate an ability to apply various quantitative aptitude tools for making business decisions</p> | |
| 7 | Course Description | This Level 1 blended training approach equips the students for Industry employment readiness and combines elements of soft skills and numerical abilities to achieve this purpose. | |

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|---|----------------------------|
| 8 | Outline syllabus – ARP 207 |
|---|----------------------------|

| | | | |
|--|------------------------|---|-------------------|
| | Unit 1 | BELLS (Building Essential Language and Life Skills) | CO Mapping |
| | A | <i>Know Yourself</i> : Core Competence. A very unique and interactive approach through an engaging questionnaire to ascertain a student's current skill level to design, architect and expose a student to the right syllabus as also to identify the correct TNI/TNA levels of the student. | CO1 |
| | B | Techniques of Self Awareness Self Esteem & Effectiveness Building Positive Attitude Building Emotional Competence | CO1, CO2 |
| | C | Positive Thinking & Attitude Building Goal Setting and SMART Goals – Milestone Mapping Enhancing L S R W G and P (Listening Speaking Reading Writing Grammar and Pronunciation) | CO1, CO2,CO3 |
| | Unit 2 | Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical | |
| | A | Syllogism Letter Series Coding, Decoding , Ranking & Their Comparison Level-1 | CO4 |
| | B | Number Puzzles | CO5 |
| | C | Selection Based On Given Conditions | CO5 |
| | Unit 3 | Quantitative Aptitude | |
| | A | Number Systems Level 1 Vedic Maths Level-1 | CO6 |
| | B | Percentage ,Ratio & Proportion Mensuration - Area & Volume Algebra | CO6 |
| | Unit 4 | Verbal Abilities – 1 | |
| | A | Reading Comprehension | CO1 |
| | B | Spotting the Errors | CO2 |
| | Unit 5 | Time & Priority Management | |
| | A | Steven Covey Time Management Matrix | CO3 |
| | B | Creating Self Time Management Tracker | CO3 |
| | Weightage Distribution | <i>Class Assignment/Free Speech Exercises / JAM – 60% / Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%</i> | |
| | Text book/s* | <i>Wiley's Quantitative Aptitude-P Anand / Quantum CAT – Arihant Publications / Quicker Maths- M. Tyra / Power of Positive Action (English, Paperback, Napoleon Hill) / Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon / Goal Setting (English, Paperback, Wilson Dobson</i> | |

Course Articulation Matrix

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|---------|------|-----|-----|-----|-----|-----|------|------|------|
| CO1 | - | 1 | 1 | 3 | - | 2 | - | - | - |
| CO2 | - | 1 | 1 | 3 | - | 2 | - | - | - |
| CO3 | - | 1 | 1 | 3 | - | 2 | - | - | - |
| CO4 | - | - | 1 | 2 | 1 | 2 | - | - | - |
| CO5 | 1 | - | 1 | 2 | 1 | 2 | - | - | - |
| CO6 | 1 | - | 1 | 2 | 1 | 2 | - | - | - |
| Average | 0.33 | 0.5 | 1 | 2.5 | 05 | 2 | | | |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Course Modules

Term : IV

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: IV | |
| 1 | Course Code | BBN221 | |
| 2 | Course Title | Marketing Management | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | 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 | After the completion of this course the students will be able to: 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. CO6: The student will be able to devise a marketing plan. | |
| 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 | CO4 |

| | | | |
|--|------------------------|---|----------|
| | | product development; product life cycle; packaging and labeling | |
| | 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,CO6 |
| | E2 | Advertising, publicity and public relations | CO5,CO6 |
| | E3 | Sales promotion, direct marketing, and personal selling | CO5,CO6 |
| | Mode of Examination | Theory | |
| | Weightage distribution | Internal | External |
| | | 25% | 75% |
| | 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) | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| Avg | 2 | 1.83 | 1.83 | 1 | 1 | 1 | 2 | 2 | 1.16 |

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

| | | |
|-----------------------|--------------------|---|
| School: SSBS | | Batch :BBA 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: - | | Semester: IV |
| 1 | Course Code | BBN222 |
| 2 | Course Title | Business Economics |
| 3 | Credits | 04 |
| 4 | Contact Hours | 4-0-0 |
| | Course Status | Core |
| 5 | Course Objective | <ol style="list-style-type: none"> 1. To make students understand the basic idea behind business economics. 2. To make students illustrate various market forces of demand, and supply. 3. Describe various approaches to production decisions and processes. 4. To make students examine the significance of costs, and identify these costs in a given economic decision. 5. 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. |
| 6 | Course Outcomes | <p>On completion of this course the learners will be able to</p> <p>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</p> <p>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.</p> <p>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</p> <p>CO 4 To define opportunity costs, demonstrate how they affect economic decisions, and identify these costs in a given economic decision</p> <p>CO 5 Distinguish between and identify the key characteristics of perfect competition and imperfect competition</p> <p>CO 6 Understand the different market conditions and the characteristics of the different markets</p> |
| 7 | 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. |
| 8 | Outline Syllabus | CO |

| | | | |
|------------------------|--|----------|-----------------|
| | | | Mapping |
| Unit 1 | The Central Concepts of Economics | | |
| A | Introduction to business , Relevance of economics in business | | CO1 |
| B | Definition of economics, Scarcity & efficiency: The twin themes of economics Microeconomics vs. Macroeconomics | | CO1 |
| C | The Three problems of economic organization | | CO1 |
| Unit 2 | Basic Elements of Demand and Supply | | |
| A | Demand Schedule, determinants of demand, demand curve, market demand, shifts in demand | | CO2 |
| B | Supply Schedule, determinants of supply, supply curve, shifts in supply | | CO2 |
| C | Equilibrium of Supply and Demand | | CO2 |
| Unit 3 | Supply and Demand : Elasticity and Applications | | |
| A | Price elasticity of Demand, Income elasticity of Demand & Cross price elasticity of demand | | CO3 |
| B | Price Elasticity of Supply | | CO3 |
| C | Applications to major business issues | | CO3 |
| Unit 4 | Production and Cost | | |
| A | Introduction to Inputs and Production Function, Total, Average & marginal product | | CO4 |
| B | Economic analysis of Costs, Fixed Cost and variable cost, marginal cost | | CO4 |
| C | Opportunity costs | | CO4 |
| Unit 5 | Market | | |
| A | Revenue Concept, Perfect Competition : Features, Price and output determination | | CO5, CO6 |
| B | Monopoly, Monopolistic Competition: Features, Price and output determination | | CO5, CO6 |
| C | Oligopoly : concept of cartel | | CO5, CO6 |
| Mode of examination | Theory | | |
| Weightage Distribution | Internal | External | |
| | 25% | 75% | |
| Text book/s* | 1. Microeconomics: Theory and Applications Dominick Salvatore 2. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann 3. 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 PowerPoint presentations | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|------|------|-----|-----|------|------|------|
| CO1 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |
| CO2 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 3 |
| CO3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 |
| CO4 | 3 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 3 |
| CO5 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 3 |
| CO6 | 2 | 3 | 2 | 1 | 1 | 1 | 3 | 3 | 3 |
| Average | 2.5 | 2.5 | 1.83 | 1.33 | 1 | 1.5 | 1.83 | 2.5 | 3 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_IV- MAJOR

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: VI | |
| 1 | Course Code | DSE208 | |
| 2 | Course Title | Performance and Competency Management | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Type | DSE | |
| 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: Demonstrate the conceptual knowledge of performance management. CO2: Apply goal setting to performance Planning and understand the barriers that impede the process of planning performance. CO3: Illustrate the concept and significance of planning performance for organizational success. CO4: Apply various methods and techniques of Performance appraisal to various approaches of performance appraisal. CO5:Examine competency models and their application for effective management of employee performance in organizations. CO6:Apply the understanding of competency management to design competency frameworks for different roles in organizations. | |
| 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 |
| | B | Difference between Performance Management and Performance Appraisal | CO1 |
| | C | Trends related to performance management in Industry | CO1 |
| | Unit 2 | Performance Planning | |

| | | | |
|--|------------------------|--|-----------------|
| | A | Meaning, Goal Setting & Principles of setting Performance criteria) | CO2 |
| | B | Process & Methodology of Performance planning | CO2 |
| | C | Barriers of Performance planning | CO2 |
| | Unit 3 | Performance Managing | |
| | A | Definition, characteristics | CO3 |
| | B | Objectives & Importance | CO3 |
| | C | Process of performance managing | CO3 |
| | Unit 4 | Performance Appraisal & its Methods | |
| | A | Meaning, Characteristics, Objectives, Importance, Principles, Process, | CO4 |
| | B | Additional Methods of Performance Appraisal- Ranking (forced ranking Method) and Rating, Forced Bell curve Method, | CO4 |
| | C | Modern Methods of Performance Appraisal- 360-degree appraisal, Assessment Centres | CO4 |
| | Unit 5 | Introduction to Competency Management | |
| | A | Competency management - Definition, Importance and Scope, | CO5,CO6 |
| | B | Model – Iceberg, Lancaster (Burgoyne), | CO5 |
| | C | Designing the Competency Model/framework | CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | 1. Deb T., Kohli A.S, “ <i>Performance Management</i> ” Oxford University Press. | |
| | Other References | 1. Sahu RK.; “Competency Mapping” Excel Publication. | |

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
|------------|------|------|------|-----|------|------|----------|----------|----------|
| CO1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |
| CO2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 3 |
| CO3 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 1 | 3 | 2 | 3 | 2 | 1 | 1 | 3 |
| CO5 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 3 |
| CO6 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| Average | 2.16 | 1.83 | 2.33 | 1.5 | 2.16 | 2.16 | 1.83 | 2.5 | 3 |

| | | | |
|---------------------------|-----------------------|--|------------|
| School: SSBS | | Batch :2023-2027 | |
| Programme: BBA | | Current Academic Year :2024-2025 | |
| Branch: MANAGEMENT | | Semester IV | |
| 1 | Course Code | DSE209 | |
| 2 | Course Title | Income Tax-Law and Accounting | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Status | Compulsory | |
| 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 | The student will be able to 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 heads of Salary and house property CO5: Solve the practical problems in computation of taxable income under the heads of business, capital gains and other sources CO6: 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 | CO2 |

| | | | |
|------------------------|-----------------|---|--------------------|
| | | (HUF), Company, Association of Persons (AOPs). | |
| 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, CO6 |
| 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, CO6 |
| 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, CO6 |
| 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, CO6 |
| C | | Income from others sources- meaning and chargeability, Computation of Income from Other Sources | CO3, CO4, CO5, CO6 |
| Mode of examination | | Theory | |
| Weightage Distribution | Internal 25% | External 75% | |
| Text book/s* | | Dr. Vinod K. Singhanian & Dr. Monica Singhanian: Taxmann Publications Pvt. Ltd., New Delhi | |
| Other References | | 2. Systematic approach to income tax-Dr. Girish Ahuja and Dr. Ravi Gupta: 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) | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|------|-----|------|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 3 | 3 |
| CO2 | 2 | 2 | | 1 | 1 | 2 | 1 | 3 | 3 |
| CO3 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 3 |
| CO5 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 3 |
| CO6 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 3 | 3 |
| Average | 2 | 2.33 | 0.83 | 1 | 1.33 | 2 | 1.83 | 2.5 | 3 |

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

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch: 2023-27 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: | | SEMESTER –IV |
| 1 | Course Code | DSE210 |
| 2 | Course Title | SALES AND DISTRIBUTION MANAGEMENT |
| 3 | Credits | 5 |
| 4 | Contact Hours (L-T-P) | 5-0-0 |
| | Course Type | DSE |
| 5 | Course Objective | <ul style="list-style-type: none"> • Apprise students with a customer centric approach to sales and distribution function. • Apply the tools and strategies in designing, motivating and evaluating sales & distribution management systems. • Critically analyze decision making skills required by future sales and distribution managers to recognise the changing dynamics in field of sales & distribution in digital era. • Understand challenges and the dynamic environment of B2B marketing and understand the role of technology in B2B marketing. • Know the importance of marketing communication programs for convincing B2B clients. • Understand the role of social networking for targeting B2B clients and the importance of value based marketing for retaining B2B clients. |
| 6 | Course Outcomes | <p>The student will be able to</p> <p>CO1: Implement the diverse variables affecting the sales & distribution functions and examining & executing the skills, roles and responsibilities of the Sales Managers</p> <p>CO2. Analyze the effective sales strategies to enhance the sales force performance.</p> <p>CO3: Apply the changing dynamics in field of sales & distribution in digital era.</p> <p>CO4: Examine technological factors affecting B2B marketing and designing the B2B marketing programs and strategies.</p> <p>CO5: Evaluate the relationship between value based marketing and B2B marketing.</p> <p>CO6: Develop the strategies to retain B2B Clients.</p> |
| 7 | Course Description | The course focuses on detailed understanding of sales and distribution concepts |
| 8 | | CO Mapping |

| | | | |
|--|---------------------|---|---------------------|
| | Unit 1 | Introduction to Sales Management, Sales Organization & Sales Force Management | |
| | A | Nature, Meaning and Significance of Sales Management, Role of Selling in Marketing | CO1, CO2 |
| | B | Characteristics of a successful Salesman, Personal Selling process, Prospecting: Meaning, process & methods; Sales presentation; Handling objections; gaining agreement, Closing a sale | CO1, CO2 |
| | C | Determining the sales force size; recruiting, selecting, training, development, compensation & motivation of the sales personnel. | CO1, CO2 |
| | Unit 2 | Sales Planning, Evaluation and Distribution Channels | |
| | A | Sales Forecasting, Sales budgeting, Sales quotas & its types, Evaluating and control of Sales Performance | CO1, CO2 |
| | B | Sales Force Automation& Application of digital Sales Dashboard, Integrating sales withdistribution | CO2, CO4 |
| | C | Marketing Intermediaries: Type, Role and Functions of Marketing Intermediaries | CO2, CO4 |
| | Unit 3 | Introduction to B2B Marketing and Strategic Planning for Global Business Markets | |
| | A | Defining the business to business market, Conceptual differences between B2B and ConsumerMarketing | CO1, CO3 |
| | B | Relationship building, The IMP approach, Business goods classifications, classifying business customers | CO3, CO4 |
| | C | Strategy Planning Competitive advantage, Value chain analysis | CO3, CO6 |
| | Unit 4 | Market Entry Tactics and B 2 B Marketing Communications | |
| | A | Market entry considerations, Role of technology, First movers vs. followers | CO1, CO3, CO4 |
| | B | Entering foreign markets, Choosing foreign markets, Foreign market entry strategy, Virtual market entry, Strategic alliances, Selecting the entry strategy | CO1, CO3, CO4 |
| | C | Developing the marketing communications program, integrating marketing communications. | CO4, CO6 |
| | Unit 5 | Logistics Management and Emerging Trends of Business Marketing in Digital Era | |
| | A | Meaning & principles of Logistics & Supply chain Management, Fundamentals of Inventory, Warehousing and transportation management | CO5, CO6 |
| | B | Outbound and Reverse Logistic Management. Sales in digital era, Role of E-channels & Omni Channel Strategies | CO5, CO6 |
| | C | Value-based marketing, Relationship marketing, the twenty-first century marketplace. | CO5, CO6 |
| | Mode of examination | Theory | |

| | Weightage Distribution | Internal | External | |
|--|------------------------|--|----------|--|
| | | 25% | 75% | |
| | Text book/s* | 1. Krishna K Havaldar and Vasant M Cavale. (2017), Sales and Distribution Management: Text and Cases, TATA McGraw Hill India. 2. Sarin, Sharad. (2017). Business Marketing Concept & cases, McGraw Hill Education. 3. Still, R. R., Cundiff, E. W., Govoni, N. A. P. & Puri, Sandeep (6e, 2019). Sales & Distribution Management: Decisions, Strategies, and Cases, Prentice-Hall. 4. Havaldar, Krishna. (2017). Business Marketing: Text and Cases, McGraw Hill Education. | | |
| | Other References | 1. Hutt, Michael; Sharma, Dheeraj; Speh, Thomas W. (2014). B2B Marketing: A South-Asian Perspective. Cengage. 2. Anderson, James C; Narus, James A; Das, Narayan Das. (2009). Business Market Management: Understanding, Creating, and Delivering Value. Pearson. 3. Spiro, R. L., Rich, G. A., & Stanton, W. J. (2008). Management of a sales force 12 th Edition, McGraw-Hill/Irwin. | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|------|-----|------|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 3 | 3 |
| CO2 | 2 | 2 | | 1 | 1 | 2 | 1 | 3 | 3 |
| CO3 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 3 |
| CO5 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 3 |
| CO6 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 3 | 3 |
| Average | 2 | 2.33 | 0.83 | 1 | 1.33 | 2 | 1.83 | 2.5 | 3 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: | | Semester: IV |
| 1 | Course Code | DSE211 |
| 2 | Course Title | International Trade Theory and Policy |
| 3 | Credits | 5 |
| 4 | Contact Hours (L-T-P) | 5-0-0 |
| | Course Type | DSE |
| 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 blocks. CO5: Categorize international trade procedure and modes of Payment. CO6: Summarize the foreign trade of the least developed and the developing countries. |
| 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 |
| | B | Theory of Absolute and Comparative Advantage – Relationship between opportunity costs and relative commodity prices, gains from trade under constant costs |
| | C | Product Life Cycle Theory of Trade |
| | Unit 2 | International Trade Policy |

| | | | |
|----|------------------------|--|-----------------|
| | A | Globalization of Business - Concept of globalization and Drivers of globalization | CO2 |
| | 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,CO6 |
| | B | Levels of Economic Integration - FTA, Custom Union, Monetary Union, Political Union, Economic Union | CO4,CO6 |
| | C | Major examples of Economic Integration in the world; NAFTA, SAFTA, EU, APEC | CO4,CO6 |
| | Unit 5 | International Institutions and International Trade Procedure and Payments | |
| | A | WTO and IMF Role and Functions in International Trade | CO4,CO6 |
| | B | Intra firm payments in International Businesses | CO5 |
| | C | Advance payments in International Businesses | CO5 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal 25% | External 75% |
| 11 | Text book/s* | 1. "International Economics", Dominick Salvatore, 11 th ed., Wiley 2. Foreign Trade Policy Document of India 2015-20 3. Francis Cherunilam, International Business Environment, (4 th Edition) Himalaya Publishing House | |
| 12 | Other References | | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 2 | 2 | 3 | - | - | 2 | 2 | 3 | 3 |
| CO2 | 2 | 2 | 3 | - | - | 2 | 1 | 3 | 3 |
| CO3 | 2 | 2 | 3 | - | - | 2 | 2 | 2 | 3 |
| CO4 | 2 | 2 | 3 | - | - | 2 | 1 | 1 | 3 |
| CO5 | 2 | 2 | 3 | - | - | 2 | 2 | 3 | 3 |
| CO6 | 2 | 2 | 3 | - | - | 2 | 3 | 3 | 3 |
| Average | 2 | 2 | 3 | - | - | 2 | 1.83 | 2.5 | 3 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: IV | |
| 1 | Course Code | DSE212 | |
| 2 | Course Title | Launching New Venture | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Type | Elective | |
| 5 | Course Objective | 1. To understand the nuances of entrepreneurial landscape in India. 2. To understand the key functions to launch an entrepreneurial venture. 3. To understand the various growth and strategic exit options available to an entrepreneurial venture. | |
| 6 | Course Outcomes | After successful completion of this course, students would be able; CO1: To describe the components of entrepreneurial landscape. CO2: To identify different requirements for and functions of an entrepreneurial venture. CO3: To prepare a blue-print for their entrepreneurial venture CO4: To appraise an entrepreneurial firm and decide growth and exit strategies. CO5: To analyze and Evaluate the various factors relating to new venture planning and creation. CO6: To investigate different functions of their entrepreneurial venture and take corrective actions. | |
| 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; | CO2,CO3 |

| | | | |
|----|------------------------|--|---------------|
| | | Financial Blue-Print for One's own venture | |
| | 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 same. | CO1, CO2, CO3 |
| | B | Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same. | CO2,CO3 |
| | C | Training and Termination-Different kinds of training and dealing with situations of firing | CO2, CO5 |
| | Unit 4 | | |
| | A | Characteristics of Entrepreneurial Marketing | CO2 |
| | B | Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue -print for the same. | CO2, CO3 |
| | C | 4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship | CO2, CO3,CO6 |
| | 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 | CO2,CO4, CO5 |
| | B | Reason for exiting; long- and short-term preparation for an exit | CO2,CO4 |
| | C | Seller Financing and IPO | CO2 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| 11 | Text book/s* | Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education. | |
| 12 | Other References | The Small Business Start-Up Work-Book; Cheryl Rickman; Published by Robinson Publication. Compilation of articles | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 1 | - |
| CO2 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | - | 1 |
| CO3 | 1 | 3 | 3 | 3 | 1 | 1 | 2 | 2 | 1 |
| CO4 | 1 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | - |
| CO5 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | - | 1 |
| CO6 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 2 |
| Average | 1.66 | 2.5 | 2.33 | 2.16 | 1.33 | 1.66 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: Business Analytics | | Semester: IV | |
| 1 | Course Code | DSE213 | |
| 2 | Course Title | Introduction to Python | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Status | DISCIPLINE SPECIFIC COURSE | |
| 5 | Course Objective | <ol style="list-style-type: none"> 1. To provide prospective management studies students with the skills necessary to use Python Program Language to generate reports, analyses and decisions based on a study of relevant data. 2. To provides the set of skills that are most frequently used in the work place for business analytics. 3. To enrich students with various program skills with their applications in various Industries | |
| 6 | Course Outcomes | <p>After the completion of the course:</p> <p>CO1: The students will be able to recognize the significance of Python Program Language to solve management problems.</p> <p>CO2: The students will be able to compare the program techniques in appropriate manner for managerial decision making</p> <p>CO3: The students will be able to use basic knowledge and understanding of data analysis and interpretation using Python Program</p> <p>CO4: The students will be able to select an appropriate technique of Python Program for addressing the requirement of data analysis</p> <p>CO5: The students will be able to evaluate different program approaches.</p> <p>CO6: Evaluate how to use Python Program Language</p> | |
| 7 | Course Description | The course provides with the basic concepts and methods of Python program skills so as to enhance business analytics program skills. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to Python | |
| | A | Introduction to Python: What is Python? Python vs R, Installing Python based IDE, learning to run basic programs. | CO1, CO2 |
| | B | Working with Data and Data types: tuples, lists, dictionaries, and sets | CO1, CO2 |

| | | | |
|--|------------------------|--|-------------------------|
| | C | Writing Functions: organize larger programs into functions. HANDS ON PRATICE ON Python with real life examples | CO3, CO4, CO5 |
| | Unit 2 | Modules and Libraries | |
| | A | How to organize programs into modules | CO2, CO3 |
| | B | Designing modules for efficient program. | CO2, CO3 |
| | C | Learning to write Module based program , HANDS ON PRATICE ON Python with real life examples | CO3, CO4, CO5,co6 |
| | Unit 3 | Classes and Objects | |
| | A | Introduction object-oriented program in | CO2, CO3, CO4 |
| | B | Designing and using object-oriented program | CO2, CO3, CO4 |
| | C | Application of object-oriented program , HANDS ON PRATICE ON Python with real life examples | CO3, CO4, CO5,c06 |
| | Unit 4 | Testing, Debugging, and Software Development Practice | |
| | A | How to test Python programs | CO2, CO3, CO4 |
| | B | How to debug Python programs | CO2, CO3, CO4 |
| | C | HANDS ON PRATICE ON Python with real life examples and python development | CO3, CO4, CO5,CO6 |
| | Unit 5 | Creating plots. | |
| | A | Python program for creating managerial plots. | CO2, CO3, CO4 |
| | B | Usage of Python Package Matplotlib | CO2, CO3, CO4 |
| | C | Application programs for plotting for managerial reports, HANDS ON PRATICE ON Python with real life examples | CO3, CO4, CO5,CO6 |
| | Mode of examination | THEORY AND LAB | |
| | Weightage Distribution | Internal External | |
| | | 25% 75% | |
| | Text book/s* | 1. Kenneth A. Lambert, The Fundamentals of Python: First Programs, 2011, Cengage Learning 2. Y. Daniel Liang “Introduction to Program using Python” Pearson | |
| | Other References | Robert Sedgewick, Kevin Wayne, Robert Dondero, “Introduction to Program in Python” Pearson | |

Course Articulation Matrix

| POS COS | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|----------------|------|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| CO2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO4 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| CO5 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| CO6 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Average | 1.16 | 2 | 1 | 1 | 1 | 1 | 1 | 1.82 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year:2024- 2025 | |
| Branch: HCHA | | Semester: IV | |
| 1 | Course Code | DSE214 | |
| 2 | Course Title | BASIC HOSPITAL TRAINING | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 3-0-4 | |
| | Course Type | DISCIPLINE SPECIFIC COURSE | |
| 5 | Course Objective | <p>This course intends to familiarize and enhance understanding of the students about the managerial practices in different departments of the hospital with special emphasis on patient care.</p> <p>The purpose of this course is to enable students to</p> <ul style="list-style-type: none"> • Acquaint them about fundamental aspects of various services in a hospital • Prepare them about the various policies and procedures in various departments • Deepen their understanding about the various managerial issues present in the various departments. | |
| 6 | Course Outcomes | <p>After the completion of this course the students will be able to:</p> <p>CO1: The student will be able to identify about the functioning of various departments and general working environment of the hospital .</p> <p>CO2: They are supposed to learn and get familiar with the process flow of different departments of the hospital.</p> <p>CO3: The student will be able to understand special demands and understand various managerial protocols, in different patient care areas of the hospital. CO4: The student will be able to analyse various quality improvement measures for various services departments.</p> <p>CO5:The students will be able to evaluate the quality improvement measures for various departments .</p> <p>CO6:To design the layout of a modern hospital .</p> | |
| 7 | Course Description | Students will be posted in various departments of Sharda Hospital .Students will prepare a report highlighting managerial functions undertaken in the hospital and scope of improvement in the hospital The course covers all departments which are present in a hospital such as clinical Department and non -clinical Department . | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Outpatient Department | |
| | A | Layout and functions of the OPD | CO1, CO2 |
| | B | Staffing of OPD | CO1 |

| | | | |
|--|------------------------|---|----------------------|
| | C | Policies in OPD | CO3,CO4,CO5 |
| | Unit 2 | IPD Department | |
| | A | Layout and functions of IPD | CO1, CO2 |
| | B | Staffing of IPD | CO1,CO2, CO3 |
| | C | Policies and procedures | CO4,CO5 |
| | Unit 3 | Operation Theatre and ICU | |
| | A | Layout of OT and ICU | CO1,CO2 |
| | B | Staffing of OT and ICU | CO3 |
| | C | Policies and procedures | CO4,CO5 |
| | Unit 4 | Support Departments -I | |
| | A | Biomedical department basics | CO1, CO2,CO3,CO4,CO5 |
| | B | CSSD and Blood Bank basics | CO1, CO2,CO3,CO4,CO5 |
| | C | Linen and laundry department basics | CO1, CO2,CO3,CO4,CO5 |
| | Unit 5 | Support Departments -II | |
| | A | Pharmacy services -Layout staffing and polices | CO1, CO2,CO3,CO4,CO5 |
| | B | Laboratory services -Layout staffing and policies | CO1, CO2,CO3,CO4,CO5 |
| | C | Imaging services -Layout, staffing and policies | CO1, CO2,CO3,CO4,CO5 |
| | Mode of examination | PRACTICAL | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Text book/s* | Hospital Administration by DC Joshi and Mamta Joshi Jaypee Digital, Principles of Hospital Administration by BM Sakharkar | |
| | Other References | NA | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|------|------|-----|------|------|------|------|------|------|
| CO1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 |
| CO2 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 |
| CO4 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 2 |
| CO6 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 2 |
| Average | 1.83 | 1.83 | 1.33 | 1 | 1.67 | 1.67 | 2.33 | 2.17 | 2.33 | 1.67 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_IV- MINOR

| | | | |
|--|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (HRM) | | Current Academic Year: 2024-2025 | |
| Branch: Human Resource Management | | Semester: IV | |
| 1 | Course Code | OEC208 | |
| 2 | Course Title | Managing Workforce Diversity | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| 5 | Course Type | Minor Elective | |
| 6 | Course Objective | 1. To enable students to develop fundamental knowledge, skills and attitude for managing and promoting workforce diversity in organizational setting. 2. To enable students to effectively manage diverse workforce. | |
| 7 | Course Outcomes | After completion of the course: CO1: The student will be able to discuss the need for managing diversity CO2: The student will be able to discuss the challenges and benefits of a diverse workforce. CO3: The student will be able to explain diversity and inclusion. CO4: The student will be able to identify and evaluate the common bias at workplace. CO5: The student will be able to Identify best practices for achieving workforce diversity CO6: The student will be able to critically analyze and understand the current issues concerning diversity | |
| 8 | Course Description | In this introductory course, students will become familiar with the concepts of diversity and inclusion. Students will gain practice knowledge about how to avoid workplace bias and what are best diversity and inclusion strategies. | |
| 9 | Outline syllabus | | CO Mapping |
| | Unit 1 | Understanding Diversity | |
| | A | Meaning and concept of diversity | CO1 |
| | B | importance and need for managing diversity | CO2 |
| | C | Various types of diversity in the workplace | CO1 |
| | Unit 2 | Diversity and Inclusion | |
| | A | What is inclusion? | CO3 |
| | B | Difference between diversity and inclusion | CO3 |
| | C | Diversity and inclusion strategies | CO3 |
| | Unit 3 | Developing and promoting Diverse workforce | |
| | A | Best practices in developing a diverse workforce | CO5 |
| | B | Role of human resource management in managing diversity | CO3, CO6 |

| | | | |
|----|------------------------|---|----------|
| | C | Role of artificial intelligence in promoting diversity | CO6 |
| | Unit 4 | Workforce diversity- current issues and emerging trends | |
| | A | Benefits and challenges of managing a diverse workforce | CO4 |
| | B | Unconscious bias at the workplace | CO4 |
| | C | Current trends in diversity | CO6 |
| | Unit 5 | Approaches to managing diversity | |
| | A | Legal framework for diversity | CO6 |
| | B | Approaches to managing diversity- social equity case of managing diversity | CO5 |
| | C | Approaches to managing diversity- the business benefits case | CO5 |
| 10 | Mode of examination | Theory/Jury/Practical/Viva | |
| 11 | Weightage Distribution | Internal | External |
| | | 25 | 75 |
| 12 | References | <ul style="list-style-type: none"> Harvey, C. & Allard, M.J. (Eds.) (2005) Understanding and Managing Diversity: Readings, Cases, and Exercises. (3rd Edition). New York: Prentice Hall. Kirton, G. & Greene, A-M. (2005) The Dynamics of Managing Diversity: A Critical Approach. (2nd Edition). Oxford: Elsevier. Various diversity reports and notes provided by the instructor | |

Course Articulation Matrix

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

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

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch : 2023 – 27 |
| Programme: BBA | | Current Academic Year: 2024 -25 |
| Branch: | | Semester: 04 |
| 1 | Course Code | OEC209 |
| 2 | Course Title | BUSINESS TAXATION |
| 3 | Credits | 03 |
| 4 | Contact Hours (L-T-P) | 3-0-0 |
| | Course Status | Minor 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 | <p>After completing the module, students should be able to:</p> <p>CO 1 : apply the concept of Taxation –direct and indirect and its significance in business.</p> <p>CO 2 : demonstrate the different basic terms used in income tax law;</p> <p>CO 3 : Compute the income under the different heads of income;</p> <p>CO 4 : demonstrate the various provisions of tax laws</p> <p>CO 5 : practice the applicability of various provisions of indirect taxes (GST) in businesses</p> <p>CO6: will be able to computing the taxable income and tax liability of an individual.</p> |
| 7 | Course Description | <p>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</p> |

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| | | 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 of Tax | Receipt of Income, Accrual of Income, Income deemed to accrue or arise in India; Tax incidence on an individual, Firm, Company, Tax Rates and Computation of Tax | O2 |
| | 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 for 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'; Income Chargeable to Income- | CO2, CO3 |

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| | Business or Profession | Tax (Section 28); Point for consideration while computing income under the head Business or Profession; Profits and Losses of Speculation Business; Deductions Allowable; Expenses 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, CO6 |
| | B Goods & Service Tax - I | What is GST, How it Works & its Advantages , Features of GST, Structure and type of taxes, Exemptions, Composition Scheme | CO5, CO6 |
| | 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; | CO5, CO6 |

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| | | Filing of Return –An Introductions, Importance of Return in GST Laws | | | |
| | Mode of examination | Course Evaluation | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 | 75 | | |
| | Text book/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) | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Average | 1.83 | 2.33 | 2 | 1 | .16 | 0.83 | 1.83 | 2.33 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|---------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: | | Current Academic Year: 2024-2025 | |
| Branch: | | Semester: IV | |
| 1 | Course Code | OEC210 | |
| 2 | Course Title | Rural Marketing | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Compulsory | |
| 5 | Course Objective | To provide an overview of rural markets and emerging perspectives of rural marketing, thus imparting managerial initiatives and relevant frameworks used by business managers for rural markets. | |
| 6 | Course Outcomes | <p>On successful completion of this module students will be able to:</p> <p>CO1: The student will be able to understand the various concepts, Nature Model and Environment of Rural Marketing</p> <p>CO2: The student will be able to identify wants and need of Rural Customers, Rural consumer behaviour , rural consumer research and the decision making process of rural consumers.</p> <p>CO3: Remembering strategies for different classes of product targeted at rural consumers</p> <p>CO4: The student will be able to understand the marketing -mix for rural market</p> <p>CO5: The student will be able to identify the difference between rural and urban market and issues in marketing rural products to urban areas</p> <p>CO6: The student will be able to describe the Emerging trends in rural marketing in India</p> | |
| 7 | Course Description | <p>Rural markets represent a substantial portion of the Global Marketplace. Despite of huge potential, rural markets have been traditionally ignored by most multinationals from advanced countries, as well as by local large-scale manufacturers of packaged products. The course introduces the student to the various aspects of Indian rural markets as the study of rural marketing has become significant because of the saturation of the urban markets and the increase in the purchasing power of the rural population</p> | |
| 8 | Outline syllabus | | CO Mapping |
| | UNIT 1 | | |
| | A | A Conceptual Framework, Nature & Characteristics of Rural Market. Challenges & Opportunities, An Overview of Indian Rural Market | CO1 |
| | B | Rural Marketing Model | CO1 |
| | C | Rural Marketing Environment | CO1 |
| | UNIT 2 | | |
| | A | Rural Consumer Behaviour, Characteristics of Rural Consumer, Consumer Behaviour Roles, Factors influencing Purchase of Products in Rural Market | CO2 |
| | B | Rural consumer decision making process | CO2 |

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| | C | Rural Marketing Research, Process of Research in Rural Markets, Sources and Methods of Data Collection, Data Collection Approaches in Rural Markets | | | CO2 |
| | UNIT 3 | | | | |
| | A | Segmenting, Targeting and Positioning, Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools | | | CO3 |
| | B | Positioning strategies for the rural market | | | CO3 |
| | C | The role of socio-cultural factors in defining behaviour of rural customers | | | CO3 |
| | UNIT 4 | | | | |
| | A | Product & Pricing Strategies for Rural Markets | | | CO4, CO6 |
| | B | Promotion & Distribution Strategies for Rural Markets | | | CO4, CO6 |
| | C | Principles of Innovation for Rural Market, Need for Innovation in Rural Market, Role of Government & NGOs in Rural Marketing | | | CO4, CO6 |
| | UNIT 5 | | | | |
| | A | Rural and Urban Markets: A Comparative Analysis, Parameters Differentiating Urban & Rural Markets, Similarities and Differences in Consumer Behaviour in Rural & Urban Markets | | | CO5, CO6 |
| | B | Marketing of Agricultural Produce and Inputs, Regulated markets, Cooperative Marketing & Processing Societies, Corporate Sector in Agri-Business: Cultivation, Processing & Retailing, Rural Marketing of FMCGs, Durables & Financial Services, Marketing challenges for organizations to market their products in rural India | | | CO5, CO6 |
| | C | Emerging trends in rural marketing in India, impact of globalization for rural marketing, ITC e chaupal, HLL shakti | | | CO5, CO6 |
| | Mode of examination | Theory/Practical | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 | 75 | | |
| | Text book/s* | 1. Rural Marketing, Rajagopal, (Rawat) 2. Rural Marketing Management by Sukhpal Singh – Vikas Publishing | | | |
| | Other References | 3. Principles of Marketing, Philip Kotlar and Armstrong 4. Rural Marketing (Second Edition) by Pradeep Kashyap – Pearson. | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|-----|------|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO2 | 1 | 3 | 3 | - | 3 | 2 | 2 | 3 | 2 |
| CO3 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 3 | 2 |
| CO4 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 1 | 1 | 2 | 1 | - | 2 | 2 | 1 |
| CO6 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| Average | 2.16 | 1.83 | 2 | 1.33 | 2 | 1.16 | 1.83 | 2.33 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: | | Semester: IV |
| 1 | Course Code | OEC211 |
| 2 | Course Title | Theories of International Trade |
| 3 | Credits | 3 |
| 4 | Contact Hours (L-T-P) | 3-0-0 |
| | Course Type | Minor 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 programme, 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 blocks. CO5: Categorize international trade procedure and modes of Payment. CO6: Summarize the foreign trade of the least developed and the developing countries. |
| 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 |
| | B | Theory of Absolute and Comparative Advantage – Relationship between opportunity costs and relative commodity prices, gains from trade under constant costs |
| | C | Product Life Cycle Theory of Trade |
| | Unit 2 | International Trade Policy |
| | A | Globalization of Business - Concept of globalization and 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,CO6 |
| | B | Levels of Economic Integration - FTA, Custom Union, Monetary Union, Political Union, Economic Union | CO4,CO6 |
| | C | Major examples of Economic Integration in the world; NAFTA, SAFTA, EU, APEC | CO4,CO6 |
| | Unit 5 | International Institutions and International Trade Procedure and Payments | |
| | A | WTO and IMF Role and Functions in International Trade | CO4,CO6 |
| | B | Intra firm payments in International Businesses | CO5 |
| | C | Advance payments in International Businesses | CO5 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal 25% | External 75% |
| 11 | Text book/s* | <ul style="list-style-type: none"> • "International Economics", Dominck Salvatore, 11th ed., Wiley • Foreign Trade Policy Document of India 2015-20 • Francis Cherunilam, International Business Environment, (4th Edition) Himalaya Publishing House | |
| 12 | Other References | | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PO6 |
|------------|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 2 | 2 | 3 | - | - | 3 | 1 | 3 | 2 |
| CO2 | 2 | 2 | 3 | - | - | 3 | 1 | 2 | 2 |
| CO3 | 2 | 2 | 3 | - | - | 3 | 2 | 2 | 2 |
| CO4 | 2 | 2 | 3 | - | - | 2 | 3 | 2 | 2 |
| CO5 | 2 | 2 | 3 | - | - | 2 | 2 | 1 | 1 |
| CO6 | 2 | 2 | 3 | - | - | 2 | 1 | 3 | 1 |
| Average | 2 | 2 | 2.5 | - | - | 2.5 | 1.66 | 2.16 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-------------------------|---|---------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-25 | |
| Branch: | | Semester: IV | |
| 1 | Course Code | OEC212 | |
| 2 | Course Title | Startup Financing | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | <ul style="list-style-type: none"> 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. CO6: Prepare techniques of valuation of Entrepreneurial venture. | |
| 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 value 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, CO2 |
| | 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 |

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|--|----------------------------|---|----------|--|-------------------------|
| | 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, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 % | 75% | | |
| | 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, And Own Your Own Company. Ruback and Yudkoff. Harvard Business Review Press | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|-----|------|------|------|
| CO1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | - |
| CO2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | - | 1 |
| CO3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 |
| CO4 | 2 | 2 | 2 | 1 | 3 | 3 | 1 | 1 | - |
| CO5 | 2 | 2 | 3 | 1 | 3 | 3 | 1 | - | 1 |
| CO6 | 3 | 1 | 2 | 3 | 2 | 3 | 1 | 1 | 2 |
| Average | 2.16 | 1.66 | 2.16 | 1.5 | 2.5 | 2.5 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|--|---|-------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: - | | Semester: IV | |
| 1 | Course | Minor Electives | |
| | Code | OEC213 | |
| 2 | Course Title | Introduction to Transportation & Logistics Management | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Compulsory | |
| 6 | Course Objective | To enrich the students with the core concepts of International logistics and its applications in developing economies. To train the students in various upcoming trends in Logistics in a Globalized scenario and primarily the role of technology in facilitating Logistics and its co-ordination with various other domains in real time scenario. | |
| 7 | Course Outcomes | After the completion of the programme, the students will be able to: CO1: understand the role of Logistics within the Organization at various levels and its co-ordination with other stake holders CO2: understand the role of transportation in facilitating the Logistics and value chain functions in an Organization CO3: Explain the Documentation process involved in Export/Import businesses related to Logistics Management CO4: Illustrate the International transportation policies, Inter-Modal transport, and Shipping and Containerization functions in Logistics management. CO5: Analyze the emerging trends in Logistics Information systems and application soft wares widely used in International Logistics CO6: Explain the documentation process involved in Export businesses related to Logistics Management | |
| 8 | Outline syllabus: To enrich the students with the core concepts of International logistics and its applications in developing economies. To train the students in various upcoming trends in Logistics in a Globalized scenario and primarily the role of technology in facilitating Logistics and its co-ordination with various other domains in real time scenario. | | CO Mapping |
| | Unit A | Introduction to Logistics Management | |
| | A 1 | What is logistics and Logistics Management, What is the goal of logistics | CO1 |
| | A 2 | The role of transportation- Shipper, Carrier and Consignee | CO1,C O2 |

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|--|------------------------|--|-----------------|--|---------------------|
| | A 3 | Logistical Information systems and Planning | | | CO1, CO3 |
| | Unit B | Structure and function of Logistics | | | |
| | B 1 | Global Structure of Shipping, International Shipping, Chartering, Steps in Charting. | | | CO2,C O3 |
| | B 2 | Types of Containers, Intramodal and Multimodal | | | CO3 |
| | B 3 | Indian Shipping- Types of Ports, Port Trust, Global Overview of Port Sector, | | | CO4 |
| | Unit C | Transportation and Documentation in Export/Import processes | | | |
| | C 1 | Transportation Processes, Buyer-Seller Agreement, Order Preparation | | | CO 3, CO 5 |
| | C 2 | Sales Documents- A pro-forma invoice, A Commercial Invoice & A Consular Invoice. Bill of Lading, Selection of Port or Gateways | | | CO3,C O4 |
| | C 3 | Ocean Transportation- Liners, Tramps & Private Vassels, International Freight Forwarders. | | | CO3,C O5 |
| | Unit D | Transportation Policies | | | |
| | D 1 | Laws and Licenses | | | CO3,CO 4 |
| | D 2 | Incoterms or International Commercial Terms, UN Convention on Contracts for International sale of Goods. | | | CO4 |
| | D 3 | International Harmonized Commodity Coding and Classification system, The World Customs Organization. | | | CO5 |
| | Unit E | Logistics Information systems and Global Positioning systems | | | |
| | E 1 | Emerging trends in Logistics Information systems | | | CO4 CO3 |
| | E 2 | Role of GPS in Scheduling and traffic management | | | CO5, CO6 |
| | E 3 | Changing role of 3 rd party and 4 th Party logistics in International scenario | | | CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal 25% | External 75% | | |
| | Text book/s* | Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India | | | |

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|--|-------------------------|--|--|
| | Other Referen ces | Suggested Readings: 1. Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication 2. International Marketing by Sak Onkvisit & John J. Shaw, Publisher: Prentice Hall of India 3. International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons | |
|--|-------------------------|--|--|

Course Articulation Matrix

| 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 |
| CO6 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 |
| Average | 1.5 | 1.33 | 1.33 | 2 | 1.16 | 2 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2024-2025 | |
| Branch: HCHA | | Semester: IV | |
| 1 | Course Code | OEC214 | |
| 2 | Course Title | Health Programs in India | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | The purpose of this course is to enable students to: <ul style="list-style-type: none"> Identify health problems of the community in the context of the sociocultural milieu Initiate, implement and supervise National Health Programs Set objectives, prepare action plan, implement program and monitor, supervise and evaluate them. | |
| 6 | Course Outcomes | After the completion of this course the students will be able to: CO1: The student will be able to define the program plan CO2: The student will be able to understand Ayushman Bharat CO3: The student will be able to demonstrate adequate knowledge & skills to assess health program. CO4: The student will be able to analyse the program evaluation. CO5: Students will be able to evaluate health programs CO6: Students will be able to design a basic health program | |
| 7 | Course Description | National Health Program are to enhance the knowledge base of students about the various communicable and non communicable health program in India .It talks about the formulation and implementation of the health program . It will also let students to monitor and assure quality in program implementation. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Health Planning in India | |
| | A | Basics of Health committees in India | CO1, CO2 |
| | B | Basics of public health in India | CO1, CO2 |
| | C | Basics of Ayushman Bharat | CO1, CO2 |
| | Unit 2 | Health Program, Policy & Planning | |
| | A | Basics of Health Policy | CO1, CO2 |
| | B | Basic Health Policy framework | CO1, CO2 |
| | C | Introduction to different national health policies | CO1, CO2 |
| | Unit 3 | Design & Evaluation of Public Health Programs | |
| | A | Basics of health program evaluation | CO2, CO3 |
| | B | Basic Framework for Program Evaluation in Public Health | CO2, CO3 |
| | C | Basics of Impact Evaluation of Public Health Programs | CO2, CO3 |
| | Unit 4 | Program Related to Communicable Disease | |

| | | | |
|--|------------------------|--|----------|
| | A | Basics of National vector borne disease control program (NVBDCP) | CO4,CO5 |
| | B | Basics of Revised National Tuberculosis Control Program,National Program on Prevention and Control of Viral Hepatitis in India | CO4,CO5 |
| | C | Universal immunization Program , Integrated Disease Surveillance Program, | CO4,CO5 |
| | Unit 5 | Program Related to Non-Communicable Disease | |
| | A | Basics of National Program for Prevention and control of cancer ,Diabetes, CVD and stroke (NPCDCs) | CO5, CO6 |
| | B | Basics of National Tobacco Control Program, National Oral Health, Program, National Cancer control program | CO5, CO6 |
| | C | Basics of National Program for Prevention and control of Deafness(NPPCD), National Program for Prevention and control of Blindness | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Text book/s* | Parks Text Book Of Preventive & Social Medicine, K. Park | |
| | Other References | NA | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO2 | PSO3 | PSO4 |
|------------|-----|------|-----|------|-----|-----|----------|------|------|------|
| CO1 | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 2 | 1 | 1 |
| CO2 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 1 |
| CO3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| CO4 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 2 | 1 | 1 |
| CO6 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 2 | 1 | 1 |
| Average | 2 | 1.67 | 1 | 1.67 | 1.5 | 1.5 | 3 | 2 | 1.33 | 1.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch: 2022-2026 |
| Programme: BBA | | Current Academic Year: 2023-24 |
| Branch: | | Semester: Forth |
| 1 | Course Code | RBL002 |
| 2 | Course Title | Research Based Learning :2 (RBL2) |
| 3 | Credits | 0 |
| 4 | Contact Hours (L-T-P) | 0-0-4 |
| | Course Status | Compulsory (Audit) |
| 5 | Course Objective | To develop the basic research skills and understanding the process of a research plans |
| 6 | Course Outcomes | On the completion of this Course, the students would be able to: CO1: The student will be able to identify the research gap. CO2: The student will be able to understand importance of research objectives. CO3: The student will be able to able to frame the research objectives.CO4: The student will be able to identify the research tools to fulfil research objectives. CO5: The student will be able to identify the research methodology to implement the research study. CO6: The student will be able the schedule the research work flow. |
| 7 | Course Description | Research-based learning (RBL) presents as an alternative learning model that can develop the critical thinking skills. The research-based learning is conducted under constructivism which covers four aspects: learning which constructs student's understanding, learning through developing prior knowledge, learning which involves social interaction process, and meaningful learning which is achieved through real-world experience. The major focus is to engage students in the inquiry process where they formulate questions, conduct investigations, apply information and media to learning, and generate products that illustrate learning. The 5E learning cycle adopted for RBL leads students through five phases: Engage, Explore, Explain, Elaborate, and Evaluate which results in greater benefits concerning student's ability for scientific inquiry. |
| 8 | Outline syllabus | |
| | | Guidelines for Research Based Learning Report |
| | | As per course-curriculum of BBA /B.com /BA (eco) the Research based learning will be conducted in third semester(audit), forthsemester (audit), fifth semester (2 credit), and sixth semester (2 credit). The course content includes: <ul style="list-style-type: none"> Publishing research paper and development of the product/process /case that the students work on during the semester to demonstrate |

| | | | |
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| | | <p>identified problem through extensive literature.</p> <p>Students work on the projects in teams with four students per team, and teams may form in interdisciplinary nature.</p> <p>The deliverables for the projects include submission of reports on regular basis as per the rubrics.</p> <p>The students also present their work at the end of the semester in the presence of external experts in the form of Written and oral communication components are intertwined with the project deliverables through required project reports and oral project presentations.</p> <p>It is recommended that the all activities are to be record on regular basis and proper documents are to be maintained by students and faculty mentor.</p> <p>The report should be prepared in the consultation of the faculty guide and the student should be in regular touch with the faculty guide to complete the work.</p> <p>The content of the research report should be original and not copied from any other sources. To justify this, the student has to check the plagiarism of the report through Turnitin software. The plagiarism should be less than 25%. The plagiarism report has to be attached within the research report at the end.</p> <p>The student should submit the soft copy of the research report to the guide and after getting his/her approval and signature, the final report should be submitted.</p> <p>The report should be original and shall be submitted after checking for plagiarism. Please note the following guidelines for the preparation and submission of the report:</p> | |
| | | RBL 2: The review of work in progress would be in two phases in RBL 2(R1 and R2) Annexure I/R2.11/R2.2 | |
| | R1 | | |
| | A | Research Gap: Important issues or ideas were raised, which may not have been represented in the literature cited. The gaps in current knowledge were clearly identified, and significant directions and approaches that fill these gaps were identified. | CO1, CO2 |
| | B | Formulation of Research Objectives: All objectives of the proposed work are well defined | CO3 |
| | C | Identify & prioritize relevant constraints and requirement specification: Accurately identifies & prioritize all relevant constraints, additional information and tools/formulas needed to solve the problem. | CO3 |
| | R2 | | |
| | A | Methodology: Methodology for addressing the identified | CO4 |
| | | Research problem. Steps to be followed to solve the defined problem are clearly specified | |

| | | | |
|--|--|--|-------------------------|
| | B | Planning & Scheduling: Developed a comprehensive plan and schedule of research work activities/ tasks with realistic due dates. | CO5 |
| | C | Distribution of work among Team: Followed appropriate distribution of research work | CO6 |
| | Oral Communication (Presentation), Report Writing and Submission after every review process | | |
| | Mode of examination | CA and oral and written presentation | |
| | Assessment Criteria | CA | Presentation and report |
| | | 25% | 75% |
| | Reference books. | Medema, S., & Samuels, W. (1996). <i>Foundations of research in economics: how do economists do economics?</i> Edward Elgar Publishing. Malhotra, N., Nunan, D., & Birks, D. (2017). <i>Marketing research: An applied approach</i> . Pearson. Wilson, A. M. (2006). <i>Marketing research: an integrated approach 2nd edition</i> . FT Prentice Hall. | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | POS1 | POS2 | POS3 |
|---------|------|------|------|-----|-----|------|------|------|------|
| CO1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 |
| CO4 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| Average | 1.33 | 1.66 | 1.66 | 2 | 2 | 1.66 | 2 | 2 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

RUBRICS FOR RESEARCH BASED LEARNING (RBL -2)

First Review (R1): UG_RBL-2_R2.1

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|----|---|--|---|--|--|
| A. | Research Gap (CO Nos.) | <ul style="list-style-type: none"> Important issues or ideas were raised, which may not have been represented in the literature cited. The gaps in current knowledge were clearly identified, and significant directions and approaches that fill these gaps were identified. | <ul style="list-style-type: none"> Related literature was credibly summarized. The gaps in current knowledge were identified, and directions and approaches that fill these gaps were identified. | <ul style="list-style-type: none"> Related literature was summarized. The gaps in current knowledge and approaches that fill these gaps were not identified. | <ul style="list-style-type: none"> Related literature was not well summarized. The gaps in current knowledge and approaches that fill these gaps were not identified. |
| B. | Formulation of Research Objectives (CO Nos.) | <ul style="list-style-type: none"> All objectives of the proposed work are well defined. | <ul style="list-style-type: none"> Good justification to the proposed objectives. | <ul style="list-style-type: none"> Only some objectives of the proposed work are well defined. | <ul style="list-style-type: none"> Objectives of the proposed work are either not identified or not well defined. |
| C. | Identify & prioritize relevant constraints and requirement specification (CO Nos.) | <ul style="list-style-type: none"> Accurately identifies & prioritize all relevant constraints, additional information and tools/formulas needed to solve the problem. | <ul style="list-style-type: none"> Accurately identifies & prioritize most relevant constraints, additional information and tools/formulas needed to solve the problem. | <ul style="list-style-type: none"> Accurately identifies & prioritize some relevant constraints, additional information and tools/formulas needed to solve the problem. | <ul style="list-style-type: none"> Minimally identifies & prioritize relevant constraints, information and tools/formulas needed to solve the problem. |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organised according to the given template and submitted within the deadline. | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |

Second Review (R2): UG_RBL-2_R2.2

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|-----------|--|---|---|--|---|
| A. | Methodology (CO Nos.) | <ul style="list-style-type: none"> Excellent methodology for addressing the identified research problem Steps to be followed to solve the defined problem are clearly specified. | <ul style="list-style-type: none"> Good methodology for addressing the identified research problem Work flow to be followed is specified but detailing is not done. | <ul style="list-style-type: none"> Methodology goes some way towards addressing the identified research problem Steps are mentioned but unclear. | <ul style="list-style-type: none"> Selected methodology does not satisfactorily address the identified research problem Steps to be followed to solve the defined problem are not specified properly. |
| B. | Planning & Scheduling (CO Nos.) | <ul style="list-style-type: none"> Developed a comprehensive plan and schedule of research work activities/ tasks with realistic due dates | <ul style="list-style-type: none"> Developed a comprehensive plan and schedule of research activities/tasks but identified unrealistic due dates | <ul style="list-style-type: none"> Developed a plan and schedule that omitted significant research activities/tasks | <ul style="list-style-type: none"> Did not develop a plan and schedule of research work activities/tasks |
| C. | Distribution of work among Team (CO Nos.) | <ul style="list-style-type: none"> Followed appropriate distribution of research work | <ul style="list-style-type: none"> Followed in-appropriate distribution of research work | <ul style="list-style-type: none"> Followed un-even distribution of research work | <ul style="list-style-type: none"> Followed inappropriate distribution of research work |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organized according to the given template and submitted within the deadline. | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |

Project Monitoring Form: RBL-2
First Review (R1): UG_RBL-2_R2.1

Annexure R2.1

| | |
|-----------------------------------|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-2 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|-------------------------------------|--|-----------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | | | |
| | POOR – Marks (0 or 1) | | System ID | System ID | |
| | Sub-Components | Max Marks | Marks Obtained | Marks Obtained | |
| First Review (R1): UG_RBL-2_R2.1 | Research Gap (CO Nos.) | 8 | | | |
| | Formulation of Research Objectives (CO Nos.) | 8 | | | |
| | Identify & prioritize relevant constraints and requirement specification (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

Second Review (R2): UG_RBL-2_R2.2
Annexure R2.2

| | |
|-----------------------------------|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-2 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|--------------------------------------|---|-----------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | System ID | System ID | |
| | POOR – Marks (0 or 1) | | | | |
| | Sub-Components | Max Marks | Marks Obtained | Marks Obtained | |
| Second Review (R2): UG_RBL-2_R2.2 | Methodology (CO Nos.) | 8 | | | |
| | Planning & Scheduling (CO Nos.) | 8 | | | |
| | Distribution of work among Team (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

| | | | |
|--------------|----------------------------|--|--------------------------------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: | | Current Academic Year: 2024-2025 | |
| Branch: CSE | | Semester: IV | |
| 1 | Course Code | ARP 306 | Course Name : Campus to Corporate |
| 2 | Course Title | Campus to Corporate | |
| 3 | Credits | 2 | |
| 4 | Contact Hours (L-T-P) | 1-0-2 | |
| | Course Status | Active | |
| 5 | Course Objective | To enhance holistic development of students and improve their employability skills. Provide a 360 degree exposure to learning elements of Business English readiness programme, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students’ across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the threshold of his/her 4 th phase of employability enhancement and skill building activity exercise. | |
| 6 | Course Outcomes | After completion of this course, students will be able to: CO1: Develop a creative resumes, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management. CO2: Build negotiation skills to get maximum benefits from deals in practical life scenarios. CO3: Develop skills of personal branding to create a brand image and self-branding CO4: Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments CO5: Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out CO6: Demonstrate higher level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions. | |
| 7 | Course Description | This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathise others with level-4 of quant, aptitude and logical reasoning | |
| 8 | Outline syllabus - ARP 306 | | |
| | Unit 1 | Ace the Interview | CO MAPPING |
| | A | HR Sensitization (Role Clarity KRA KPI Understanding JD) Conflict | CO1 |

| | | | |
|--|-----------------------------|--|-------------|
| | | Management | |
| | B | Negotiation Skills Personal Branding | CO3, CO4 |
| | C | Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed Writing Cover Letters Relationship Management | CO1, CO3 |
| | Unit 2 | Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical | |
| | A | Sitting Arrangement & Venn Diagrams Puzzles Distribution Selection | CO4 |
| | B | Direction Sense Statement & Conclusion Strong & Weak Arguments | CO4 |
| | C | Analogies, Odd One out Cause & Effect | CO5 |
| | Unit 3 | Quantitative Aptitude | |
| | A | Average , Ratio & Proportions, Mixtures & Allegation | CO6 |
| | B | Geometry-Lines, Angles & Triangles | CO6 |
| | C | Problem of Ages Data Sufficiency - L2 | CO6 |
| | Unit 4 | Verbal Abilities-4 | |
| | A | Antonyms and Synonyms | CO1 |
| | B | Idioms and Phrases | CO2 |
| | Unit 5 | Problem Solving and Case Studies | |
| | A | Real time Case Study Solving Exercises | CO4 |
| | B | Intra student Mock Situation Handling Exercises | CO4 |
| | Evaluation Weightage | (CA)Class Assignment/Free Speech Exercises / JAM - 60% (ETE) Group Presentations/Mock Interviews(MIP's)/GD/ Reasoning, Quant & Aptitude- 40% | |
| | Text book/s* | Wiley's Quantitative Aptitude-P Anand Quantum CAT - Arihant Publications Quicker Maths- M. Tyra Power of Positive Action (English, Paperback, Napoleon Hill) Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness - Nathaniel Brandon Goal Setting (English, Paperback, Wilson Dobson | |

Course Articulation Matrix

| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| ARP302.1 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP302.2 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP302.3 | - | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP302.4 | 1 | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP302.5 | 1 | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| ARP302.6 | 1 | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Course Modules

Term: V

| | | | |
|---------------------------|-----------------------|--|---------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: Management | | Semester: V | |
| 1 | Course Code | BBN311 | |
| 2 | Course Title | Financial Management | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | 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. CO6: create a financial management strategy based on financial position of firm | |
| 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, CO6 |
| | 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, CO6 |
| | 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 | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s* | R.P. Rustavi- Financial Management- (Taxman 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 | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|-----|-----|-----|------|------|------|------|
| CO1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO2 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 1 |
| CO3 | 2 | - | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO4 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 2 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO6 | 1 | 3 | 2 | - | 1 | 2 | 2 | 2 | 2 |
| Average | 1.83 | 2.16 | 2 | 1 | 1 | 1.33 | 2 | 2 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2024-2025 |
| Branch: - | | Semester: V |
| 1 | Course Code | BBN312 |
| 2 | Course Title | Human Resource Management |
| 3 | Credits | 5 |
| 4 | Contact Hours (L-T-P) | 5-0-0 |
| | 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 | <ul style="list-style-type: none"> 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 | <p>The student will be able to</p> <p>CO1: To develop the importance of human resources and their effective Management in organizations.</p> <p>CO2: To demonstrate a basic understanding of fundamental concepts, Principles, techniques of Manpower planning.</p> <p>CO3: To analyze the relevance & methods of recruitment, selection & Induction with reference to the effectiveness of the organization.</p> <p>CO4: To explore the conceptual basis of training and development & be able to choose the suitable type of training according to organizational need.</p> <p>CO5: To analyze the importance of the performance management system in enhancing employee performance & its impact on compensation.</p> <p>CO6: To review the role of each HR function and its implication for success of an organization.</p> |
| 8 | Outline syllabus | CO Mapping |
| | Unit A | Basics of HRM |
| | A | Human Resources- Meaning; Concept & scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM |
| | B | HRM: HRM Functions-Manual & Operative; Current Issues & Challenges- Managing Diversity, Managing Ethics at Workplace, Retrenchment, Employee health and employee welfare. |
| | C | Objectives of HRM, Role of HR Manager, HR Plans & policies |
| | Unit B | Manpower Planning & Recruitment |
| | A | Job Analysis-Job Description & Job Specification, Implications of Job Analysis |
| | B | Manpower Planning- Purpose & Process, Demand & Supply Forecasting |
| | C | Recruitment-Concept, Sources of Recruitment |
| | Unit C | Selection & Induction |
| | A | Selection Concept- Meaning & Purpose |
| | B | Selection Process (From Screening to Induction),Types of |

| | | | |
|--|------------------------|--|----------|
| | | Test(Personality Test, Intelligence Test, Aptitude Test and Interest Test) | |
| | C | Induction / Orientation-Concept & Process | CO3, CO6 |
| | Unit D | Training | |
| | A | Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development | CO4, CO6 |
| | B | Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation) | CO4 |
| | C | Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis) | CO4 |
| | Unit E | Performance Appraisal & Compensation | |
| | A | Concept and Objectives of Performance Appraisal, Process of PA | CO5, CO6 |
| | B | Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal, | CO5 |
| | C | Compensation- Direct & Indirect Compensation components, Wage system in India – Minimum wage, fair wage, living wage | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Text book/s* | <ul style="list-style-type: none"> Human Resource Management, K Aswathappa, McGraw Hill, New Delhi | |
| | Other References | <ul style="list-style-type: none"> Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi. Fundamentals of Human resource Management, Decinzo Robbins, Eleventh Edition, Wiley | |

Course Articulation Matrix

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|------|-----|-----|-----|------|------|------|
| CO1 | 3 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO2 | 2 | 3 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO3 | 3 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| CO4 | 3 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 3 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO6 | 3 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 2 |
| Average | 2.66 | 2.5 | 2.83 | 1 | 1 | 1 | 2 | 2 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2025-2026 |
| Branch: - | | Semester: V |
| 1 | Course Code | BBN313 |
| 2 | Course Title | Productions and Operations Management |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | COMPULSORY |
| 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 | <p>This modules aims</p> <ul style="list-style-type: none"> • 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 | <p>At the end of this course , Students will be able to :</p> <p>CO1: Select a specific type of process as per the requirement of particular product.</p> <p>CO2: Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager.</p> <p>CO3: Carry our location analysis to make a choice for the facility location</p> <p>CO4: Plan the material requirements & inventory management for a production system</p> <p>CO5: Plan and implement suitable quality control measures in Quality Circles to TQM.</p> <p>CO6 : To Relate theory with Practical</p> |
| 8 | Outline syllabus | |
| | Unit A | Introduction |
| | A 1 | The Introduction to POM, Scope, Role, and Objectives of POM, Operations Mgt. – Concept; Functions |
| | A 2 | Product Development Process, Product Development Techniques. |
| | A 3 | Process Selection – Job, Batch ,Mass Production Types of production Systems |
| | Unit B | Facility Location and Layout |
| | B 1 | Facility Location – Importance; Factor affecting plant |
| | | CO Mapping |
| | | CO1 |
| | | CO1,CO2 |
| | | CO1,CO2 |
| | | CO1,CO2, |

| | | | | | | | | | |
|--|------------------------|---|---|--|--|--|--|--|--|
| | | location; Location Analysis Techniques | 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 | CO3,CO5, CO6 | | | | | | |
| | E 2 | Level of Production Planning and Control | CO3,CO5, CO6 | | | | | | |
| | E 3 | Role of Production Planning and Control in Operations Management | CO3,CO5, CO6 | | | | | | |
| | Mode of examination | Theory | | | | | | | |
| | Weightage Distribution | <table><tr><td>Internal</td><td>External</td><td></td></tr><tr><td>25%</td><td>75%</td><td></td></tr></table> | Internal | External | | 25% | 75% | | |
| Internal | External | | | | | | | | |
| 25% | 75% | | | | | | | | |
| | Text book/s* | Operations Management, Theory & Practice, by B. Mahadevan, Pearson Education, 2 nd edition. | | | | | | | |
| | Other References | <table><tr><td>1. Operations Management along the supply chain by Russell and Taylor, Wiley India Edition, 2012.</td></tr><tr><td>2. Production & Operations Management : Chari, McGraw Hill</td></tr><tr><td>3. Service Operations Management-Improving Service Delivery : Robert Johnston and Graham Clark, Pearson 2e</td></tr><tr><td>4. Service Operations Management : James Fitzsimmons & Mona Fitzsimmons, TMH</td></tr><tr><td>5. Production &Operations Management: Kanishka Bedi, Oxford University Press, 2nd Ed</td></tr></table> | 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, 2 nd Ed | | |
| 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, 2 nd Ed | | | | | | | | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | <i>PSO1</i> | <i>PSO2</i> | <i>PSO3</i> | <i>PSO4</i> |
|------------|-----|------|-----|------|------|-----|-------------|-------------|-------------|-------------|
| CO1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| CO6 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| Average | 2 | 2.16 | 2 | 1.16 | 1.33 | 2 | 2.16 | 2.16 | 2.16 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_V- MAJOR

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch:2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: | | Semester: V | |
| 1 | Course Code | DSE301 | |
| 2 | Course Title | Cross Cultural Management | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | DSE | |
| 5 | Course Objective | <ol style="list-style-type: none"> 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 | <p>On completion of the course, the students will be able to:</p> <p>CO1: Illustrate different facets of culture like value beliefs, ethos, and behaviors.</p> <p>CO2: Apply the various models related to culture on business understanding.</p> <p>CO3: Examine components and characteristics of cultural codes underlining the various issues and challenges impacted by culture in the global business environment.</p> <p>CO4: Analyze the link between different cultural spheres and their impact on global businesses.</p> <p>CO5: Illustrate the role of culture, religion and intercultural communication on business.</p> <p>CO6: Compare various cultures in terms of the negotiation skills required by business professionals to be successful.</p> | |
| 7 | Course Description | <p>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.</p> <p>This course also explains the various cultural models and concept of Industry/corporate and Professional culture.</p> | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Understanding of Culture | |
| | A | Culture and Importance- concept of culture and cross-cultural management | CO1 |
| | B | Facets of culture: Ethos, values, beliefs, unique history, attitudes | CO1 |
| | C | Impact of culture on International Business. | CO1, CO3 |
| | Unit 2 | Cultural Models | |

| | | | |
|--|---------------|--|----------|
| | A | Hofstede cultural dimensions, cross-cultural dimensions | CO2, CO3 |
| | B | Hampden & Trompenaars's Model | CO2, CO3 |
| | C | Kluckhohn - Strodtbeck Model | CO2, CO3 |
| | Unit 3 | Global Business Environment and Cross-Cultural Management | |
| | A | Major characteristics and challenges of Multinational Corporations. | CO3, CO1 |
| | B | Culture and workforce diversity | CO3 |
| | C | Impact on Expatriates-Repatriation and cross-cultural training | CO3, CO5 |
| | Unit 4 | Role of regional, industry/corporate culture & professional culture and link between different cultural spheres | |
| | A | Regional culture and its role | CO2, CO4 |
| | B | Industry/corporate and Professional culture | CO4, CO6 |
| | C | Link between different cultural spheres | CO5, CO4 |
| | Unit 5 | Cross Culture communication and Negotiation | |
| | A | Barriers to intercultural communication | CO5 |
| | B | Non - verbal communication, Negotiation in cross cultural environment, | CO5, CO6 |
| | C | Negotiation in cross cultural environment, | CO6 |

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|--|------------------------|---|----------|--|
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | 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 | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|-----|------|------|------|------|------|------|
| CO1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 3 | 2 |
| CO4 | 2 | 1 | 2 | 2 | 1 | 2 | 3 | 2 | 2 |
| CO5 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 1 |
| CO6 | 3 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 1 |
| Average | 2.5 | 1.33 | 2 | 2.16 | 2.16 | 2.16 | 2.16 | 2.16 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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|---------------------------|-----------------------|--|
| School: SSBS | | Batch 2023-2027 |
| Programme: BBA | | Current Academic Year 2025-2026 |
| Branch: MANAGEMENT | | Semester V |
| 1 | Course Code | DSE302 |
| 2 | Course Title | COMPUTERIZED ACCOUNTING |
| 3 | Credits | 3 |
| 4 | Contact Hours (L-T-P) | 2-0-2 |
| | Course Type | DSE |
| 5 | Course Objective | Apply accounting procedures using specialized computer accounting software. Communicate effectively using standard accounting terminology. Demonstrate an understanding of accounting reports and records. |
| 6 | Course Outcomes | After completion of the course, the students will be able to: CO1: Define the basic concepts of Accounting in Tally ERP9 CO2: Understand Stock groups, Inventory accounting and MIS CO3: Apply and illustrate inventory accounting in Tally CO4: Explain and analyze MIS Reports in Tally. CO5: Evaluate the IT enable accounting in present scenario. CO6: Generation of Financial reports & accounting vouchers |
| 7 | Course Description | A program that imparts learning different software applications, different aspects of managing accounts, payroll, tracking incomes, analyzing forecasts and budgets digitally. |
| 8 | CO Mapping | |
| | Unit 1 | Introduction to Accounting |
| | A | Concept, Objectives, Advantages And Limitations, Types Of Accounting Information; |
| | B | Accounting Information And Their Needs. |
| | C | Qualitative Characteristics Of Accounting Information. Role Of Accounting In Business. |
| | Unit 2 | Introduction To Computer And Accounting Information System {AIS}: |
| | A | (A) Introduction To Computers (Elements, Capabilities, Limitations Of Computer System). |
| | B | Introduction To Operating Software, Utility Software And Application Software. |
| | C | Basics concepts of operating systems. |
| | Unit 3 | Accounting Information System (AIS) As A Part Of Management Information System |
| | A | Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups |

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|--|------------------------|---|---------------|--|
| | B | Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company | CO3, CO4 | |
| | C | Backup and Restore data of a Company. | CO3, CO6 | |
| | Unit 4 | Classification of income; | | |
| | A | Classification of expenditure; Classification of receipts Accounting concepts of income; Accounting concepts and income measurement | CO1, CO3, CO4 | |
| | B | Expired costs and income measurement | CO1, CO3, CO4 | |
| | C | Final Accounts; Manufacturing account; Trading account; Profit and loss account; Balance Sheet; Adjustment entries, Rectification of errors; Classification of errors; Location of errors; Suspense accounts; Effects on profit. | CO4, CO6 | |
| | Mode of examination | PRACTICAL | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Text book/s* | 1. Computerized Accounting System For B.Com. by Ajay Sharma and Manoj Bansal 2. Computerized Accounting System by Neeraj Goyal and Rohit Sachdeva | | |
| | Other References | 3. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi. 4. M.C.Shukla, T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi. | | |

COURSE ARTICULATION MATRIX

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO 1 | PSO 2 | PSO 3 |
|-------------|------|------|------|-----|------|------|-----|------|----------|----------|----------|
| CO1 | 1 | 2 | 1 | - | 2 | 2 | 2 | 2 | - | 2 | 2 |
| CO2 | 2 | - | 1 | - | 2 | - | 2 | 1 | 1 | 2 | - |
| CO3 | 2 | 1 | - | - | 3 | - | 2 | 1 | 2 | - | - |
| CO4 | 1 | - | - | 1 | - | 2 | 1 | 1 | - | - | 2 |
| CO5 | 1 | 2 | - | 1 | - | 2 | 1 | 3 | - | - | 1 |
| CO6 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| Ave rage | 1.33 | 1.16 | 0.66 | 0.5 | 1.33 | 1.16 | 1.5 | 1.66 | 0.83 | 1 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|------------------------------|-----------------------|--|------------|
| School: SSBS | | Batch 2023-2027 | |
| Programme: BBA | | Current Academic Year 2025-2026 | |
| Branch: MANAGEMENT | | Semester V | |
| 1 | Course Code | DSE303 | |
| 2 | Course Title | Services Marketing | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | 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. | |
| 5 | Course Objective | 1. To impart students an in-depth understanding of services marketing practices. 2. To make the students understand and learn the basic strategies that underlies service management in the context of marketing activities. 3. To help the students understand the challenges of modern-day service marketing 4. To understand service consumer and markets | |
| 6 | Course Outcomes | After completion of the course: 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 CO6: The Students will be able to analyze the practical problems which come in delivery of services, and to apply the understanding of various strategies in overcoming these problems. | |
| 7 | Course Description | The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. | |
| 8 | | | CO Mapping |
| | Unit 1 | | |
| | 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 2 | Introduction To Computer And Accounting Information System {AIS}: | | | |
| | 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 3 | Accounting Information System (AIS) As A Part Of Management Information System | | | |
| | 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 4 | Classification of income; | | | |
| | 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, CO6 |
| | E 3 | Service Recovery | | | CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 % | 75% | | |
| | Text book/s* | <ul style="list-style-type: none"> Lovelock, Patterson, Wirtz, <i>Services Marketing: An Asia-Pacific and Australian Perspective</i>, 6th edition, Pearson Wirtz, J., Lovelock, C., & Chatterjee, J., <i>Services Marketing</i>, 8e, Pearson | | | |
| | Other References | <ul style="list-style-type: none"> Rao, K. R. M., <i>Services Marketing</i>, 2nd edition, Pearson | | | |

COURSE ARTICULATION MATRIX

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|------|------|-----|------|------|------|------|
| CO1 | 1 | 2 | 1 | - | 2 | 2 | 2 | 2 | - | 2 | 2 |
| CO2 | 2 | - | 1 | - | 2 | - | 2 | 1 | 1 | 2 | - |
| CO3 | 2 | 1 | - | - | 3 | - | 2 | 1 | 2 | - | - |
| CO4 | 1 | - | - | 1 | - | 2 | 1 | 1 | - | - | 2 |
| CO5 | 1 | 2 | - | 1 | - | 2 | 1 | 3 | - | - | 1 |
| CO6 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| Average | 1.33 | 1.16 | 0.66 | 0.5 | 1.33 | 1.16 | 1.5 | 1.66 | 0.83 | 1 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|--------------------|--|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: | | Semester: V | |
| 1 | Course Code | DSE304 | |
| 2 | Course Title | Monetary Economics | |
| 3 | Credits | 3 | |
| 4 | Contact Hours | 3-0-0 | |
| | Course Type | DSE | |
| 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 analyzing recent developments in the world in the context of money, monetary policy, financial markets and the banking sector | |
| 6 | Course Outcomes | After completion of the course: 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 analyze the monetary measures taken by government across countries. CO5: Students will be able to formulate implications of monetary policy for businesses. CO6: Student will be familiar with the credit market of the country as well a globally. | |
| 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 analyzing 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 in the financial sector: competitive supply of money | CO2, CO3 |
| | C | Administered interest rates and economic performance Inflation targeting and the Taylor rule | CO2, CO3 |
| | Unit 5 | Financial Markets, Banks and Financial Crises | |
| | A | Distinctiveness of Credit from Bonds | CO3 |
| | B | Demand and Supply of Credit | CO6 |
| | C | Financial crisis of 2008 | CO6 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal 25% | External 75% |
| 11 | Text book/s* | Gupta, S B. Monetary Economics-Institutions, Theory and Policy, S Chand (1982) Handa, Jagdish. Monetary Economics, Routledge (2008) | |
| 12 | 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) | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|-----|-----|-----|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO2 | 3 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 2 | - | 3 | 3 | 2 |
| CO4 | 2 | 1 | 2 | - | 2 | 1 | 1 | 2 | 3 |
| CO5 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 |
| CO6 | 3 | 3 | 2 | 3 | 2 | - | 2 | 3 | 2 |
| Average | 2.5 | 2.16 | 2 | 2.5 | 2 | 1.5 | 2.33 | 2 | 2.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-------------------------|---|-------------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: | | Semester: V | |
| 1 | Course Code | DSE305 | |
| 2 | Course Title | New Venture Financing | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | DSE | |
| 5 | Course Objective | <ul style="list-style-type: none"> ● 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: Analyze valuation of unlisted new ventures. CO6: Prepare techniques of valuation of Entrepreneurial venture. | |
| 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 value 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, CO2 |
| | 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, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25 % | 75% |
| | Textbook/s* | Valuing a Business: The Analysis and Appraisal of Closely Held Companies. Pratt, Reilly & Schweih. Irwin Professional Pub | |
| | Other References | HBR Guide to Buying a Small Business: Think Big, Buy Small, And Own Your Own Company. Ruback and Yudkoff. Harvard Business Review Press | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|-----|------|------|------|
| CO1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | - |
| CO2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | - | 1 |
| CO3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 |
| CO4 | 2 | 2 | 2 | 1 | 3 | 3 | 1 | 1 | - |
| CO5 | 2 | 2 | 3 | 1 | 3 | 3 | 1 | - | 1 |
| CO6 | 3 | 1 | 2 | 3 | 2 | 3 | 1 | 1 | 2 |
| Average | 2.16 | 1.66 | 2.16 | 1.5 | 2.5 | 2.5 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-------------------------|--|--------------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: Entp. | | Semester: V | |
| 1 | Course Code | DSE306 | |
| 2 | Course Title | Project Management | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | DSE | |
| 5 | Course Objective | <ul style="list-style-type: none"> • 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 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 CO6: Explain the factors affecting Project Quality. | |
| 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, CO6 |
| | B | Managing Projects involving partnerships | CO1, CO2, CO5, CO6 |
| | C | Project Evaluation | CO1, CO2, CO4 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25 | External 75 |
| | Text book/s* | Asana Chandra , ‘ Projects: Planning , Analysis, Selection, Financing , Implementation, and Review, 7th Edition, Mc Graw Hill | |
| | Other References | Entrepreneurship. Hisrich. TataMcGrawHill. | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|-----|-----|------|-----|------|------|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 |
| CO2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO3 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 |
| Average | 1.16 | 1.5 | 1 | 1.16 | 1.5 | 1.16 | 1.83 | 1.83 | 2 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|------------------------------|---|-------------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: HCHA | | Semester: V | |
| 1 | Course Code | DSE307 | |
| 2 | Course Title | Basics of Hospital Accreditation | |
| 3 | Credits | 03 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | DISCIPLINE SPECIFIC COURSE | |
| 5 | Course Objective | This course provides a comprehensive understanding of the basics of hospital accreditation, focusing on the fundamental concepts, standards, and processes involved in ensuring the quality and safety of healthcare organizations. Students will explore the various accreditation bodies, learn about the accreditation process, and understand the benefits and challenges associated with accreditation. The course emphasizes the role of hospital administrators and managers in achieving and maintaining accreditation. | |
| 6 | Course Outcomes | After the completion of this course the students will be able to: CO1: Define hospital accreditation and its significance in healthcare organizations. CO2: Identify the key accreditation bodies and their respective standards. CO3: Understand the accreditation process, including application, self-assessment, on-site survey, and final accreditation decision. CO4: The student will be able to analyse the benefits and challenges associated with hospital accreditation. CO5: The student will be able to identify the role of hospital administrators and managers in achieving and maintaining accreditation. Also able to develop the problem-solving skills to real-world scenarios related to hospital accreditation. CO6: The student will be able to design the basic accreditation policies for a hospital . | |
| 7 | Course Description | The course aims to apprise students with the accreditation standards and guidelines for a hospital with special reference to the NABH standards. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to Hospital Accreditation | |
| | A | Definition and importance of hospital accreditation | CO1 |
| | B | Historical background and evolution of accreditation in healthcare | CO1 |
| | C | Understanding the terms:- Accreditation, Licensure and Certification | CO1 |
| | Unit 2 | Accreditation & Certification bodies | |
| | A | QCI, ISO, ISQua | CO2 |
| | B | NABH, NABL | CO2 |
| | C | JCI | CO2 |
| | Unit 3 | Accreditation Process | |
| | A | Overview of the accreditation process | CO3 |

| | | | | | |
|--|------------------------|--|----------|--|----------|
| | B | Application and documentation requirements | | | CO3 |
| | C | Self-assessment and gap analysis | | | CO3 |
| | Unit 4 | Benefits and Challenges of Hospital Accreditation | | | |
| | A | Benefits of accreditation for healthcare organizations, patients, and stakeholders | | | CO4 |
| | B | Challenges and barriers to achieving accreditation | | | CO4 |
| | C | Costs associated with accreditation and return on investment | | | CO4 |
| | Unit 5 | Role of Hospital Administrators and Managers | | | |
| | A | Understanding the responsibilities of hospital administrators and managers in the accreditation process | | | CO5, CO6 |
| | B | Leadership and governance in achieving accreditation | | | CO5, CO6 |
| | C | Developing and implementing policies and procedures to meet accreditation standards | | | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s* | Patient Safety and Hospital Accreditation: A Model for Ensuring Success 1st Edition by Sharon Ann, Hospital and Healthcare: Accreditation by Rajoriya Brajkishore | | | |
| | Other References | NA | | | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|------|------|-----|------|------|------|
| CO1 | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 3 | 2 |
| CO2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 2 |
| CO3 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO4 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 3 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| AVERAGE | 1.16 | 1.33 | 1.16 | 1.16 | 1.33 | 1 | 2.16 | 2 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch: 2022-2026 |
| Programme: BBA | | Current Academic Year: 2023-24 |
| Branch: | | Semester: FIFTH |
| 1 | Course Code | RBL003 |
| 2 | Course Title | Research Based Learning :3 (RBL3) |
| 3 | Credits | 1 |
| 4 | Contact Hours (L-T-P) | 0-0-2 |
| | Course Status | Compulsory |
| 5 | Course Objective | The purpose of this course is that the student can publish the work of resRBLearch. |
| 6 | Course Outcomes | On the completion of this Course, the students would be able to: CO1: The student will be able the schedule the research work flow. CO2: The student will understand what is data (primary and secondary) CO3: How data collection can be done with sampling technique. CO4: The student will understand the importance of data management CO5: The student will learn to examine the data collection tool validity and reliability CO6: The student will be able to execute the work flow of their research plan. |
| 7 | Course Description | Research-based learning (RBL) presents as an alternative learning model that can develop the critical thinking skills. The research-based learning is conducted under constructivism which covers four aspects: learning which constructs student's understanding, learning through developing prior knowledge, learning which involves social interaction process, and meaningful learning which is achieved through real-world experience. The major focus is to engage students in the inquiry process where they formulate questions, conduct investigations, apply information and media to learning, and generate products that illustrate learning. The 5E learning cycle adopted for RBL leads students through five phases: Engage, Explore, Explain, Elaborate, and Evaluate which results in greater benefits concerning student's ability for scientific inquiry. |
| 8 | Outline syllabus | |
| | | Guidelines for Research Based Learning Report |
| | | As per course-curriculum of BBA /B.com /BA (eco) the Research based learning will be conducted in third semester(audit), forth semester (audit), fifth semester (4 credit), and sixth semester (4 credit). The course content includes: |

| | | |
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| | | <ul style="list-style-type: none"> • Publishing research paper and development of the product/process /case that the students work on during the semester to demonstrate identified problem through extensive literature. • Students work on the projects in teams with four students per team, and teams may form in interdisciplinary nature. • The deliverables for the projects include submission of reports on regular basis as per the rubrics. • The students also present their work at the end of the semester in the presence of external experts in the form of Written and oral communication components are intertwined with the project deliverables through required project reports and oral project presentations. • It is recommended that the all activities are to be record on regular basis and proper documents are to be maintained by students and faculty mentor. • The report should be prepared in the consultation of the faculty guide and the student should be in regular touch with the faculty guide to complete the work. • The content of the research report should be original and not copied from any other sources. To justify this, the student has to check the plagiarism of the report through Turnitin software. The plagiarism should be less than 25%. The plagiarism report has to be attached within the research report at the end. • The student should submit the soft copy of the research report to the guide and after getting his/her approval and signature, the final report should be submitted. <p>The report should be original and shall be submitted after checking for plagiarism. Please note the following guidelines for the preparation and submission of the report:</p> |
| | | RBL 3: The review of work in progress would be in two phases in RBL 2(R1 and R2) Annexure 4,6,8 /R3.1/R3.2/R3.3. All review will be done by Internal examiners |
| | R3.1 | |
| | A | Formulation of Work Flow or Block Diagram: All objectives of the proposed work are well defined. Steps to be followed to solve the defined problem are clearly specified |
| | B | Relevancy of theory if any with respect to the Problem Identified: Applying the theory correctly and clearly establishes their relevance |

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|--|---|---|-----|
| | C | Initial Implementation: Implements the solution in a manner | CO2 |
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| | | | |
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| | | that addresses thoroughly and deeply multiple contextual factors of the problem. | |
|--|--|--|--|

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| | | R3.2 | |
|--|--|-------------|--|

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|--|---|---|-----|
| | A | Data Collection tools if any required to be developed | CO3 |
|--|---|---|-----|

| | | | |
|--|---|---|-----|
| | B | Testing the reliability and validation of the data collection tool. | CO3 |
|--|---|---|-----|

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| | C | Data collection, sampling design and collection of data scheduling | CO4 |
|--|---|--|-----|

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| | | R3.3 | |
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| | A | Explanation of the purpose and need of the problem identified: Detailed and extensive explanation of the purpose and need of the project | CO5 |
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| | B | Work flow followed and specified: mainly data collection both primary or secondary | CO6 |
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| | C | Scrutiny of data and validating the data. | CO6 |
|--|---|---|-----|

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| | Oral Communication (Presentation), Report Writing and Submission after every review process | | |
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| | Mode of examination | CA and oral and written presentation | |
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|--|---------------------|-----|-------------------------|
| | Assessment Criteria | CA | Presentation and report |
| | | 25% | 75% |

| | | | |
|--|------------------|--|--|
| | Reference books. | Medema, S., & Samuels, W. (1996). <i>Foundations of research in economics: how do economists do economics?</i> Edward Elgar Publishing. Malhotra, N., Nunan, D., & Birks, D. (2017). <i>Marketing research: An applied approach</i> . Pearson. Wilson, A. M. (2006). <i>Marketing research: an integrated approach 2nd edition</i> . FT Prentice Hall. | |
|--|------------------|--|--|

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | POS1 | POS2 | POS3 |
|---------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 |
| CO4 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |

RUBRICS FOR RESEARCH BASED LEARNING (RBL -3)

First Review (R1): UG_RBL-3 R3.1

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|----|---|---|--|--|--|
| A. | Formulation of Work Flow or Block Diagram (CO No.) | <ul style="list-style-type: none"> All objectives of the proposed work are well defined. Steps to be followed to solve the defined problem are clearly specified. | <ul style="list-style-type: none"> Good justification to the proposed objectives. Work flow to be followed is specified but detailing is not done. | <ul style="list-style-type: none"> Incomplete justification to the proposed objectives. Steps are mentioned but unclear. | <ul style="list-style-type: none"> Only some objectives of the proposed work are well defined. Steps to be followed to solve the defined problem are not specified properly. |
| B. | Relevancy of methods or algorithms with respect to the Problem Identified (CO No.) | <ul style="list-style-type: none"> Project is completely grounded in computing theories and techniques. Applies them to problem correctly and clearly establishes their relevance. | <ul style="list-style-type: none"> Provides good computing framework for project; applies principles and algorithms correctly to problem domain. | <ul style="list-style-type: none"> Basic principles and techniques relevant to project are included, but some are missing. Fails to develop complete theoretical or design framework for project. | <ul style="list-style-type: none"> Basic understanding of computing principles. Fails to apply them within specific problem domain. |
| C. | Initial Implementation (CO No.) | <ul style="list-style-type: none"> Implements the solution in a manner that addresses thoroughly and deeply multiple contextual factors of the problem. | <ul style="list-style-type: none"> Implements the solution in a manner that addresses multiple contextual factors of the problem in a surface manner. | <ul style="list-style-type: none"> Implements the solution in a manner that addresses the problem statement but ignores relevant contextual factors. | <ul style="list-style-type: none"> Implements the solution in a manner that does not directly address the problem statement. |
| D. | Oral Communication (Presentation) (CO No.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |
| E. | Report Writing and Submission (CO No.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organised according to the given template and submitted within the | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |

| | | | | | |
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| | | deadline. | submission exceeds the given deadline. | | |
|--|--|-----------|--|--|--|

Second Review (R2): UG_RBL-3_R3.2

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|----|---|--|---|--|---|
| A. | Implementation of all the modules (Debugging the code, if any) (CO Nos.) | <ul style="list-style-type: none"> Code is readable and proper use of either top-down approach / bottom-up approach. The programme fulfills the requirement of the question and is correct. Maintaining Error log file module wise. | <ul style="list-style-type: none"> The programme adheres to part of the question and is correct. Appropriate documentation of Error Log files | <ul style="list-style-type: none"> The programme partially adheres to part of the question and is partially correct. No documentation of Error Log files | <ul style="list-style-type: none"> The programme does not solve the original problem or is incorrect. No documentation of Error Log files |
| B. | Integration of all the Modules (CO Nos.) | <ul style="list-style-type: none"> The programme is completely modular, more than one level of function calls. Modules are integrated smoothly with minimal errors. | <ul style="list-style-type: none"> The programme is fairly modular with several function calls. Modules are integrated with errors. | <ul style="list-style-type: none"> The programme is partially modular with several function calls. No integration of modules. | <ul style="list-style-type: none"> The whole programme consists of the main module only. |
| C. | Evaluate Outcomes in terms of Objective Achieved (CO Nos.) | <ul style="list-style-type: none"> 80% Objectives are achieved as per time frame | <ul style="list-style-type: none"> 60 % Objectives achieved as per time frame | <ul style="list-style-type: none"> 40% Objectives achieved as per time frame | <ul style="list-style-type: none"> Less than 40% Objectives not achieved as per time frame |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |

| | | | | | |
|-----------|--|---|--|--|--|
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> All the necessary information is included. References and citations are appropriate and well mentioned. Report organized according to the given template and submitted within the | <ul style="list-style-type: none"> Necessary information is included with some irrelevant information. References and citations are appropriate but not mentioned well. Report partially follows the given template and | <ul style="list-style-type: none"> Important information is left out. In-sufficient references and citations Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> Irrelevant information is included. References and citations are not appropriate Not followed the template guidelines. |
|-----------|--|---|--|--|--|

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|--|--|-----------|--|--|--|
| | | deadline. | submission exceeds the given deadline. | | |
|--|--|-----------|--|--|--|

Review by internal committee (R3): UG_RBL-3_R3.3

| | Parameters | EXCELLENT Marks (>6 to ≤8) | GOOD Marks (>4 to ≤6) | AVERAGE Marks (>1 to ≤4) | POOR Marks (0 or 1) |
|-----------|--|--|--|--|--|
| A. | Explanation of the purpose and need of the problem identified (CO Nos.) | <ul style="list-style-type: none"> Detailed and extensive explanation of the purpose and need of the project | <ul style="list-style-type: none"> Well explained the purpose and need of the project | <ul style="list-style-type: none"> Average explanation of the purpose and need of the project; | <ul style="list-style-type: none"> No explanation of the purpose and need of the project |
| B. | Work flow followed and specified (Flowchart/ Block Diagram) (CO Nos.) | <ul style="list-style-type: none"> Workflow or steps to be followed to solve the defined problem are clearly specified. | <ul style="list-style-type: none"> Work flow to be followed is specified but detailing is not done. | <ul style="list-style-type: none"> Steps are mentioned but unclear. | <ul style="list-style-type: none"> Incomplete and improper specification. |
| C. | Project Modules properly Implemented with correct results (CO Nos.) | <ul style="list-style-type: none"> All modules are working with correct output. | <ul style="list-style-type: none"> Modules are working but with few incorrect output | <ul style="list-style-type: none"> Few Modules are not working with correct output. | <ul style="list-style-type: none"> No Module is working. |
| D. | Oral Communication (Presentation) (CO Nos.) | <ul style="list-style-type: none"> Contents of presentation are appropriate and well delivered. Proper eye contact with audience and clear voice with good language | <ul style="list-style-type: none"> Contents of presentation are fine but not well delivered. Eye contact with few people with clear voice | <ul style="list-style-type: none"> Contents of presentation are appropriate but not well delivered. Eye contact with few people and unclear voice | <ul style="list-style-type: none"> Contents of presentation are not appropriate and not well delivered. Poor delivery of presentation |

| | | | | | |
|-----------|--|---|---|--|--|
| E. | Report Writing and Submission (CO Nos.) | <ul style="list-style-type: none"> • All the necessary information is included. • References and citations are appropriate and well mentioned. • Report organized according to the given template and submitted within the deadline. | <ul style="list-style-type: none"> • Necessary information is included with some irrelevant information. • References and citations are appropriate but not mentioned well. • Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> • Important information is left out. • In-sufficient references and citations • Report partially follows the given template and submission exceeds the given deadline. | <ul style="list-style-type: none"> • Irrelevant information is included. • References and citations are not appropriate • Not followed the template guidelines. |
|-----------|--|---|---|--|--|

Project Implementation Form: RBL-3
First Review (R1): UG_RBL-3_R3.1

Annexure 04

| | |
|--|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-2 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|-------------------------------------|---|----------------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | | | |
| | POOR – Marks (0 or 1) | | | | |
| | Sub-Components | Max Marks | System ID | System ID | |
| | | Marks Obtained | Marks Obtained | | |
| First Review (R1): UG_RBL-3_R3.1 | Formulation of Work Flow or Block Diagram (CO Nos.) | 8 | | | |
| | Relevancy of methods or algorithms with respect to the Problem Identified (CO Nos.) | 8 | | | |
| | Initial Implementation (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

Second Review (R2): UG_RBL-3_R3.2
Annexure 06

| | |
|--|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-2 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|--------------------------------------|--|-----------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | System ID | System ID | |
| | POOR – Marks (0 or 1) | | | | |
| | Sub-Components | Max Marks | Marks Obtained | Marks Obtained | |
| Second Review (R2): UG_RBL-3_R3.2 | Implementation of all the modules (Debugging the code, if any) (CO Nos.) | 8 | | | |
| | Integration of all the Modules (CO Nos.) | 8 | | | |
| | Evaluate Outcomes in terms of Objective Achieved (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | Signature of Panel Members |
| Total Marks | | 50 | | | |

Review by internal committee (R2): UG_RBL-3_R3.3
Annexure 08

| | |
|--|--|
| Name of School | |
| Name of Department | |
| Project subject code and Semester | |

| | |
|---------------------------|--|
| Academic Session | |
| Date of Evaluation | |
| Guide's Name | |

Project Title:.....

| Component | RUBRICS FOR RBL-2 | | Name of Student1 | Name of Student2 | Overall Comment(s) by Committee Members |
|--|---|----------------|------------------|------------------|---|
| | EXCELLENT – Marks (>6 to ≤8) | | | | |
| | GOOD – Marks (>4 to ≤6) | | | | |
| | AVERAGE – Marks (>1 to ≤4) | | | | |
| | POOR – Marks (0 or 1) | | | | |
| | Sub-Components | Max Marks | System ID | System ID | |
| | | Marks Obtained | Marks Obtained | | |
| Review by internal committee (R2): UG_RBL-3_R3.3 | Explanation of the purpose and need of the problem identified (CO Nos.) | 8 | | | |
| | Work flow followed and specified (Flowchart/ Block Diagram) (CO Nos.) | 8 | | | |
| | Project Modules properly Implemented with correct results (CO Nos.) | 8 | | | |
| | Oral Communication (Presentation) (CO Nos.) | 8 | | | |
| | Report Writing and Submission (CO Nos.) | 8 | | | |
| Guide’s Marks | | 10 | | | |
| Total Marks | | 50 | | | |
| Research Paper in Communication (Evaluation will be done in the Next Semester) | | | Yes / No | Yes / No | |
| Signature of Panel Members | | | | | |

Course Modules

Term: VI

| | | | |
|---------------------|-----------------------|---|----------|
| School: SSBS | | Batch: 2023-27 | |
| Programme: | | Current Academic Year: 2025-2026 | |
| Branch: | | Semester: VI | |
| 1 | Course Code | BBN314 | |
| 2 | Course Title | Business Communication | |
| 3 | Credits | 5 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Status | Compulsory | |
| 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 | The students will be able to - CO1: Understand basics of Business Communication and their relevance to business growth. CO2: Comprehend significance of non-verbal Communication and thereby, will improve emotional intelligence as well. CO3: Develop speaking skills. CO4: Draft effective professional documents. CO5: Apply listening skills to day-to-day work life. CO6: Develop analytical skills from communication perspective and 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 | | |
| | Unit 1 | Introduction | |
| | A | Introduction of Business Communication | CO1, CO6 |
| | B | Significance of effective communication for business and professional growth Forms & Flows of Business Communication | CO1, CO6 |
| | C | Process of and Barriers to Communication | CO1, CO6 |
| | Unit 2 | Non-Verbal Communication | |
| | A | Role of Non-Verbal Communication | CO2, CO6 |
| | B | Classification of Non-Verbal Communication | CO2, CO6 |
| | C | Practical exposure & guidelines for developing Non-Verbal Communication | CO2, CO6 |
| | Unit 3 | Articulation Skills | |
| | A | Paralinguistic feature. Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills | CO3, CO6 |

| | | | |
|--|------------------------|--|-----------------|
| | B | Extempore, Speech Delivery, | CO3, CO6 |
| | C | Debate | CO3, CO6 |
| | Unit 4 | Writing Skills | |
| | A | 7 Cs of Communication | CO4, CO6 |
| | B | Letter Writing: Sales, Order, Complaint, Adjustment, Claim, Enquiry letters | CO4, CO6 |
| | C | Email Writing, Resume building | CO4, CO6 |
| | Unit 5 | Listening Skills | |
| | A | Listening as a management tool | CO5, CO6 |
| | B | Barriers to listening | CO5, CO6 |
| | C | Guidelines for improving listening skills | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | 1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi | |
| | Other References | | |

Course Articulation Matrix

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----------|------|------|------|-----|-----|-----|------|------|------|
| CO1 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 1 |
| CO2 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | 1 |
| CO4 | 2 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 1 |
| CO5 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 |
| CO6 | 3 | 2 | 3 | 1 | 3 | 2 | 1 | 2 | 1 |
| Avg. | 2.33 | 1.33 | 2.16 | 1 | 3 | 2 | 1.5 | 1.66 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-------------------------|---|-------------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: | | Semester: VI | |
| 1 | Course Code | BBN315 | |
| 2 | Course Title | Essentials of Strategic Management | |
| 3 | Credits | 05 | |
| 4 | Contact Hours (L-T-P) | 5-0-0 | |
| | Course Type | Compulsory | |
| 5 | Course Objective | <p>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:</p> <ol style="list-style-type: none"> 1. Assess the structure of an industry and its influence on potential for profitability of firms in the industry. 2. Assess a firm's resources and organizational capabilities for their ability to generate competitive advantage. 3. Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its' competitive advantage. 4. Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization | |
| 6 | Course Outcomes | <p>Having completed the course, the student will be able to</p> <p>CO1: Define and describe the basic concepts of strategic management</p> <p>CO2: Understand various tools and frameworks for strategic analysis</p> <p>CO3: Apply the various tools and frameworks for strategic analysis</p> <p>CO4: Analyze the real-life situations of company using a strategic management perspective</p> <p>CO5: Evaluate critically real-life company situations</p> <p>CO6: Devising strategies to achieve firm performance by combining elements of strategy formulation and implementation.</p> | |
| 7 | Course Description | <p>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.</p> | |
| 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 | CO2, CO3, CO4 |

| | | | |
|--|----------------------------|---|-----------------|
| | | PRESTCOM framework | |
| | 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, |
| | Unit 4 | Business & Corporate Strategies | |
| | A | Generic Competitive Strategies -Overall Low-Cost | CO 3 CO5, |
| | B | Differentiation Strategy | CO3, CO4, CO5 |
| | C | Corporate Level Strategy: Portfolio Analysis: BCG and GE Matrix; | CO3, CO4, CO5 |
| | Unit 5 | Corporate Level Strategies, Implementation and Evaluation & Control | |
| | A | Diversification, Mergers and Acquisitions; Alliances What and Why | CO3, CO4, CO 5 |
| | B | Strategy Implementation | CO2, CO3 |
| | C | Strategic evaluation and control | CO2, CO3, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | INTERNAL 25 % | EXTERNAL 75% |
| | 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 | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| Avg. | 1.66 | 2.16 | 2 | 1.5 | 1.5 | 2 | 1.33 | 1.33 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|---------------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Academic Year: 2025-2026 | |
| Branch: - | | Semester: VI | |
| 1 | Course Code | BBN316 | |
| 2 | Course Title | Business Law | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Compulsory | |
| 5 | Course Objective | The purpose of the course is to enable students: 1. Acquaint 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. | |
| 6 | Course Outcomes | The student will be able 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 CO6: To understand the legal and fiscal structure of different forms of business organizations. | |
| 7 | 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. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to Law | |
| | A | What is law? What are the institutions that enforce law? Hierarchy of Courts in India | CO1 |
| | B | Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation | CO1,CO2,CO5 |
| | C | What is Alternate Dispute Resolution? Its importance | CO1,CO4 |
| | Unit 2 | Indian Contract Act 1872 | |
| | A | What is a contract? Social vs. Business Agreements. How is a contract made? | CO2,CO3,CO4,C O6 |
| | B | Types of contracts, Essentials of a valid contract, | CO2,CO3,CO4 |
| | C | 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 3 | Sale of Goods Act 1930 | |
| | A | What is a contract for sale of goods? Similarities with and modification to general contract law provisions. | CO2,CO3,CO4,C O6 |
| | B | Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale. | CO2,CO3,CO4 |
| | C | Rights of unpaid seller. Remedies for breach of contract for sale. | CO3.CO5 |

| | | | | | |
|--|------------------------|---|----------|--|--------------------|
| | Unit 4 | Negotiable Instruments Act 1881 | | | |
| | A | What are negotiable instruments? Types of negotiable instruments. Parties to instruments. | | | CO3, CO4, CO5, CO6 |
| | B | Holder and Holder in due course, | | | CO3 |
| | C | Dishonor of Negotiable Instruments | | | CO4, CO5 |
| | Unit 5 | Consumer Protection Act 1986 | | | |
| | A | Important definitions under the Act. Rights of consumers. Who can file complaints? | | | CO2, CO3, CO4, CO6 |
| | B | Consumer Courts: District Forum, State Commission, National Commission | | | CO2, CO4 |
| | C | How to file complaints? Remedies available under the Act. | | | CO4, CO5 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 % | 75% | | |
| | Text book/s* | <ul style="list-style-type: none"> Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd | | | |
| | Other References | <ul style="list-style-type: none"> Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis Singh, Avtar, <i>Mercantile Law</i>, 8th ed., 2006, Reprinted 2008, Eastern Book Company Kuchhal, M.C., <i>Mercantile Law</i>, 7th ed., 2009, Vikas Publishing House Gulshan, S.S., <i>Business Law</i>, 3rd ed., 2006, Excel Books | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|-----|------|------|-----|------|------|------|
| CO1 | 1 | 1 | 1 | 1 | - | 1 | 1 | 2 | 1 |
| CO2 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 |
| CO3 | 2 | 2 | 1 | 2 | - | 1 | 2 | 1 | 2 |
| CO4 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO5 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| CO6 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Average | 1.83 | 1.83 | 1 | 1.83 | 0.66 | 1 | 1.33 | 1.33 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_VI- MINOR

| | | | |
|--------------------------|-----------------------|---|------------|
| School: SSBS | | Batch:2023-27 | |
| Programme BBA | | Current academic Year:2025-26 | |
| Branch HRM | | | |
| Semester | | VI | |
| 1 | Course Code | OEC301 | |
| 2 | Course Title | Performance Management | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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. | |
| 6 | Course Outcomes | On successful completion of the course the students will be able to CO1: Demonstrate the conceptual knowledge of performance management. CO2: Apply goal setting to performance Planning and understand the barriers that impede the process of planning performance. CO3: Illustrate the concept and significance of planning performance for organizational success. CO4: Apply various methods and techniques of Performance appraisal to various approaches of performance appraisal. CO5: Examine the role of feedback and counseling in performance management process. CO6: Identify strategies for effective Performance Management implementation. | |
| 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 |
| | B | Difference between Performance Management and Performance Appraisal | CO1 |
| | C | Trends related to performance management in Industry | CO1 |

| | | | | | |
|--|------------------------|---|----------|--|-----|
| | Unit 2 | Performance Planning | | | |
| | A | Meaning, Goal Setting & Principles of setting Performance criteria | | | CO2 |
| | B | Process & Methodology of Performance planning | | | CO2 |
| | C | Barriers of Performance planning | | | CO2 |
| | Unit 3 | Performance Managing | | | |
| | A | Definition, characteristics | | | CO3 |
| | B | Objectives & Importance | | | CO3 |
| | C | Process of performance managing | | | CO3 |
| | Unit 4 | Performance Appraisal & its Methods | | | |
| | A | Meaning, Characteristics, Objectives, Importance, Principles, Process of Performance Appraisal | | | CO4 |
| | B | Traditional Methods of Performance Appraisal- Ranking (forced ranking Method) and Rating, Forced Bell curve Method. | | | CO4 |
| | C | Modern Methods of Performance Appraisal- 360-degree appraisal, Assessment Centers | | | CO4 |
| | Unit 5 | Counseling and Implementation | | | |
| | A | Identifying skill gap for effective performance. | | | CO5 |
| | B | Concept and Principles of Counseling. Effective Counseling Skills and Strategies. | | | CO5 |
| | C | Bottlenecks and Strategies for Effective Performance Management Implementation. Aligning Performance Management with Reward System. | | | CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Textbook/s* | Deb T., Kohli A.S, “ <i>Performance Management</i> ” Oxford University Press. | | | |
| | Reference | Bagchi,Soumendra, 'Performance Management' Cengage Learning,2013 | | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 2 |
| Average | 2 | 0.5 | 2.16 | 1 | 2.16 | 2 | 2.16 | 2 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|------------------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: Management | | Semester: VI | |
| 1 | Course Code | OEC302 | |
| 2 | Course Title | Goods and Services Tax (Indirect Taxes) | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Status | Minor Elective | |
| 5 | Course Objective | 1. This module provides the basic knowledge about the structure of indirect tax and GST 2. Impact of reduction of cascading effect of tax on the cost of goods and services. 3. The main objective of introducing GST in India is to replace a lot of indirect taxes | |
| 6 | Course Outcomes | Upon completion of the course, the students will be able to: CO1: Describe the concept of GST and its significance. CO2: Classify the supply and levy of GST CO3: Compute the place and time of supply and input tax credit CO4: Analyze the different customs duties and their procedures CO5: Evaluate the performance of the organization in the current scenario. CO6: To make them to be a tax consultant in preparing the tax planning, tax management, Payment of tax and filing of tax returns. | |
| 7 | Course Description | This course is an introduction to fundamental concepts of GST and customs duty. This course is design for B.COM (Hons) as well for ACCA Students. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Basic of Indirect taxation and GST | |
| | A | Meaning and structure of Indirect taxation in India. Background of indirect tax, features, advantage and limitations. Taxation under constitution Constitutional background, and Consumers | CO1 |
| | B | meaning and Concept of GST, Need of GST Component of GST- SGST, CGST, IGST, Taxes Subsumed into GST, Benefits of GST to Assessee, Government | CO1 |
| | C | Pre-GST indirect tax structure in India, products or services which are out of the purview of GST, GST-Slab | CO, CO3 |
| | Unit 2 | Concept of supply and levy of GST | |
| | A | Meaning and types of supply under GST, what are taxable event, supply by a person vs. Supply by a taxable person. | CO2 |
| | B | What is the basis of charges of GST? How GST levied in case of inter supply and intra supply. GST rates for various goods and services | CO 2, CO3 |

| | | | |
|--|------------------------|--|-------------------------|
| | C | Exemption from GST, what are the goods and services exempted from GST, | CO1, CO2 |
| | Unit 3 | The Place and time of supply and Input tax credit | |
| | A | Location of supplier of goods and services, how to find place of supply of goods and services, problems on place of supply | CO3 |
| | B | Time of supply, rules for determination of time or supply of goods and services, time of supply in case of change in GST rate. Value of taxable supply. | CO3 |
| | C | Input tax credit provision, apportionment of input tax credit, claim of input tax credit, problems on input tax credit. | CO3, CO4 |
| | Unit 4 | Registration, Tax invoice, credit and debit notes and return. | |
| | A | What are signification and process of registration, which is liable for registration under GST, procedure of registration? | CO1, CO3 |
| | B | What are invoice under GST, importance of tax invoice under GST, contents of tax invoice, bill of supply, receipt voucher, contents of revised tax invoice, problems on tax invoice, what are credit and debit notes | CO2 |
| | C | Return and tax payment of GST | CO3, CO4 |
| | Unit 5 | Custom Duty | |
| | A | Introduction of custom duty-features objects. Taxable event for import and export duty, Types of custom duties, goods under customs act, rate of customs duty applicable. | CO1,CO5,C O6 |
| | B | Anti-dumping duty on dumped article, Methods of valuation of customs. Rate of exchange for customs valuation. | CO3, CO4,CO5 ,CO6 |
| | C | Customs procedure, exclusions from custom value, self-assessment of custom duty, GST on import and export of goods. | CO1, CO3,CO5 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | Dr. Vinod K. Singhania & Dr. Monica Singhania: Taxmann Publications Pvt. Ltd., New Delhi | |
| | Other References | Systematic approach to GST-Dr. Girish Ahuja and Dr. Ravi Gupta: Wolters Kluwer | |

Course Articulation Matrix

| POs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|---------|------|-----|-----|------|------|-----|------|------|------|
| Cos | | | | | | | | | |
| CO1 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | - |
| CO2 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | 1 |
| CO3 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | 1 |
| CO4 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | - |
| CO5 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| CO6 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| Average | 1.66 | 2 | 1 | 1.16 | 1.16 | 1 | 1.83 | 1.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|----------------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA ACCA | | Current Academic Year: 2025-2026 | |
| Branch: | | SEMESTER -VI | |
| 1 | Course Code | OEC303 | |
| 2 | Course Title | CUSTOMER RELATIONSHIP MANAGEMENT | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | This course is designed to help the students to: <ul style="list-style-type: none"> • Understand the fundamentals of Customer Relationship Management. • Apply the core concepts and underlying philosophies of CRM. • Planning of Customer Relationship Management projects through applications of different techniques. • Analyze the role of IT success factors for implementing CRM in business organizations. • Design the marketing strategies for effectively managing CRM projects. • Interpreting the applications of emerging practices in CRM | |
| 6 | Course Outcomes | After completing the course, the student will be able to: CO1: Interpret CRM philosophies and core concepts CO2. Assess the CRM methodologies in synergy with real world market situations. CO3: Explore the different determinants of CRM and their applications in customer management. CO4: Analyze the impact of CRM practices on customer acquisition, development, retention, and customer satisfaction. CO5: Examining the existing CRM models and their relevance for business management process CO6: Discuss the contemporary issues and future trends in CRM | |
| 7 | Course Description | The course focuses on detailed understanding of CRM | |
| 8 | | | CO Mapping |
| | Unit 1 | Concept of Customer Relationship Management | |
| | A | Evolution and benefits of CRM, Framework - Strategic Imperative-Adoption and implementation of CRM- The CRM Roadmap- Customer Centric Marketing and Internal Marketing | CO1, CO2 |
| | B | Operational issues in implementing CRM-Process view, Attraction vs Retention | CO1, CO2 |
| | C | Conceptual Foundations-Evolution and Benefits of CRM; Building Customer Relationship-Zero Customer Defection, CRM Framework | CO1, CO2 |

| | | | | | |
|--|------------------------|--|-----|-----|---------------|
| | Unit 2 | Architecture of CRM | | | |
| | A | Fundamental components of CRM- Operational, Analytical and Collaborative | | | CO1, CO2 |
| | B | Technical considerations | | | CO2, CO4 |
| | C | E CRM | | | CO2, CO4 |
| | Unit 3 | Implementation of CRM | | | |
| | A | Components of CRM Solution, Campaign Management, Sales Force Automation, Customer Service & Support, CSS Capabilities, CRM Implementation Roadmap | | | CO1, CO3 |
| | B | Customer centric Organizational structure, Internal Marketing, Decisions related to CRM implementation | | | CO3, CO4 |
| | C | Loyalty Programs, Reward Programs, CRM Programs, Role of Employees, Challenges of CRM Implementation | | | CO3, CO6 |
| | Unit 4 | Economics of Customer Relationship Management | | | |
| | A | Market Share vs Customer Share orientation, CLV and its calculation | | | CO1, CO3, CO4 |
| | B | Markov Analysis, Analytics in CRM | | | CO1, CO3, CO4 |
| | C | Activity based Costing, Customer profitability | | | CO4, CO6 |
| | Unit 5 | CRM Applications | | | |
| | A | Characteristics of Services, Service Quality Dimensions, Service Quality, Satisfaction and Loyalty, Customer Defections, Service Recovery | | | CO5, CO6 |
| | B | CRM in Healthcare, Hospitality, Banks and Airline, CRM in business markets, Key account Management | | | CO5, CO6 |
| | C | Future trends in CRM: Mobile CRM, Customer Experience Management (CEM), Social CRM, Channel-less CRM, Cloud based CRM, Big data and CRM | | | CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | CA | MTE | ETE | |
| | | 25% | 25% | 50% | |
| | Text book/s* | 1. Shainesh, G; Seth Jagdish N. Customer Relationship Management. A Strategic Perspective, Macmillan Publications. 2. Rai, Alok Kumar. Customer Relationship Management: Concepts and Cases. PHI. | | | |
| | Other References | 1. Chaturvedi, Mukesh., Chaturvedi, Abhinav. Customer Relationship Management, ExcelBooks. 2. Zikmund, William G; Mcleod, Raymond; Gilbert, Faye W. Customer Relationship Management, Wiley. 3. Buttle, Francis, Maklan, Stan. Customer Relationship Management: Concepts and Technologies, Routledge. | | | |

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|--|--|---|--|
| | | 4. Greenberg, Paul. CRM at the speed of light, McGraw Hill. | |
|--|--|---|--|

Course Articulation Matrix

| POs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|------|------|------|------|------|------|------|------|------|
| Cos | | | | | | | | | |
| CO1 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | - |
| CO2 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | - |
| CO3 | 2 | 2 | - | 1 | 1 | 1 | 2 | 2 | - |
| CO4 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | - |
| CO5 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| CO6 | 1 | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 2 |
| Avg. | 1.66 | 1.83 | 0.83 | 1.33 | 1.33 | 1.33 | 1.83 | 1.66 | 0.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|--------------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: | | Semester: VI | |
| 1 | Course Code | OEC304 | |
| 2 | Course Title | Structure of Global Economy | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | The course aims to: Make students describe various affecting 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: CO1: Classify various global demographic variables and trends CO2: Explain the need for global Industries to Shift their Strategic Priorities CO3: Illustrate the global agriculture productivity and its transition CO4: Categorise the causes and consequences of income inequality CO5: Explain the environment challenges at global level CO6: Assess the changing world economic order in future | |
| 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,CO6 |
| | C | How Environmental Challenges may Increase Risks to Food, Energy and Water Security on a Global Scale | | | CO5,CO6 |
| 9 | Mode of examination | Theory | | | |
| 10 | Weightage Distribution | INTERNAL | EXTERNAL | | |
| | | 25 % | 75% | | |
| 11 | Text book/s* | Reading 1, 2, 3, 4, and 5 | | | |
| 12 | 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 | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|---------|------|------|------|-----|-----|-----|------|------|------|
| CO1 | 2 | - | 3 | - | - | - | 3 | 2 | 3 |
| CO2 | 2 | 2 | 3 | - | - | - | 3 | 2 | - |
| CO3 | 2 | 2 | 3 | - | - | - | 3 | 2 | 3 |
| CO4 | 2 | 2 | 3 | 1 | - | - | 3 | 2 | 3 |
| CO5 | 2 | 2 | 2 | 2 | - | - | - | 2 | 3 |
| CO6 | 3 | 2 | 3 | - | - | - | 3 | 2 | 3 |
| Average | 2.16 | 1.66 | 2.83 | 0.5 | - | - | 2.5 | 2 | 2.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: Entp. | | Semester: VI | |
| 1 | Course Code | OEC305 | |
| 2 | Course Title | Basics of Marketing for New Ventures | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | Minor 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 | Upon completion, the students will be able to: CO1: Explain marketing and entrepreneurship interface. CO2: Compose a preliminary market research plan. CO3: Compare and contrast traditional and entrepreneurial marketing concepts to early-stage ventures CO4: Apply the marketing mix concepts to entrepreneurial marketing plan. CO 5: Create basic marketing plan for a proposed entrepreneurial firm. CO6: Create and develop a marketing plan for a new venture | |
| 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 | CO5, CO6 |
| | B | Distribution Strategy for New Ventures | CO5, CO6 |
| | C | An overview of Marketing Plan | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | 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 | |

Course Articulation Matrix

| 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 | - | 3 | 2 | - |
| CO3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO4 | 3 | - | 3 | 1 | 1 | - | 3 | 2 | 3 |
| CO 5 | 2 | 1 | 1 | - | 2 | 3 | - | 2 | 3 |
| CO6 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 3 |
| Average | 2.16 | 1.33 | 2.33 | 0.83 | 1.5 | 1.83 | 2.5 | 2 | 2.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2025-2026 |
| Branch: | | Semester- VI |
| 1 | Course Code | OEC306 |
| 2 | Course Title | Time Series Analysis |
| 3 | Credits | 3 |
| 4 | Contact Hours (L-T-P) | 3-0-0 |
| | Course Type | MINOR ELECTIVE |
| 5 | Course Objective | <ol style="list-style-type: none"> 1. To understand, interpret, and evaluate changes in a phenomenon in the hope of anticipating the course of future events correctly 2. To teach a practical approach to modeling time series data 3. To help student identify and propose models, estimate them with data, diagnose whether they fit, and interpret their meanings. 4. Though Computer software is utilized, an understanding of underlying concepts and methods would be stressed |
| 6 | Course Outcomes | Upon completion of the course: CO1:The student will be able to describe the types of forecasting methods (quantitative and qualitative) CO2:The student will be able to interpret the concept, importance and components of time series CO3:The student will be able to apply regression model for trend analysis and forecasting CO4:The student will be able to apply regression for forecasting from time series data CO5: The student will be able to calculate seasonal indices CO6: The student will be able to de-seasonalize data |
| 7 | Course Description | In today's highly dynamic business environment, managers have to forecast the future and design strategies accordingly. Managers use forecasting techniques to make strategic decisions about selling, buying, hiring etc. every day. The past data is used by the managers to make predictions about the future. Forecasting is a technique which can aid in future planning. Time series is an important tool that can be used to predict the future. The main objective of Time series and forecasting is to understand, interpret, and evaluate changes in a phenomenon in the hope of anticipating the course of future events correctly. |
| 8 | Outline syllabus | CO Mapping |
| | Unit 1 | Introduction to time series and forecasting And Measurement of trend-Trend Extrapolation |
| | A | Introduction to forecasting, Types of forecasting method Introduction to Time Series: Utility of time series analysis, Stationary and non-stationary time series, Univariate and multivariate methods, Scaling of time series, Components of time series, Secular Trend, Seasonal Variations, Cyclical Variations, Random or Irregular Variations, Decomposition models of time series-Additive & Multiplicative Model |
| | B | Components of time series, Secular Trend, Seasonal Variations, Cyclical Variations, Random or Irregular Variations, Decomposition models of time series-Additive & Multiplicative Model |

| | | | | |
|--|------------------------|---|----------|----------------------|
| | C | Introduction to Trend Analysis, Need to study trend measurement, Types of trend, Freehand or Graphic Method, Graphing with Method of Semi- Averages | | CO1,C02 |
| | Unit 2 | Forecasting Errors and | | |
| | A | Forecasting Errors: Introduction, Error Measurement | | CO1,C02 |
| | B | Types of error, Interpreting errors, Error inspection | | CO1,C02 |
| | C | Confidence intervals, Standard error in time series | | CO1,C02 |
| | Unit 3 | Time Series Smoothing | | |
| | A | Introduction to Time Series Smoothing, Moving average method- Odd and even period-centralizing | | CO3,C04 |
| | B | Weighted moving average method, Semi-Averages method | | CO3,C04 |
| | C | Introduction to exponential smoothing | | CO3,C04 |
| | Unit 4 | Regression Trend Analysis | | |
| | A | Introduction to Regression Trend Analysis, Linear regression trend model | | CO3,C04 |
| | B | Residuals, Analysis of residuals | | CO3,C04 |
| | C | Assumptions of regression | | CO3,C04 |
| | Unit 5 | Seasonal Variation: | | |
| | A | Method of simple averages, Ratio –to –Trend method | | CO3,C04,CO ,CO6 |
| | B | Ratio-to-Moving Average method ,Link relative method | | CO3,C04,CO 5, CO6 |
| | C | Shifting of base and de- seasonalised value | | CO3,C04,CO 5,CO6 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Text book/s* | John E.Hanke,DeanW.Wichern, <i>Business Forecasting</i> (Pearson Education) | | |
| | Other References | 1. Levin & Rubin, <i>Statistics For Business</i> (Prentice Hall of India, N. Delhi) 2. Paul Newbold, <i>Statistics for Business and Economics</i> (Pearson Education) 3. S. P. Spiegel & Murray, <i>Theory & Problems for Statistics</i> (Schaum Outline Series, Mc Graw Hill) 4. Anderson, <i>Quantitative Methods in Business</i> (Thomson Learning, Bombay) | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 |
| CO2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| Avg. | 1.16 | 1.5 | 1 | 1 | 1.5 | 1 | 2 | 2 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2025-2026 | |
| Branch: HCHA | | Semester: VI | |
| 1 | Course Code | OEC307 | |
| 2 | Course Title | Emerging Areas In Healthcare | |
| 3 | Credits | 3 | |
| 4 | Contact Hours (L-T-P) | 3-0-0 | |
| | Course Type | MINOR ELECTIVE | |
| 5 | Course Objective | 1. The course aim is to sensitize the students to the emerging issues in the healthcare industry . 2. To apprise students with various emerging concepts like mobile health , entrepreneurship in healthcare , healthcare consulting etc | |
| 6 | Course Outcomes | After the completion of this course the students will be able to: CO1: The student will be able to describe the basics of artificial intelligence in healthcare . CO2: The student will be able to understand about basics of green healthcare CO3: The student will be able to discover emerging opportunities in medical tourism CO4: The student will be able to analyse healthcare agenda in the near future CO5: The student will be able to evaluate the challenges in the emerging areas of healthcare CO6: The student will be able to design strategies for medical tourism in healthcare . | |
| 7 | Course Description | To develop a critical understanding of contemporary issues in healthcare and explore readiness for change in the implementation of evidence based healthcare quality improvement. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Newer trends in hospitals | |
| | A | Hospital Administration: A Contemporary Overview | CO1 |
| | B | Green Hospitals | CO1 |
| | C | Mobile health and Telemedicine | CO1 |
| | Unit 2 | Artificial Intelligence in Healthcare | |
| | A | Overview of AI in healthcare - Benefits, use, functions | CO2 |
| | B | Role of AI in clinical Decisions, Medical Imaging, health equity, AI adoption | CO2 |
| | C | Challenges of adopting AI in healthcare, Big data , Internet of Things in Healthcare | CO2 |
| | Unit 3 | Medical Tourism | |
| | A | Introduction to medical tourism –History ,marketing concepts and strategies ,medical tourism destinations, Travel retailing and logistics | CO3 |
| | B | Alternate medicine, Ethical legal and social concerns | CO3 |

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|--|------------------------|---|-----------------|
| | | ,quality standards | |
| | C | Spa and wellness tourism , impact issues and challenges, medical tourism the future of health services. | CO3 |
| | Unit 4 | Health Insurance | |
| | A | Introduction to health insurance Management | CO4 |
| | B | Insurance or TPA as an Organization | CO4 |
| | C | Insurance Planning and US Healthcare | CO4 |
| | Unit 5 | Health and Wellness | |
| | A | Introduction to Health & Wellness,the Wellness Industry Diet and nutrition for health & wellness . | CO5, CO6 |
| | B | Sedentary lifestyle and its risk of disease, Stress, anxiety, and depression, Factors affecting mental health, Identification of suicidal tendencies, Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation . | CO5, CO6 |
| | C | Prevention and management of lifestyle diseases . | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | <ul style="list-style-type: none"> Management of Modern Hospital by A. V. Srinivasan J.B.Patel and D.G.Allampally, A Manual on How to Prepare a Project Report, Entrepreneurship Development Institute, Ahmedabad | |
| | Other References | NA | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|------|------|-----|-----|------|------|------|------|------|------|
| CO1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO2 | 2 | 1 | 1 | | 2 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 3 |
| CO4 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 3 | 3 |
| CO5 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Average | 1.33 | 1.33 | 1 | 1 | 1.17 | 1.33 | 2 | 2 | 2.17 | 2.17 |

Course Modules

Term: VII

| | | | |
|-----------------------|--------------------------|--|------------|
| School: SSBS | | Batch :2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VII | |
| 1 | Course Code | BBN417 | |
| 2 | Course Title | International Business | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Core | |
| 5 | Course Objective | The course objective is to: <ol style="list-style-type: none"> 1. Make students identify the concepts and scope of International Business environment and PESTLE Framework 2. Make students explain the cause and effects of BoP fluctuations. 3. Make students illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations 4. Make students determine cause and effect of trade and international investment. 5. 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. CO6: To understand the fundamental application of international business practices across the globe. | |
| 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 | CO1 |

| | | | |
|--|---------------|--|---------|
| | | Culture. | |
| | 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 Mahindra. | CO4 |
| | 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,CO6 |
| | Unit 5 | International Economic Institutions & International Liquidity | |
| | A | Role of IMF,IBRD,UNCTAD, WTO in International Trade | CO5,CO6 |
| | 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 | Theory | |

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|--|------------------------|--|----------|
| | examination | | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | 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 | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|------|------|-----|------|------|------|------|
| CO1 | 2 | 2 | 2 | - | - | - | 1 | 2 | - |
| CO2 | 2 | - | - | - | - | - | - | 1 | - |
| CO3 | 1 | 1 | 1 | - | - | - | 1 | 1 | 2 |
| CO4 | - | - | 3 | - | - | - | 1 | - | - |
| CO5 | 2 | 1 | 1 | 1 | - | - | 2 | 1 | - |
| CO6 | 2 | 1 | - | - | - | 1 | - | 1 | 2 |
| Avg. | 1.5 | 0.83 | 1.16 | 0.16 | - | 0.16 | 0.83 | 1 | 0.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | 2023-2027 |
| Programme: BBA | | Academic Year: 2026-2027 |
| Branch: | | Semester: VII |
| 1 | Course Code | BBN418 |
| 2 | Course Title | Corporate Governance and Ethics |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | Compulsory |
| 5 | Course Objective | <ol style="list-style-type: none"> 1. To define governance and explain its function in the effective management and control of organizations 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. |
| 6 | Course Outcomes | <p>The student will be able to:</p> <p>CO1: Define and describe concepts related to corporate governance and business ethics</p> <p>CO2: Explain the various models related to corporate governance and business ethics</p> <p>CO3: Apply the principles and approaches in taking governance and ethical decisions.</p> <p>CO4: Analyze business situations in view of models and principles related to governance and ethics.</p> <p>CO5: Synthesize various approaches to recommend contextually appropriate approach to deal with issues related to governance and ethics</p> <p>CO6: Explain the importance of ethical Decision making</p> |
| 7 | Course Description | The course will cover corporate governance, business ethics |
| 8 | Syllabus Outline | |
| | Unit 1 | Corporate Governance |
| | 1a | Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations |
| | 1b | Corporate governance committees – India – Satyam and Enron cases |
| | 1c | Codes of Corporate Governance in global context |
| | Unit 2 | Theory and Practice of Corporate Governance |
| | 2a | Theoretical basis of corporate governance |
| | 2b | The evolution and structure of the Board of Directors |
| | 2c | Different approaches to corporate governance - Corporate governance and corporate social responsibility |
| | Unit 3 | Corporate Governance and responsibility |

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|--|----------------------------|--|----------|----------|
| | 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 corporate governance | | CO2,CO3 |
| | 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,CO6 |
| | 5b | Ethical decision Making, Corporate Value and Ethical Decision Making | | CO4, CO6 |
| | 5c | Business Ethics and Social Responsibility | | CO1, CO2 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25 % | 75% | |
| | 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) | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|-----|------|------|------|-----|------|------|------|
| CO1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| CO3 | 2 | 1 | 3 | 2 | 2 | 1 | 1 | 2 | 1 |
| CO4 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 1 | 2 | 3 | 2 | 2 | 1 | - | 1 |
| CO6 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| Average | 1.66 | 1.5 | 1.83 | 1.83 | 1.33 | 1.5 | 1.33 | 1.16 | 1.66 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_VII- MAJOR

| | | | |
|-----------------------|--------------------|--|------------|
| School: SSBS | | Batch :2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: - | | Semester: VII | |
| 1 | Course Code | DSE401 | |
| 2 | Course Title | INTERNATIONAL HUMAN RESOURCES MANAGEMENT | |
| 3 | Credits | 04 | |
| 4 | Contact Hours | 4-0-0 | |
| | Course Status | DSE | |
| 5 | Course Description | International HRM is the study of the management of human resources in an international context. This course focuses on the HR challenges which affect or influence the success of the entire enterprise, challenges that are often far beyond the scope of the traditional "personnel" function. | |
| 6 | Course Objective | <ol style="list-style-type: none"> 1. To cover the key terms in international human resource management (IHRM) and consider several definitions of IHRM 2. To outline the differences between domestic and international human resource management (HRM) 3. To understand the role of training in supporting expatriate adjustment and on-assignment performance 4. To identify the key components of an international compensation program. | |
| 7 | Course Outcomes | <p>On completion of this course the learners will be able to</p> <p>CO 1: Develop the basic understanding of international HR issues.</p> <p>CO 2: Evaluate the difference between HRM and IHRM.</p> <p>CO 3: Understand the importance of training towards expatriate adjustment.</p> <p>CO 4: Exhibit a global and sensitivity to cultural issues in organizations.</p> <p>CO 5: Identify the Human Resource Management challenges facing compensation.</p> <p>CO 6: Evaluating the emerging global challenges in the forte of IHRM.</p> | |
| 8 | Outline Syllabus | | CO Mapping |
| | Unit 1 | IHRM- overview | |
| | A | Defining IHRM, TCN, PCN and HCN | CO1 |
| | B | Difference between HRM and international HRM | CO1 |
| | C | Understanding culture through Hofstede's Cultural Dimensions Theory | CO1 |
| | Unit 2 | Sourcing Human Resources | |
| | A | The Roles of an Expatriate | CO2 |
| | B | The Role of Non-Expatriates | CO2 |
| | C | The Role of Inpatriates | CO2 |
| | Unit 3 | Staffing, Recruitment, and Selection | |
| | A | Approaches to Staffing | CO3 |

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|--|------------------------|---|-----------------|
| | B | Recruitment of International Managers | CO3 |
| | C | Selection of International Managers | CO3 |
| | Unit 4 | Expatriation and Repatriation | |
| | A | Reasons for expatriation | CO4 |
| | B | Reasons for expatriate failure | CO4 |
| | C | Repatriation process | CO4 |
| | Unit 5 | International Training and Compensation | |
| | A | Components of Effective Pre-Departure Training Programs | CO5, CO6 |
| | B | The Effectiveness of Pre-Departure Training | CO5, CO6 |
| | C | Key Components of an International Compensation Program for Expatriates Mini Project on drafting of CCM Training Modules | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | INTERNATIONAL HUMAN RESOURCES MANAGEMENT- PETER J. DOWLING, MARION FESTING & ALLEN D. ENGLE CENGAGE FIFTH EDITION | |
| | Other References | IHRM TONY EDWARDS CHRIS REES PEARSON 2007 | |

Course Articulation Matrix

| POs COs | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PS O1 | PSO 2 | PS O3 | PS O4 |
|------------|------|------|------|------|------|------|-------|-------|-------|-------|
| CO1 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 |
| CO2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 1 |
| CO3 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 2 |
| CO4 | 1 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 1 | 1 |
| CO5 | 1 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 1 | 1 |
| CO6 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 1 | 1 |
| Avg | 1.50 | 1.00 | 1.00 | 1.50 | 1.83 | 1.00 | 3.00 | 1.83 | 1.00 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|---------------------------|-----------------------|--|------------|
| School: SSBS | | Batch 2023-2027 | |
| Programme :BBA | | Current Academic Year 2026-2027 | |
| Branch :MANAGEMENT | | Semester VII | |
| 1 | Course Code | DSE402 | |
| 2 | Course Title | Security Analysis and Portfolio Management | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 5 | Course Objective | <ul style="list-style-type: none"> • 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 | <p>On completion of this module the student will be able to:</p> <p>CO1. Describe key terms and concepts of financial market.</p> <p>CO2. Estimation of risk and return for investment in Share, Debentures and Bonds.</p> <p>CO3. Calculate market value of equity share and debentures</p> <p>CO4. Classify various innovations in financial derivatives</p> <p>CO5. Analyse portfolio for investors.</p> <p>CO6. Apply the concept of portfolio management for the better investment.</p> | |
| 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 |

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|--|------------------------|--|----------|--|--------------------|
| | 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, CO6 |
| | C | Introduction to Financial Derivatives: Meaning, Characteristics and types: Forward contracts, Future Contracts, Option Contracts. | | | CO1, CO4, CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Textbook/s* | 1. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.) 2. 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.in www.amfiindia.com www.capitalmarket.com www.nsdl.co.in www.bseindia.com www.bondmarkets.com www.nse-india.com etc | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Average | 1.5 | 2 | 1 | 1 | 0.5 | 1.66 | 1 | 0.83 | 1 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | SEMESTER -VII | |
| 1 | Course Code | DSE403 | |
| 2 | Course Title | MARKETING ANALYTICS | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Discipline Specific Elective | |
| 5 | Course Description | The course would focus on providing in-depth knowledge on marketing analytics that would help in planning, implementing and measuring the social media strategy to create awareness, and ultimately drive sales. It will be exposed to both the benefits and limitations of relying on online and offline data compared to traditional methods of marketing research. | |
| 6 | Course Objective | The purpose of this course is to expose the student to the basic concepts of marketing analytics and to develop knowledge of various analytical techniques in order to help better decision making in sales and marketing. Upon completion of course students shall be able to understand the concept / fundamentals of marketing analytics and their types; understand the practical application of various marketing analytics techniques like they can gain a full view of customers across channels, become more proactive and effective, visualize success across the enterprise etc. | |
| 7 | Course Outcomes | On successful completion of this module students will be able to: CO1: Develop a holistic understanding of the different models and landscape of Analytics CO2: Build a better understanding of implementation Marketing Analytics tool CO3: Demonstrate the tools essential to create, roll out, and evaluate marketing analytics activities CO4: Identify ways to handle big-data in the new age business organizations. CO5: Acquire a better understanding of implementation of marketing analytics strategies. CO6: Develop analytical skills for effective market decision making in real life environment. | |
| 8 | | | CO Mapping |
| | Unit 1 | Introduction to Marketing Analytics | |
| | A | Meaning, characteristics and Scope of Marketing Analytics | CO1, CO2 |
| | B | Advantages and disadvantages of marketing analytics | CO1, CO2 |

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|--|---------------------|---|----------------------------|
| | C | Basic marketing models, Analytical framework for marketing models | CO1, CO2 |
| | Unit 2 | Pricing Analytics | |
| | A | Pricing Policy and Objectives Estimating Linear and Power Demand Curves | CO1, CO2 |
| | B | Optimize Pricing | CO2 |
| | C | Pure Bundling & Mixed Bundling and Determine Optimal Bundling Pricing | CO2 |
| | Unit 3 | Customer Analytics | |
| | A | Concept, Basic Customer Value | CO2, CO3 |
| | B | Customer Life time Value | CO3, CO4 |
| | C | Segmentation-targeting-positioning (STP) framework | CO3, CO4 |
| | Unit 4 | Retailing & Advertising Analysis | |
| | A | Market Basket analysis | CO4 |
| | B | Measuring the Effectiveness of Advertising | CO4, CO5 |
| | C | Optimizing advertising, PPC Online Advertising | CO4, CO5 |
| | Unit 5 | Sales Forecasting | |
| | A | Concept and types of forecasting techniques | CO5, CO6 |
| | B | Forecasting in Presence of Special Events, Modeling trend and seasonality | CO5 |
| | C | Simple and Multiple Linear Regression for forecasting | CO5, CO6 |
| | Mode of examination | Theory | |
| | Assessment Criteria | Internal Evaluation 25% | External Evaluation 75% |
| | Text book/s* | <ul style="list-style-type: none"> Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L Winston © 2014 Wiley India Pvt. Ltd. ISBN9788126548620 Marketing Analytics: Strategic Models and Metrics by Stephan Sorger© 2013 Create Space Publishing ISBN 1481900307 Marketing Engineering and Analytics by Gary Lilen, Arvind Rangaswamy and Arnaud De Bruyn© 2017 Decision Pro, Inc | |
| | Other References | <ul style="list-style-type: none"> Brea Cesar (2014), "Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders", FT Press, ISBN-0133761711 Chapman Christopher N, Feit Elea McDonnell (2015), "R for Marketing Research and Analytics", Springer, ISBN-3319144367 Emmett Cox (2012), "Retail Analytics: The Secret Weapon", Wiley, ISBN- 978-1-118-09984-1 Fok | |

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|--|--|--|--|
| | | Dennis (2003), "Advanced Econometric Marketing Models", ERIM, ISBN 90–5892–049-6 <ul style="list-style-type: none"> Grigsby Mike (2015), "Marketing Analytics: A Practical Guide to Real Marketing Science", Kogan Page Publishers, ISBN- 0749474181 Lilien Gary L, Kotler Philip, Moorthy K. Sridhar (1992), "Marketing Models", Prentice-Hall, ISBN0135446449 | |
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Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|----------------|------|-----|------|-----|------|------|------|------|------|
| CO1 | 2 | 3 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 2 | 1 |
| CO3 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 1 |
| CO4 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 1 |
| CO5 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 2 |
| CO6 | 1 | 1 | 2 | 3 | 3 | 2 | 1 | 2 | 2 |
| Average | 2.16 | 2.5 | 2.16 | 2.5 | 2.66 | 1.66 | 1.5 | 1.5 | 1.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: - | | Semester: VII | |
| 1 | Course Code | DSE404 | |
| 2 | Course Title | EXIM Policy & Procedures | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 5 | 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. | |
| 6 | 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: Categorize various provisions of Foreign Trade Policy 2015 – 20 CO6: To evaluate various Export promotion schemes and its role in Export earnings to the Exchequer | |
| 7 | 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. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to EXIM Policy and Trends in Global Trade | |
| | A | What is EXIM Policy? A Brief History and main objectives of EXIM Policy. | CO1 |
| | B | Trends in Import and Export of Goods Since 1985 EXIM Policy of India. | CO1 |
| | C | Exim Policy and Its influence upon Trends of Country's Share in Global Trade | CO1 |
| | Unit 2 | Framework for EXIM Policy | |
| | A | 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 | 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 | CO2 |

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|------------------------|---|--|----------|
| | | Formalities for Export, General Provisions regarding Export and Import. International Regulatory and Legal Frameworks; TRIPS and GATT | |
| C | | 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 3 | | Export-Import Documents and Electronic Data Interchange EDI System | |
| A | | 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 |
| B | | Commercial Invoices, Bill of lading, Airway Bill, Post Parcel Receipt, Insurance Policy Certificate, Bill of Exchange, Shipping Bills | CO3 |
| C | | 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 4 | | EXIM POLICY 2009-2014 | |
| A | | EXIM POLICY 2009-2014; Aims and Target, Legal Framework, | CO4 |
| B | | General Provisions, Special Focus Initiatives, Promotion Measures, Duty Exemption/Remission Schemes, | CO4 |
| C | | Export Promotion Capital Goods Scheme, Special Economic Zones and Deemed Export | CO4 |
| Unit 5 | | EXIM POLICY 2015-2020 | |
| A | | EXIM POLICY 2015-2020; Vision, Mission, Objectives, and Planned Targets. | CO5, CO6 |
| B | | Trans- Atlantic Trade and Investment Partnership and Regional Comprehensive Economic Partnership (RECP) | CO5, CO6 |
| C | | MAI- Market Access Initiatives, Market Strategy for CLMV (Cambodia, Lao, PDR, Myanmar, Vietnam) 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, CO6 |
| Mode of examination | | Theory | |
| Weightage Distribution | Internal 25% | External 75% | |
| 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. | | |

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|--|--|---|--|
| | | http://www.thehindu.com/todays-paper/tp-opinion/framework-to-boost-exports/article6358205.ece | |
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Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|------|------|------|------|------|------|
| CO1 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO6 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 3 |
| Average | 2.83 | 2.83 | 2.16 | 2.33 | 2.33 | 2.16 | 2.5 | 2.16 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------------------|-----------------------|---|
| School: SSBS | | Batch: 2023-27 |
| Programme: BBA (Ent.) | | Academic Year: 2026-2027 |
| Branch: - Entrepreneurship | | Semester: VII |
| 1 | Course Code | DSE405 |
| 2 | Course Title | Managing Small Enterprises and Family Business |
| 3 | Credits | 04 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | DSE |
| 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 | <p>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.</p> <p>2. To provide the necessary knowledge relating to MSMEs development framework of India including Start-Up India and Make in India initiative</p> <p>3. To equip the students with the necessary knowledge and skills required to start and manage an MSME and / or family enterprise successfully.</p> <p>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.</p> |
| 7 | Course Outcomes | <p>The student will be able to:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>CO4: Understand and Analyze the various factors relating to family business conflicts, succession of family enterprises, and MSMEs growth.</p> <p>CO5: Evaluate and Point out the various issues relating to MSMEs and Family Business Management.</p> <p>CO6: Create and develop the DPR / Business plan / strategies for managing small enterprises and family business firms.</p> |

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| 8 | Outline syllabus | | CO Mapping |
| | Unit A | An Overview of MSMEs sector in India | |
| | A 1 | <ul style="list-style-type: none"> • Concept- Meaning & Definitions of Micro, Small & Medium Enterprises • Understanding the Micro, Small & Medium Enterprises (MSME) Act, 2006 | CO1, CO2 |
| | A 2 | <ul style="list-style-type: none"> • Role of MSMEs in Economic Development • Growth & Development of MSMEs in India | CO1 |
| | A 3 | <ul style="list-style-type: none"> • Challenges and Opportunities for MSMEs' Sector in India | CO1 |
| | Unit B | Institutional Framework & Support System Available for MSMEs Sector Development in India | |
| | B 1 | <ul style="list-style-type: none"> • Various Institutions (National/State/District Level) Helping/ Supporting Development of MSMEs sector in India | CO2 |
| | B 2 | <ul style="list-style-type: none"> • Policies, Schemes & Incentives available to MSME entrepreneurs in India | CO2 |
| | B 3 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • Understanding Detailed Project Report/ Business Plan for a given opportunity • Various Sources of Finance including angel investors and venture capitalist | CO2, CO3, CO6 |
| | C 2 | <ul style="list-style-type: none"> • Dealing with the Legal issues and IPR related Issues • Group Presentation / DPR/ Business Plan Presentation | CO3, CO4, CO5, CO6 |
| | C 3 | <ul style="list-style-type: none"> • Marketing, HR and Operations Issues faced by MSMEs sector in India • Group Presentation / DPR/ Business Plan Presentation | CO3, CO4, CO5, CO6 |
| | Unit D | Understanding Family Business and Family Business Dynamics | |
| | D 1 | <ul style="list-style-type: none"> • Understanding Family Businesses • What constitutes a family business? • The Unique Nature of Family Business and its | CO1, CO2, CO3 |

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| | | Characteristics | | | |
| | D 2 | <ul style="list-style-type: none"> Understanding the Family Business Dynamics Case Study | | | CO2, CO4 |
| | D 3 | <ul style="list-style-type: none"> Handling Family Business Conflicts Issues relating to the compensation Case Study | | | CO3, CO4, CO5 |
| | Unit E | Management and Governance of Family Businesses | | | |
| | E 1 | <ul style="list-style-type: none"> The Three Circle Model of Family business Succession Issues in Family Business Understanding the Profile of a Successful Successors | | | CO3, CO4, CO5, CO6 |
| | E 2 | <ul style="list-style-type: none"> Governance of Family Firms Role and Significance of the Family Council | | | CO3, CO4 |
| | E 3 | <ul style="list-style-type: none"> Group Presentation/ Family business plan presentation | | | CO4, CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 % | 75% | | |
| | 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 | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 |
| Average | 1.5 | 1.33 | 1.33 | 2 | 1.16 | 2 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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| School: SSBS | | Batch :2023-2027 |
| Programme: BBA | | Current Academic Year: 2026-2027 |
| Branch: | | Semester: VII |
| 1 | Course Code | DSE406 |
| 2 | Course Title | Introduction to Business Analytics |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Type | DSE |
| 5 | Course Objective | <ol style="list-style-type: none"> 1. To develop the understanding of the basics, intermediate and advanced concepts of data analysis. 2. To apply data analysis techniques with R and Microsoft Excel . 3. To apply quantitative modelling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques. 4. To demonstrate knowledge of statistical data analysis techniques utilized in business decision making. 5. To apply principles of Data Science to the analysis of business problems. 6. To use data mining software to solve real-world problems. |
| 6 | Course Outcomes | <p>After completion of the course:</p> <p>CO1:The student will be able to recognize the concept of Business Analytics</p> <p>CO2: The student will be able to describe deterministic and stochastic data</p> <p>CO3: The student will be able to use Monte Carlo Simulation and carry out risk analysis</p> <p>CO4: The student will be able to analyse trend line and R2 Analysis.</p> <p>CO5: The student will be able to solve the mathematical and statistical problems using Excel and R</p> <p>CO6: The student will be able to create graphs and visualize data for deriving meaningful insights</p> |
| 7 | Course Description | <p>The problems faced by decision makers in today's competitive business environment are often extremely complex and can be addressed by numerous possible courses of action. Evaluating these alternatives and gaining insight from past performance is the essence of business analytics. This course is designed as an introduction to Business Analytics, an area of business administration that considers the extensive use of data, methods, and fact-based management to support and improve decision making. While business intelligence focuses on data handling, queries and reports to discover patterns and generate information associated with products, services and customers, business analytics uses data and models to explain the performance of a business and how it can be improved. This course</p> |

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| | | discusses the benefits of employing analytics and a structured approach to problem-solving in management situations. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Analytics on Spreadsheets and Using R | |
| | A | What is Business Analytics? Business Analytics vs Data Analytics, Descriptive, Inferential, Predictive and Prescriptive Analytics, Tools for Business Analytics | CO2 |
| | B | Excel as an Analytics tool, functions and formulas Using R as an Analytics Tool, R and R Studio, Using Packages, Variables and Data Sets; Mathematical and statistical functions in Excel and R Visualisation and Exploring Data in Excel and R Modelling | CO2, CO5 |
| | C | Attitude Measurement and Scaling: Types of Measurement, Classification of scales, Data Classification and Measurement Scales (Ordinal, Interval and Ratio), Single Item Vs. Multiple Item Scale, Comparative Vs. Non-Comparative scale, Measurement error Questionnaire Designing: Criterion, Types of questionnaire, types of questions, Testing reliability and validity, Pilot testing | CO2, CO5 |
| | Unit 2 | Fundamentals of Business Statistics Using R and Excel (Not formulae based) | |
| | A | Average , Types of Average, Measurement of Average, Choosing right average, Dispersion, Need to study dispersion, Absolute and relative measure of dispersion, Coefficient of variation, Skewness and Kurtosis, Karl pearsons coefficient of skewness, Karl pearsons coefficient of kurtosis Beta 2 and Gamma 2. | CO1, CO2 |
| | B | Hypothesis Testing Formulation of null and alternative hypothesis, Level of Significance, Type I, Type II errors, Steps for hypothesis testing, One tail and Two tailed tests Parametric Tests: Test concerning single mean-Population variance known and unknown, Tests concerning single proportion, | CO1, CO2, CO5 |
| | C | Test concerning difference between two means and two proportions, F-test, Cheeking normality of data Applying R, Excel/SPSS for carrying out aforesaid parametric tests | CO1, CO2, CO5 |
| | Unit 3 | ANOVA | |
| | A | Introduction-What is ANOVA? One Way ANOVA | CO1, CO2 |
| | B | Two Way ANOVA-One observation per cell, Two Way ANOVA-More than one observation per cell | CO1, CO2, CO5 |
| | C | Applying Excel/SPSS for ANOVA; | CO2, CO5 |
| | Unit 4 | Non Parametric Tests | |
| | A | Chi Square Test- Goodness of fit, Run Test –Theoretically | CO2 |

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| | | and by using SPSS, | |
| | B | Mann-Witney U test, Kruskal-Wallis test, Kolmogrov – Smirnov Test | CO2,CO4 |
| | C | Applying Excel/SPSS for non-parametric test | CO4 |
| | Unit 5 | Correlation: Introduction, Quantitative estimate of a Linear Correlation, Multiple Scatter Plot, Bivariate Correlation, Partial Correlation | |
| | A | Correlation Analysis using Excel/SPSS | CO1, CO3,CO6 |
| | B | CASE STUDY | CO1, CO3 |
| | C | Regression: Introduction, Standard Multiple Regression Assumption, Multiple regression model ,Test of significance of Regression Parameters ,Goodness of fit of regression equation, Coefficient of Determination, Uses of regression analysis in prediction | CO1, CO3,CO5,C O6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal | |
| | | 25% | |
| | Weightage Distribution | External | |
| | | 75% | |
| | Text book/s* | Business Analytics by James R Evans, Pearson Education “R In Action” by Robert I. Kabacoff , Dreamtech Press; Second edition | |
| | Other References | <ul style="list-style-type: none"> • “Integrated Business Analytics Principles, Concepts and Applications:What, Why and How with SAS” By Marc J. Schniederjans, Dara G. Schniederjans abd Christopher M. Starkey, Pearson Education • “Handbook of statistical analysis and data mining applications” By Gary Miner, Robert Nisbet, John Elder, Academic Press • Business Analytics : An Application Focus” by Purba Halady Rao | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|------|------|-----|------|------|------|------|------|------|
| CO1 | 2 | 1 | 1 | - | 1 | - | 2 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 1 | - | 2 | - | 1 | 2 | 2 | 1 |
| CO3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO4 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 2 | 2 | 1 | - | 2 | - | 1 | 2 | 2 | 1 |
| Average | 2 | 2.16 | 1.16 | 1 | 1.83 | 0.83 | 1.66 | 2 | 2 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-27 | |
| Branch: Healthcare Management | | Semester: VII | |
| 1 | Course Code | DSE407 | |
| 2 | Course Title | Quality Management in Hospitals | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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. 3. To identify the various tools of quality. 4. To assess the various quality tools and safety measures. | |
| 6 | Course Outcomes | After completing the course, the students will be able: CO1: To identify the need for quality in healthcare management 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 CO6: To design a basic standard operating procedure for Outpatient Department of a hospital. | |
| 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 |

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| | B | Strategic Planning and Implementation, McKinsey 7s Model, Competitive Analysis, Management Commitment to Quality | | CO1, CO2 ,CO3 |
| | 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 , CO6 |
| | 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 ,CO3 |
| | B | Quality Policy ,staffing in quality department | | CO2 ,CO3 |
| | C | Quality management related to various departments in hospitals | | CO2 ,CO3 , CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Text book/s* | Quality management in Hospitals by SK Joshi | | |
| | Other References | NA | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 3 |
| Avg. | 2.66 | 2 | 1.66 | 1.5 | 2 | 1 | 2.33 | 2.16 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|--------------------|--|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year: 2026-2027 |
| Branch: | | Semester: VII |
| 1 | Course number | DSE408 |
| 2 | Course Title | Compensation Management |
| 3 | Credits | 4 |
| 4 | (L-T-P) | 4-0-0 |
| 5 | Course Type | DSE |
| 6 | Course Objective | <ol style="list-style-type: none"> 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 | <p>On completion of this course, students will be able to :</p> <p>CO1: Learn basic compensation concepts and the context of compensation practice.</p> <p>CO2: Recognize how pay decisions help the organization achieve a competitive advantage.</p> <p>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.</p> <p>CO4: Learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.</p> <p>CO5: Demonstrate the use of individual and group-based incentives and in plans in shaping an effective compensation system.</p> <p>CO6: Design rational and contemporary compensation systems in modern organizations</p> |
| 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. |

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| 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. | | CO1 |
| | Unit B | Management of Compensation & compensation theories | | |
| | Topic B1 | Compensation Planning, compensation for Workers and Managers | | CO2 |
| | Topic B2 | Two Factor theory of compensation | | CO2 |
| | Topic B3 | ERG Theory of compensation | | CO2 |
| | 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 | | CO3 |
| | Topic C3 | Employee's Provident Fund & Misc. Provisions Act, 1952(Definitions, Administration of Act, Employees' pension Scheme, Employees Deposit – Linked Insurance Scheme) | | CO3 |
| | Unit D | Pay Systems | | |
| | Topic D1 | Various type of pay systems- Performance based pay system | | CO4 |
| | Topic D2 | Knowledge / skill-based pay | | CO4 |
| | Topic D3 | Wage Policy at Organizational Level | | CO4 |
| | Unit E | Incentive Plans | | |
| | Topic E1 | Concept, objective and limitations | | CO5, CO6 |
| | Topic E2 | Types of Incentives –Individual and Group based incentives | | CO5, CO6 |
| | 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 | | CO5, CO6 |
| | Weightage Distribution | INTERNAL | EXTERNAL | |
| | | 25% | 75% | |
| | 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 | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|--------------------|------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | 2 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 2 |
| CO2 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 1 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 1 |
| CO5 | 2 | 2 | 1 | 3 | 3 | 1 | 2 | 2 | 1 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 3 | 1 | 3 | 2 |
| Avg. | 2 | 2.33 | 2.5 | 1.83 | 1.66 | 2.16 | 2.33 | 2.5 | 1.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|---------------------------|-----------------------|--|
| School: SSBS | | Batch 2023-27 |
| Programme: BBA | | Current Academic Year 2026-27 |
| Branch: MANAGEMENT | | Semester VII |
| 1 | Course Code | DSE409 |
| 2 | Course Title | International Finance and Foreign Exchange Management |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Type | DSE |
| 5 | Course Objective | <p>This course aims the students to:</p> <ul style="list-style-type: none"> • Provide the students with an in-depth knowledge of international finance fundamentals and an overview about the types of financial management problems confronted by the modern day Multinational and Transnational Corporations. • Introduce to the International finance theory International financing/investing activities/ Working and International financial markets. • Describe the international monetary system and the foreign exchange markets .Examine the Balance of Payments (BOP) data and determine its implications for international competition. • Develop knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm in a global environment. |
| 6 | Course Outcomes | <p>The student will be able to</p> <p>CO1: Define International Financial & Monetary Environment and recognize the nature & scope of International Financial functions in the operation of a MNC.</p> <p>CO2: Identify risk relating to exchange rate fluctuations and develop strategies to deal with them.</p> <p>CO3: Discover & appraise investment & financing opportunities in the international environment.</p> <p>CO4: Explain & analyze various aspects of international financial management including the operations of currency markets, capital structure, capital budgeting and short term working capital needs in international business environment.</p> <p>CO5: Evaluate foreign direct investment and international acquisition opportunities.</p> <p>CO6: Develop strategies to deal with other types of country risks associated with foreign operations.</p> |
| 7 | Course Description | <p>This course is concerned with the financial management of the firms that operate in the increasingly globalized business environment. Emphasizing broad concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. The approach of the course is to treat international financial management as a natural and logical extension of the principles learned in the introductory financial management course.</p> |
| 8 | Outline syllabus | CO Mapping |
| | Unit 1 | International Financial and Monetary Environment |
| | A | International Business and its modes. MNC: the Key participants in International |

| | | | |
|------------------------|--|---|----------|
| | | Financial functions, Nature of International Financial Functions and the Scope of IFM. Issues in Financial decisions of a Multinational firm. | CO2 |
| B | | IFM v/s Domestic Financial Management, Understanding of International Flow of Funds : | CO1, CO2 |
| C | | Balance of Payments, Capital Account Convertibility. International Liquidity & Bretton Woods System of Exchange rates. | CO1, CO2 |
| Unit 2 | | Foreign Exchange Market | |
| A | | Understanding of the Foreign Exchange Market, Participants in the FE Market | CO2 |
| B | | Quoting in the FE Market, Settlements | CO2 |
| C | | Adjustment of Demand and Supply on the Spot Market, Process of Arbitrage, Forward Rate, Speculation in the Forward Market. | CO2 |
| Unit 3 | | International Investment Decisions | |
| A | | Foreign Direct Investment- Theories of FDI and Costs and benefits of FDI. | CO3, CO4 |
| B | | International Capital Budgeting- Evaluation criteria, Computation of Cash flows, Cost of Capital and Adjusted present value approach, Sensitivity analysis | CO3 |
| C | | Non Financial Factors in Capital Budgeting/ Evaluation and Management of Political Risks./International Investment. | CO4 |
| Unit 4 | | International Financial Decisions | |
| A | | Overview of the International Financial Market- Channels for International Flow of Funds, Selection of Sources and forms of Funds. | CO3, CO5 |
| B | | The World Bank and International Finance Corporation Asian Development Bank, The Process of Internationalisation and International Banking, Direction and purposes of lending and Lending risk. | CO3, CO5 |
| C | | Global Cash Management and Control of International Banks. International Financial Market instruments and Financial Swaps. | CO3, CO5 |
| Unit 5 | | International Working Capital and Miscellaneous Issues | |
| A | | International Working Capital policy, Basics of managing cash and Near Cash assets, Management of Receivables and Inventory, Financing of current assets. | CO5, CO6 |
| B | | Financing of Foreign trade and modes of payment in International trade. | CO5, CO6 |
| C | | International Accounting, Indebtedness and International Taxation | CO5, CO6 |
| Mode of examination | | Theory | |
| Weightage Distribution | | Internal | External |
| | | 25% | 75% |
| Text book/s* | | Vyuptakesh Sharan, International Financial Management, Prentice Hall of India. | |
| Other References | | P.G.Apte, International Financial Management, Tata McGraw-Hill, New Delhi, 2004. Alan C.Shapiro, Multinational Financial Management, 4/e, Prentice Hall India Private Ltd, 2004 Jeff Madura, International Financial Management, 6th edition, Thomson Publications. | |

COURSE ARTICULATION MATRIX

| POs COs | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PSO 1 | PSO 2 | PSO 3 |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| CO1 | 1 | 2 | 1 | - | 2 | 2 | 2 | 2 | - | 2 | 2 |
| CO2 | 2 | - | 1 | - | 2 | - | 2 | 1 | 1 | 2 | - |
| CO3 | 2 | 1 | - | - | 3 | - | 2 | 1 | 2 | - | - |
| CO4 | 1 | - | - | 1 | - | 2 | 1 | 1 | - | - | 2 |
| CO5 | 1 | 2 | - | 1 | - | 2 | 1 | 3 | - | - | 1 |
| CO6 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| Average | 1.33 | 1.16 | 0.66 | 0.5 | 1.33 | 1.16 | 1.5 | 1.66 | 0.83 | 1 | 1.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Strategic Brand Management

| | | |
|-------------------------------|------------------------------|--|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA (Mktg.) | | Current Academic Year: 2026-2027 |
| Branch: Marketing | | Semester: VIII |
| 1 | Course Code | DSE410 |
| 2 | Course Title | Strategic Brand Management |
| 3 | Credits | 04 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | DSE |
| 5 | Course Description | This course provides an in-depth understanding of strategic brand management principles and practices. It equips students with the knowledge and skills necessary to develop, manage, and enhance brand equity. The course covers various topics including brand positioning, brand identity, brand communication, brand extensions, and brand measurement. Through case studies, discussions, and projects, students will gain practical insights into building successful brands in today's competitive marketplace. |
| 6 | Course Objectives | To make the students familiar with the process and significance of branding and brand management To make the students understand branding principles and marketing communication mix to improve brand performance. |
| 7 | Course Outcomes | The students will be able to: CO1: Identify and recognize key branding concepts CO2: Describe various theories and models to build strong brands, familiarize with brand equity concepts. CO3: Assess and understand brand elements for Strategic brand management CO4: Understand and describe IMC CO5: Apply hands-on experience in developing brand extensions and managing brand portfolios. CO6: Developing a world view of contemporary brands and global impact |
| 8 | Outline syllabus | CO Mapping |
| | Unit A | |
| | A 1 | Introduction to Strategic Brand Management |
| | A 2 | What is a Brand? — Brand vs. Product—Functions of Brand |
| | A 3 | Branding Challenges and Opportunities, types of brands |
| | Unit B | |
| | B 1 | Brand Equity Concept — Customer based Brand Equity — Sources of Brand Equity - |
| | B 2 | Strategic Brand Management Process. |
| | B 3 | Building a strong brand: the four steps of brand-building |
| | Unit C | |
| | C 1 | Identifying and Establishing Brand Positioning |
| | C 2 | Brand Elements |
| | C 3 | Brand personality and brand knowledge |
| | Unit D | |
| | D 1 | Integrated Marketing Communications, Advertising and Promotions, Online Marketing |
| | D 2 | Events and Experiences, Mobile Marketing, Public Relations and |

| | | | |
|--|----------------------------|--|----------|
| | | Publicity | |
| | D 3 | Co-Branding | CO4 |
| | Unit E | | |
| | E 1 | Brand architecture and brand hierarchy | CO5, CO6 |
| | E 2 | Brand extension and its types | CO5, CO6 |
| | E 3 | Building Global Brands | CO5, CO6 |
| | Mode of examination | Theory | |
| | ASSESSMENT CRITERIA | INTERNAL | EXTERNAL |
| | | 25% | 75% |
| | Textbook/s | <ul style="list-style-type: none"> Kevin L. Keller, Ambi Parameswaran and Isaac Jacob, Strategic Brand Management: Building, Measuring and Managing, 4th Edition, Pearson. 2015. Alice M. Tybout and Tim Calkins, Kellogg on Branding in a Hyper-Connected World, Wiley, 2019. | |
| | Other References | <ul style="list-style-type: none"> David Aaker, Building Strong Brands, Simon & Schuster, 2010. | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| Average | 1.5 | 1.5 | 1 | 1 | 1.33 | 1 | 1.83 | 1.5 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: - | | Semester: VII | |
| 1 | Course Code | DSE411 | |
| 2 | Course Title | Globalizing Indian Business | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 5 | 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 | |
| 6 | Course Outcomes | The student will be able to 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 CO5: Assess the entire policy environment in India facilitating and/or inhibiting international business CO6: Appraise the future of Indian globalization and India's position in the global trade order | |
| 7 | 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. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Characteristics of India's Foreign trade | |
| | A | Globalization | CO1 |
| | B | Trends in composition of India's foreign trade | CO1 |
| | C | Factors contributing to recent changes | CO1, CO6 |
| | Unit 2 | Domestic policy response to globalization | |
| | A | Manufacturing Sector: Concepts of Non-Agricultural Market Access | CO2 |
| | B | Most Favored Nation | CO2 |
| | C | National Treatment, Anti-dumping duties | CO2 |
| | Unit 3 | Domestic policy response to globalization | |
| | A | Service Sector: Implications of GATS | CO3 |

| | | | |
|--|------------------------|--|----------|
| | B | Agriculture, forestry and fisheries Sector: Implications of subsidies, tariff and non-tariff barriers in international agri-business | CO3 |
| | C | Media industry: Implications of Globalizations for Entertainment, Advertising, Print and News Industries | CO3 |
| | Unit 4 | Sunrise sectors in international business | |
| | A | Energy, entertainment, retail trade and India's position thereof | CO4 |
| | B | Education, health services, ITES and India's position thereof | CO4 |
| | C | Agro-processing, tourism and hospitality and India's position thereof | CO4 |
| | Unit 5 | India's policy environment for international business | |
| | A | Industrial policy | CO5 |
| | B | Agricultural policy, Forest & Environment policy | CO5 |
| | C | Land Acquisition policy and Labor policy. | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | INTERNAL | ECTERNAL |
| | | 25 % | 75% |
| | Textbook/s* | <ul style="list-style-type: none"> Datta, Samar K. & Deodar Satish (Eds) (2001): 'Implications of WTO Agreements for Indian Agriculture', Oxford & IBH Company, Delhi, 2001, CMA Monograph no.191. Datta, Samar K. & Chakrabarti, Melinda (2001): A Note on the Definition of a 'Resource Poor-Farmer': Chapter 18 in 'Implications of WTO Agreements for Indian Agriculture', Oxford & IBH Company, 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 | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|-----|------|------|------|
| CO1 | 2 | - | 3 | - | - | - | 3 | 1 | 3 |
| CO2 | 2 | - | 3 | - | - | - | 3 | 1 | 2 |
| CO3 | 2 | - | 3 | - | - | - | 3 | 1 | 1 |
| CO4 | - | - | 3 | - | - | - | 2 | 3 | 3 |
| CO5 | 3 | - | 2 | - | - | - | 2 | 2 | 2 |
| CO6 | 2 | 2 | 2 | - | - | - | 1 | 1 | 3 |
| | 1.83 | 0.33 | 2.66 | - | - | - | 2.33 | 1.5 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: Entp. | | Semester: VII | |
| 1 | Course Code | DSE412 | |
| 2 | Course Title | Marketing for New Ventures | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 | Upon completion of the course, the students should be able to: CO1: Explain marketing and entrepreneurship interface. CO2: Compose a preliminary market research plan. CO3: Compare and contrast traditional and entrepreneurial marketing concepts to early-stage ventures CO4: Apply the marketing mix concepts to entrepreneurial marketing plan. CO 5: Create basic marketing plan for a proposed entrepreneurial firm. CO6: Create and develop a marketing plan for a new venture | |
| 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 | | | CO5, CO6 |
| | B | Distribution Strategy for New Ventures | | | CO5, CO6 |
| | C | An overview of Marketing Plan | | | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | 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 | | | |

Course Articulation Matrix

| 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 | - | 3 | 2 | - |
| CO3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO4 | 3 | - | 3 | 1 | 1 | - | 3 | 2 | 3 |
| CO 5 | 2 | 1 | 1 | - | 2 | 3 | - | 2 | 3 |
| CO6 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 3 |
| Average | 2.16 | 1.33 | 2.33 | 0.83 | 1.5 | 1.83 | 2.5 | 2 | 2.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|---------------|
| School : SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: SCM | | Semester VIII | |
| 1 | Course Code | DSE413 | |
| 2 | Course Title | Total Quality Management | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 5 | Course Objective | This module aims 1. To help students learn how to use quality to improve business performance and stay ahead of competitors. 2. To educate students to understand and apply different aspects of quality control and management. 3. To develop skills in using various tools for quality control. | |
| 6 | Course Outcomes | At the end of this course, Students will be able to: CO1: Understanding the basic principles of Quality in organizations. CO2: Learning how Total Quality Management (TQM) is put into practice. CO3: Getting familiar with measures to assess Supplier Performance. CO4: Gaining knowledge about Lean production and using Quality tools. CO5: Exploring various quality control standards. CO6: Creating and applying effective quality control measures within Quality Circles for TQM. | |
| 7 | Course Description | This course emphasizes the understanding and application of quality control and quality management concepts, tools, and techniques to address both theoretical and practical issues related to quality in real-life situations. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | QUALITY | |
| | A | Introduction, Dimensions, Quality Planning, Quality costs | CO1 |
| | B | Total Quality Management, Principles of TQM, Leadership – Concepts, Customer satisfaction, Customer Complaints | CO1, CO2 |
| | C | Continuous Process Improvement – Juran Trilogy, PDSA Cycle | CO1, CO2 |
| | Unit 2 | TQM PHILOSOPHY | |
| | A | Role of Senior Management, Quality Council | CO1, CO2, CO3 |
| | B | Quality Statements, Strategic Planning | CO1, CO2, CO3 |
| | C | Deming Philosophy, Barriers to TQM Implementation | CO1, CO2, CO3 |
| | Unit 3 | TOOLS OF QUALITY | |
| | A | The seven tools of quality | CO1, CO2, CO4 |
| | B | Green transportation and Production | CO1, CO2, CO4 |
| | C | Benchmarking, Total Productive Maintenance (TPM) | CO1, CO2, CO4 |
| | Unit 4 | ISO AND QUALITY | |
| | A | Introduction and concept of quality system, Benefits of ISO registration | CO2, CO4, CO6 |
| | B | ISO 9000 series of standards, Need for ISO 9000, ISO 9001 requirements | CO2, CO4, CO6 |
| | C | Quality System elements, Implementation of Quality System, Documentation | CO2, CO4, CO6 |
| | Unit 5 | STATISTICAL PROCESS CONTROL (SPC) | |

| | | | | | |
|--|------------------------|---|----------|--|-------------|
| | A | Statistical fundamentals, measures of central tendency and dispersion | | | CO1,CO2,CO6 |
| | B | Population and sample, normal curve, process capability | | | CO1,CO2,CO6 |
| | C | Concept of six sigma, new seven management tools | | | CO2,CO4,CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25 % | 75% | | |
| | Text book/s* | Dale H.Besterfield, et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-026 | | | |
| | Other References | 1. Quality Management for Organizational Excellence Introduction to Total Quality by David L. Goetsch, Pearson; 8th edition 2. Teacher's notes | | | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | <i>PSO1</i> | <i>PSO2</i> | <i>PSO3</i> | <i>PSO4</i> |
|------------|-----|------|-----|------|-----|-----|-------------|-------------|-------------|-------------|
| CO1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| CO6 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 |
| Average | 2 | 2.33 | 2 | 1.16 | 1.5 | 2 | 2.16 | 2.16 | 2.33 | 1.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|--------------------------------------|-----------------------|---|-----------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-27 | |
| Branch: Healthcare Management | | Semester: VII | |
| 1 | Course Code | DSE414 | |
| 2 | Course Title | INTRODUCTION TO INFORMATION TECHNOLOGY IN HEALTHCARE | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 5 | Course Objective | <p>This course will relate how information technologies (IT) shape and redefine the health care marketplace. Students will learn how IT enhances medical care through:</p> <ol style="list-style-type: none"> 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 | <p>After completing the course, the students will be able:</p> <p>CO1: To define and describe the basics of information systems.</p> <p>CO2: To identify the components of information systems used in healthcare</p> <p>CO3: To apply the knowledge of IT Planning in healthcare and assess its impact.</p> <p>CO4: To analyze electronic health records and its implementation.</p> <p>CO5: To evaluate the effect of computerization in hospitals</p> <p>CO6: To design a basic medical record of a patient .</p> | |
| 7 | Course Description | <p>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.</p> | |
| 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 Healthcare Delivery Organizations | | CO2, CO1 |
| | 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, CO6 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Textbook/s | Introduction to Healthcare Information Technology, Book by Mark Ciampa and Mark Revels | | |
| | Other | NA | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 3 |
| Average | 2.66 | 2 | 1.66 | 1.5 | 2 | 1 | 2.33 | 2.16 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_VII- MINOR

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VII | |
| 1 | Course Code | OEC401 | |
| 2 | Course Title | Global Cultural Integration | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | <ol style="list-style-type: none"> 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 | <p>On completion of the course, the students will be able to:</p> <p>CO1: Illustrate different facets of culture like value beliefs, ethos, and behaviors.</p> <p>CO2: Apply the various models related to culture on business understanding.</p> <p>CO3: Examine components and characteristics of cultural codes underlining the various issues and challenges impacted by culture in the global business environment.</p> <p>CO4: Analyze the link between different cultural spheres and their impact on global businesses.</p> <p>CO5: Illustrate the role of culture, religion and intercultural communication on business.</p> <p>CO6: Compare various cultures in terms of the negotiation skills required by business professionals to be successful.</p> | |
| 7 | Course Description | <p>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.</p> <p>This course also explains the various cultural models and concept of Industry/corporate and Professional culture.</p> | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Understanding of Culture | |
| | A | Culture and Importance- concept of culture and cross-cultural management | CO1 |
| | B | Facets of culture: Ethos, values, beliefs, unique history, attitudes | CO1 |
| | C | Impact of culture on International Business. | CO1, CO3 |
| | Unit 2 | Cultural Models | |

| | | | |
|--|---------------|--|----------|
| | A | Hofstede cultural dimensions, cross-cultural dimensions | CO2, CO3 |
| | B | Hampden & Trompenaars's Model | CO2, CO3 |
| | C | Kluckhohn -Strodtbeck Model | CO2, CO3 |
| | Unit 3 | Global Business Environment and Cross-Cultural Management | |
| | A | Major characteristics and challenges of Multinational Corporations. | CO3, CO1 |
| | B | Culture and workforce diversity | CO3 |
| | C | Impact on Expatriates-Repatriation and cross-cultural training | CO3, CO5 |
| | Unit 4 | Role of regional, industry/corporate culture & professional culture and link between different cultural spheres | |
| | A | Regional culture and its role | CO2, CO4 |
| | B | Industry/corporate and Professional culture | CO4, CO6 |
| | C | Link between different cultural spheres | CO5, CO4 |
| | Unit 5 | Cross Culture communication and Negotiation | |
| | A | Barriers to intercultural communication | CO5 |
| | B | Non - verbal communication, Negotiation in cross cultural environment, | CO5, CO6 |
| | C | Negotiation in cross cultural environment, | CO6 |

| | | | | | |
|--|------------------------|---|----------|--|--|
| | Mode of examination | Theory | | | |
| | Weightage Distribution | INTERNAL | EXTERNAL | | |
| | | 25 % | 75% | | |
| | 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 | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|------|-----|------|------|------|------|------|------|
| CO1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 2 |
| CO3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 2 |
| CO4 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| CO6 | 3 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 3 |
| Average | 2.5 | 1.33 | 2 | 2.16 | 2.16 | 2.16 | 2.33 | 2.16 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|------------------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: Management | | Semester: VII | |
| 1 | Course Code | OEC402 | |
| 2 | Course Title | Investment Management | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | <ul style="list-style-type: none"> ● 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. CO6. To enable the students to assess and understand the risk associated with investments, valuation of different securities, security analysis process, derivatives markets and portfolio management process | |
| 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, CO6 |
| | B | Introduction to Mutual Funds: Meaning, Structure, Advantages and Types. | CO1,CO4 |
| | C | Introduction to Financial Derivatives: Meaning, Characteristics and types: Forward contracts, Future | CO1,CO4, CO5, CO6 |

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|--|------------------------|--|----------|--|--|
| | | Contracts, Option Contracts. | | | |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Text book/s* | 1. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.) 2. 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.in www.amfiindia.com www.capitalmarket.co www.nsdl.co.in www.bseindia.com www.bondmarkets.co www.nse-india.com etc | | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| AVERAGE | 2 | 1.83 | 1.33 | 0.83 | 0.83 | 1.66 | 1 | 1 | 1 |

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

| | | | |
|----------------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA ACCA | | Current Academic Year: 2026-2027 | |
| Branch: | | SEMESTER -VII | |
| 1 | Course Code | OEC403 | |
| 2 | Course Title | Responsible and Sustainable Marketing | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Minor Elective | |
| 5 | Course Objective | This course is designed to help the students to: <ul style="list-style-type: none"> • Understand the fundamentals of relationship and sustainable marketing. • Analyse the role of IT success factors for relationship and sustainable marketing | |
| 6 | Course Outcomes | Upon completion of the course, the students will be able to: CO1: Understand basic concepts of relationship and sustainable marketing CO2. Assess the role of information technology in understanding relationship marketing and sustainable marketing. CO3: Explore the influence of sustainable marketing on customer relationship. CO4: Analyse the marketing mix in sustainable marketing. CO5: Develop sustainable framework CO6: Discuss the contemporary issues and future trends in sustainable marketing | |
| 7 | Course Description | The course focuses on detailed understanding of relationship and sustainable marketing | |
| 8 | | | CO Mapping |
| | Unit 1 | Concept of Relationship Marketing | |
| | A | Conceptual foundation of Relationship Marketing, evolution of relationship marketing | CO1, CO2 |
| | B | Relationship marketing of Services Vs. Relationship marketing in Consumer markets. Buyer seller relationships | CO1, CO2 |
| | C | Relationship marketing in Mass markets, relationship marketing and marketing strategy | CO1, CO2 |
| | Unit 2 | Customer relationship and technology | |
| | A | Relationship marketing and distribution channels. | CO1, CO2 |
| | B | Role of Information Technology in building, maintaining and enhancing Relationships | CO2, CO4 |
| | C | Customer profitability design and analysis | CO2, CO4 |
| | Unit 3 | Introduction to Sustainable Marketing | |
| | A | Introduction to Sustainability & Rewiring the Economy Sustainable Consumption and Production | CO1, CO3 |

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|--|------------------------|---|-----------------|
| | B | Sustainable Consumer Behavior | CO3, CO4 |
| | C | Customer Experience Management | CO3, CO6 |
| | Unit 4 | Sustainable marketing and marketing mix | |
| | A | Sustainable marketing opportunities through the marketing research process. demographic and behavioral dimensions of consumer and industrial markets as they relate to sustainable marketing | CO1, CO3, CO4 |
| | B | Four basic elements of the "Marketing Mix", Product, Price, Place, and Promotion as they relate to sustainable marketing | CO1, CO3, CO4 |
| | C | Sustainable channel development strategies within an organization sustainable marketing communications strategies within an organization | CO4, CO6 |
| | Unit 5 | Sustainability and value | |
| | A | Sustainability Frameworks (circular economy, cradle-to-cradle design, triple bottom line) | CO5, CO6 |
| | B | Stakeholder Engagement • Value through Sustainability | CO5, CO6 |
| | C | Building a Sustainability Brand • Sustainability as a Competitive Differentiator | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | Handbook of Relationship Marketing - Jagdish Sheth, Atul Parvatiyar 2. Leading Through Relationship Marketing - Richard Batterley 3. Relationship Marketing - S. Shajahan 4. Customer relationship Management - Jagdish Seth, Atul Parvatiyar, G Shainesh | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| AVERAGE | 2 | 1.83 | 1.33 | 0.83 | 0.83 | 1.66 | 1 | 1 | 1 |

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

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: - | | Semester: VII | |
| 1 | Course Code | OEC404 | |
| 2 | Course Title | Foreign Trade Policies and Procedures | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Minor Elective | |
| 5 | Course Objective | <ul style="list-style-type: none"> To build upon concept of trade policy based upon basic understanding of international trade. To make students aware about trends in international trade and its linkages with foreign trade policy To provide a systematic understanding of policy through policy framework To impart knowledge about various documents and procedures along with two recent EXIM policies. | |
| 6 | Course Outcomes | <p>At the end of this course , Students will be able to :</p> <p>CO1: Relate international trade and its linkages with Foreign Trade Policy</p> <p>CO2: Explain the framework and the scope of Foreign Trade Policy</p> <p>CO3: Illustrate Export-Import Documents and the working of Electronic Data Interchange System</p> <p>CO4: Compare various EXIM policies and the contribution with focus on 2009 – 2014 policy</p> <p>CO5: Categorize various provisions of Foreign Trade Policy 2015 – 20</p> <p>CO6: To evaluate various Export promotion schemes and its role in Export earnings to the Exchequer</p> | |
| 7 | 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. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to EXIM Policy and Trends in Global Trade | |
| | A | What is EXIM Policy? A Brief History and main objectives of EXIM Policy. | CO1 |
| | B | Trends in Import and Export of Goods Since 1985 EXIM Policy of India. | CO1 |
| | C | Exim Policy and Its influence upon Trends of Country's Share in Global Trade | CO1 |
| | Unit 2 | Framework for EXIM Policy | |
| | A | 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 | 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 regarding Export and Import. International Regulatory and Legal Frameworks; TRIPS and GATT | CO2 |
| | C | 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 3 | Export-Import Documents and Electronic Data Interchange EDI System | |
| | A | 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 |
| | B | Commercial Invoices, Bill of lading, Airway Bill, Post Parcel Receipt, Insurance Policy Certificate, Bill of Exchange, Shipping Bills | CO3 |
| | C | 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 4 | EXIM POLICY 2009-2014 | |
| | A | EXIM POLICY 2009-2014; Aims and Target, Legal Framework, | CO4 |
| | B | General Provisions, Special Focus Initiatives, Promotion Measures, Duty Exemption/Remission Schemes, | CO4 |
| | C | Export Promotion Capital Goods Scheme, Special Economic Zones and Deemed Export | CO4 |
| | Unit 5 | EXIM POLICY 2015-2020 | |
| | A | EXIM POLICY 2015-2020; Vision, Mission, Objectives, and Planned Targets. | CO5,CO6 |
| | B | Trans- Atlantic Trade and Investment Partnership and Regional Comprehensive Economic Partnership (RECP) | CO5, CO6 |
| | C | MAI- Market Access Initiatives, Market Strategy for CLMV (Cambodia, Lao, PDR, Myanmar, Vietnam) 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, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | 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 | |

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|--|--|---|--|
| | | 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 | |
|--|--|---|--|

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|------|------|------|------|------|------|
| CO1 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO6 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 3 |
| Average | 2.83 | 2.83 | 2.16 | 2.33 | 2.33 | 2.16 | 2.5 | 2.16 | 2.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------------------|-----------------------|---|
| School: SSBS | | Batch: 2023-27 |
| Programme: BBA (Ent.) | | Academic Year: 2026-2027 |
| Branch: - Entrepreneurship | | Semester: VII |
| 1 | Course Code | OEC405 |
| 2 | Course Title | Small Enterprises and Family Business Management |
| 3 | Credits | 04 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | Minor 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 | <ol style="list-style-type: none"> 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 Outcomes | <p>The student will be able to:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>CO4: Understand and Analyze the various factors relating to family business conflicts, succession of family enterprises, and MSMEs growth.</p> <p>CO5: Evaluate and Point out the various issues relating to MSMEs and Family Business Management.</p> <p>CO6: Create and develop the DPR / Business plan / strategies for managing small enterprises and family business firms.</p> |
| 8 | Outline syllabus | CO Mapping |
| | Unit A | An Overview of MSMEs sector in India |

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|--|--------|---|--------------------|
| | A 1 | <ul style="list-style-type: none"> • Concept- Meaning & Definitions of Micro, Small & Medium Enterprises • Understanding the Micro, Small & Medium Enterprises (MSME) Act, 2006 | CO1, CO2 |
| | A 2 | <ul style="list-style-type: none"> • Role of MSMEs in Economic Development • Growth & Development of MSMEs in India | CO1 |
| | A 3 | <ul style="list-style-type: none"> • Challenges and Opportunities for MSMEs' Sector in India | CO1 |
| | Unit B | Institutional Framework & Support System Available for MSMEs Sector Development in India | |
| | B 1 | <ul style="list-style-type: none"> • Various Institutions (National/State/District Level) Helping/ Supporting Development of MSMEs sector in India | CO2 |
| | B 2 | <ul style="list-style-type: none"> • Policies, Schemes & Incentives available to MSME entrepreneurs in India | CO2 |
| | B 3 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • Understanding Detailed Project Report/ Business Plan for a given opportunity • Various Sources of Finance including angel investors and venture capitalist | CO2, CO3, CO6 |
| | C 2 | <ul style="list-style-type: none"> • Dealing with the Legal issues and IPR related Issues • Group Presentation / DPR/ Business Plan Presentation | CO3, CO4, CO5, CO6 |
| | C 3 | <ul style="list-style-type: none"> • Marketing, HR and Operations Issues faced by MSMEs sector in India • Group Presentation / DPR/ Business Plan Presentation | CO3, CO4, CO5, CO6 |
| | Unit D | Understanding Family Business and Family Business Dynamics | |
| | D 1 | <ul style="list-style-type: none"> • Understanding Family Businesses • What constitutes a family business? • The Unique Nature of Family Business and its Characteristics | CO1, CO2, CO3 |
| | D 2 | <ul style="list-style-type: none"> • Understanding the Family Business Dynamics • Case Study | CO2, CO4 |
| | D 3 | <ul style="list-style-type: none"> • Handling Family Business Conflicts • Issues relating to the compensation • Case Study | CO3, CO4, CO5 |
| | Unit E | Management and Governance of Family Businesses | |
| | E 1 | <ul style="list-style-type: none"> • The Three Circle Model of Family business • Succession Issues in Family Business | CO3, CO4, CO5, CO6 |

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|--|------------------------|---|----------|--|---------------|
| | | • Understanding the Profile of a Successful Successors | | | |
| | 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, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | INTERNAL | EXTERNAL | | |
| | | 25 % | 75% | | |
| | 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 | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 |
| Average | 1.5 | 1.33 | 1.33 | 2 | 1.16 | 2 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: Business Analytics | | Semester: VII | |
| 1 | Course Code | OEC406 | |
| 2 | Course Title | Fundamentals of SQL | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | MINOR ELECTIVE | |
| 5 | Course Objective | <ul style="list-style-type: none"> To provide prospective management studies students with the skills necessary to organize, store and retrieve data needed for managerial decisions. To provides the set of skills that are most frequently used in the work place to design and maintain database for managerial reports. | |
| 6 | Course Outcomes | <p>After successful completion of the course:</p> <p>CO1: The students will be able to describe basic DBMS with reference to business and management problems / issues</p> <p>CO2: The students will be able to express DBMS in appropriate manner for managerial decision making</p> <p>CO3: The students will be able to apply basic knowledge and understanding of SQL in relation to the organizing, storing and retrieving required data for an organization</p> <p>CO4: The students will be able to select an appropriate technique for optimizing DBMS.</p> <p>CO5: The students will be able to support various industry related decision making with the use of SQL programmemeing</p> <p>CO6: Remembering to design and maintain database for managerial reports</p> | |
| 7 | Course Description | The course provides with the basic concepts and methods of SQL program skills so as to enhance business analytics program skills. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to SQL | |
| | A | Introduction to databases | CO1, CO2 |
| | B | Need of a database | CO1, CO2 |
| | C | Overview of MySQL or any other SQL? Hand on practice with real life problem on SQL. | CO2, CO3 |
| | Unit 2 | Working with SQL | |
| | A | Writing queries to get required data | CO2, CO3 |
| | B | Learning the basics of Query Processing | CO2, CO3 |
| | C | Overview of Query Optimization for efficient programmemeing, Hand on practice with real life problem on SQL. | CO2, CO3 |
| | Unit 3 | Designing Database | |

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|--|------------------------|---|-------------------|
| | A | Introducing High-Level Database Models | CO2, CO3, CO4 |
| | B | Learning to use Constraints and Triggers | CO2, CO3, CO4 |
| | C | The process of Creating tables, Hand on practice with real life problem on SQL. | CO2, CO3, CO4 |
| | Unit 4 | Database Keys and Index | |
| | A | The basics of Database views | CO2, CO3, CO4 |
| | B | Learning to use Database Keys | CO2, CO3, CO4 |
| | C | How to create Database index, Hand on practice with real life problem on SQL. | CO2, CO3, CO4 |
| | Unit 5 | SQL Project | |
| | A | Using SQL in an Industrial Application | CO3, CO4, CO5,CO6 |
| | B | Optimizing DBMS performance | CO3, CO4, CO5,CO6 |
| | C | Case from Industries (e.g. Education, Healthcare), Hand on practice with real life problem on SQL. | CO3, CO4, CO5,CO6 |
| | Mode of examination | Theory and Lab | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | 3. Database Systems: The Complete Book, 2/e by Garcia-Molina, Ullman and Widom, Pearson Publication | |
| | Other References | Concepts of Database Management System, 1/e by Naik, Pearson Publication | |

Course Articulation Matrix

| POS COS | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|------------|------|------|------|------|------|------|----------|----------|----------|----------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 |
| CO2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 2 |
| CO4 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO5 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO6 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| AVG | 1.16 | 2.00 | 1.00 | 1.00 | 1.16 | 1.00 | 1.33 | 1.50 | 1.83 | 2.00 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|--------------------------------------|-----------------------|---|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year: 2026-2027 |
| Branch: Healthcare Management | | Semester: VII |
| 1 | Course Code | OEC407 |
| 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 | <ul style="list-style-type: none"> • 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 | After the completion of this course the students will be able to: CO1: know about the basics of health insurance and managed care in hospitals CO2: understand about the skills in managing risks in healthcare CO3: compare the various health systems with respect to insurance sector and planning , operations in hospitals CO4: analyze payer provider payment mechanism and issues in hospitals . CO5: evaluate managed care in different health systems . CO6: design the job description of hospital manager at the lower level . |
| 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. |

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| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Effective Hospital Management | |
| | 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 |
| | C | Leadership , teamwork and coordination in health teams | CO1 ,CO2 |
| | Unit 2 | Planning in hospitals | |
| | A | Strategic and operational planning in hospitals | C03,CO2 |
| | B | Decision making and strategic approach | CO1,C02, |
| | C | Hospital expenditure planning and budget | CO1,C02,C03 |
| | Unit 3 | Organizing and controlling in hospitals | |
| | A | Organizing in hospitals | C03 |
| | B | Delegation in hospitals ,multiple pyramid of hospital organization ,committees | C03,CO5 |
| | C | Hospital organogram , audits ,hospital statistics | C02,C03 |
| | Unit 4 | Fundamentals of Insurance | |
| | A | Definitions in insurance , basics of health insurance Some common terms in insurance ,insurance sector in various countires | CO4 |
| | B | Insurance Types, origin, evolution and importance | CO4 |
| | C | Insurance sector in India ,Community based health insurance: a framework for analysis,pooling and purchasing | CO4 |
| | Unit 5 | Health Insurance | CO4,CO5 |
| | A | Health Insurance - Models and Operating Environment, Health Insurance Underwriting Principles and practices, | CO4,CO5 |

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|--|------------------------|--|----------|--|-----------------|
| | | health Insurance products | | | |
| | 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,C O6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | 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 | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 |
| Average | 1.16 | 1 | 2.16 | 1 | 1.66 | 1 | 2.33 | 2.33 | 2.16 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Course Modules

Term: VIII

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: HR | | Semester: VIII | |
| 1 | Course Code | BBN419 | |
| 2 | Course Title | Emotional Skills for Professional Success | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Compulsory | |
| 5 | Course Objective | 1. To identify and manage human emotions 2. To understand different aspects of Emotional Intelligence (EI) and its implications on Managerial Effectiveness 3. To understand and use different Emotional Intelligence models 4. To learn best practices in feeling, thinking, and behaving in an emotionally intelligent manner. | |
| 6 | Course Outcomes | The students will be able to - CO1: Identify and define key emotional intelligence components and managerial competencies CO2: Apply EI models and best practices for professional success. CO3: Analyze critically and manage human emotions CO4: Assess their own emotional intelligence CO5: Develop skills to be emotionally intelligent human being to meet specific workplace challenges CO6: Examine the role of Mindfulness on emotionally intelligent employees. | |
| 7 | Course Description | The course aims to develop an understanding of different human emotions and how to manage these for success in personal and professional life. The course, further aims to examine the impact of emotional intelligence on managerial effectiveness and human relations. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Emotional Intelligence: Introduction | |
| | A | Emotions: Concept & Physiology; implications on job satisfaction and Performance | CO1 |
| | B | Emotional intelligence: Evolution & concept | CO1 |

| | | | |
|--|------------------------|--|----------|
| | C | Role and benefits of emotional intelligence at the workplace | CO1/ CO3 |
| | Unit 2 | Emotional intelligence: Key Components | |
| | A | Understanding key elements of EI | CO1 |
| | B | Self -Awareness: Components | CO1/CO3 |
| | C | Self- Regulation: Strategies | CO1/CO3 |
| | Unit 3 | Emotional Intelligence: Models & Assessment | |
| | A | Models- Ability based ((Mayer & Salovey), Trait based (K.V. Petrides), | CO2 |
| | B | Mixed model(Daniel Goleman) | CO4 |
| | C | Understanding Self-DISC Test | CO4 |
| | Unit 4 | Emotional Intelligence Skills and Relationship Management | |
| | A | Empathy: Understanding, Importance and Strategies | CO1 |
| | B | Social Skills- Development & Importance | CO5 |
| | C | Motivation and EI | CO5 |
| | Unit 5 | Emotional Intelligence & Managerial Effectiveness | |
| | A | Effective Communication: JOHARI WINDOW | CO5 |
| | B | Role of EI on Leadership: Competencies, Situational Leadership | CO5 |
| | C | Mindfulness: Concept and strategies | CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Text book/s* | Working with Emotional Intelligence: Bloomsbury Publication-Daniel Goleman (1998) | |
| | Other References | The Language of Emotional Intelligence: The Five Essential Tools for Building Powerful and Effective Relationships: Jeanne Segal (2008) The Brain and Emotional Intelligence: New Insights: Daniel Goleman HBR's 10 Must Reads on Emotional Intelligence (2015) | |

Course Articulation Matrix

| PO COs | PO1 | PO 2 | PO3 | PO4 | PO5 | PO 6 | PSO 1 | PSO 2 | PSO 3 | PS O4 |
|-------------------|------------|-----------------|-------------|-------------|------------|-----------------|------------------|------------------|------------------|------------------|
| CO1 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 1 | ... | 1 | ... | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 |
| CO4 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| CO5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | ... | 2 |
| CO6 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | ... | 1 | 2 |
| Avg. | 2 | 1.83 | 1.66 | 1.66 | 1.5 | 1.66 | 2 | 1.66 | 1.16 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|-----|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | BBN420 | |
| 2 | Course Title | Artificial Intelligence in Business Environment | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Compulsory | |
| 5 | Course Objective | To introduce the basic concepts of AI for business applications. The course would expose the students to the managerial issues relating to AI implementation This course leads students to decide what algorithms actually should be used and what the desired and possible outcomes of the analysis should be. It will help them to have ability to hold progressively more responsible positions in the analytics field. | |
| 6 | Course Outcomes | After completion of the course: CO1: The student will be able to understand the basic concept of Artificial Intelligence CO2: The student will be able to work with intelligent AI based agents. CO3: The student will be able to prepare reports on usage of AI applications. CO4: The student will be able to analyze AI algorithms. CO5: The student will be able to evaluate usage of AI applications. CO6: Evaluate managerial issues relating to AI implementation | |
| 7 | Course Description | This course will focus on the design and management of Artificial Intelligence systems. AI is getting significant attention by managers to build smart machines to replace repetitive work. Machine learning and pattern recognition algorithms are becoming prominent in large as well as small startup companies, which has resulted into requirement of huge skilled talents. | |
| 8 | Outline syllabus | CO Mapping | |
| | Unit I | Introduction to AI | |
| | A | What is AI? | CO1 |
| | B | Foundations and History of Artificial Intelligence; Applications of Artificial Intelligence | CO1 |

| | | | | | |
|--|---------------------|---|----------|--|---------------|
| | C | Risks and Benefits of Artificial Intelligence | | | CO1, CO5, CO6 |
| | Unit 2 | Intelligent Agents | | | |
| | A | Agents and Environments; Concept of Rationality | | | CO1, CO2 |
| | B | Nature of Environment; Structure of Agents | | | CO1, CO2 |
| | C | Problem Solving Agents | | | CO1, CO2 |
| | Unit 3 | Search and Knowledge Representation | | | |
| | A | Solving Problems by searching | | | CO2, CO3, CO4 |
| | B | Uninformed Search Strategies: BFS, DFS, UFS, Depth Limited Search, Iterative Deepening, Uniform Cost Search | | | CO2, CO3, CO4 |
| | C | Informed Search Strategies: Greedy Best-first search, A* Search | | | CO2, CO3, CO4 |
| | Unit 4 | Knowledge, Reasoning and Planning | | | |
| | A | Logical Agents | | | CO3, CO4 |
| | B | Propositional Logic; First Order Logic: Syntax and Semantics | | | CO3, CO4 |
| | C | Inference in First order Logic, Forward Chaining and Backward Chaining | | | CO3, CO4 |
| | Unit 5 | Success Stories from Industries | | | |
| | A | AI systems in Health care | | | CO4, CO5, CO6 |
| | B | AI systems in E-commerce | | | CO4, CO5, CO6 |
| | C | AI systems in Transportation | | | CO4, CO5, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage | Internal | External | | |
| | Distribution | 25% | 75% | | |
| | Text book/s* | Artificial Intelligence – A Modern Approach by Stuart Russell, Peter Norvig, Pearson | | | |
| | Other References | Artificial Intelligence and Expert Systems by Dan W. Patterson Prentice Hall of India Artificial Intelligence: With an Introduction to Machine Learning by Neapolitan, R.E., & Jiang, X. (2018). Chapman and Hall/CRC | | | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|------|------|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| CO2 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 |
| CO6 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 |
| AV G | 1.50 | 1.67 | 1.16 | 1.50 | 1.00 | 1.00 | 1.67 | 1.50 | 1.50 | 1.50 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|---------------------------|-----------------------|---|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2026-2027 |
| Branch: Management | | Semester: VIII |
| 1 | Course Code | BBN421 |
| 2 | Course Title | Personal Financial & Wealth Management |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | Discipline Specific Course |
| 5 | Course Objective | 1. To acquaint the students with theoretical and practical background of financing personal assets and investments and consumer durables. 2. To highlight the importance of valuing financial securities 3. To comprehend the working knowledge of the methods of calculating risk and managing it. 4. To adept in developing portfolio of Financial securities and measuring its performance. |
| 6 | Course Outcomes | On completion of this module the student will be able to: CO1. Describe the basic concept of finance, investments, security market, risk and return. CO2. Analyse the various options of consumer finance, CO3: Analyse the various options of investments. CO4: Design strategies to manage risk. CO5: Differential between financial investments in financial assets and real investments in properties and commodities.. CO6: Evaluating performances of various assets. |
| 7 | Course Description | PFM concerns itself with investment in financial and real assets with specific attention to the returns and risk associated with investing in securities and consumer finance. The subject is aimed at providing insight to the various analytical techniques used in evaluation of the various financing and investing opportunities. The course also provides of extension of these concepts to the portfolio of securities and commodities and managing their risks. |
| 8 | Outline syllabus | |

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|--------|--|----------|
| Unit 1 | Introduction to PFM | |
| A | Basic concepts of finance | CO1, CO2 |
| B | Understanding financial statements | CO1, CO2 |
| C | Understanding connections among time, risk and value | CO1, CO2 |
| Unit 2 | Financial Planning | |
| A | Basics of Financial Management | CO1, CO2 |
| B | Financial and Wealth Management Plans and Budgets | CO1, CO2 |
| C | Taxes and tax planning | CO1, CO2 |
| Unit 3 | Consumer Finance | |

| | | | |
|------------------------|--|----------|--|
| | | | |
| A | Consumer strategies to manage expenses on purchases of durables and non-durables | CO3, CO4 | |
| B | Housing finance | CO3, CO4 | |
| C | Personal risk management and insurance | CO3, CO4 | |
| Unit 4 | Personal Financial Behaviour | | |
| A | Developing investment habits and stock of wealth | CO4, CO5 | |
| B | Career planning | CO4, CO5 | |
| C | Retirement planning | CO4, CO5 | |
| Unit 5 | Personal Financial Investments | | |
| A | Investing in stocks | CO5, CO6 | |
| B | Investing in debts | CO5, CO6 | |
| C | Investing in mutual funds | CO5, CO6 | |
| Mode of examination | Theory | | |
| Weightage Distribution | Internal | External | |
| | 25% | 75% | |
| Text book/s* | Personal Finance, R Siegel and C Yacht, Saviour Foundation | | |
| | | | |
| | Reference Books Investments, Z Bodie, A. Kane and J. Marcus. McGraw-Hill | | |

Course Articulation Matrix

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------|-----|------|------|------|-----|------|------|------|------|------|
| CO1 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 1 | ... | 1 | ... | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 |
| CO4 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| CO5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | ... | 2 |
| CO6 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | ... | 1 | 2 |
| Avg. | 2 | 1.83 | 1.33 | 1.66 | 1.5 | 1.66 | 2 | 1.66 | 1.16 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_VIII- MAJOR

| | | | |
|----------------------------|-----------------------|--|-----------------|
| School: SSBS | | Batch: 2023-2074 | |
| Programme: BBA (HR) | | Current Academic Year:2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | DSE415 | |
| 2 | Course Title | Negotiation skills | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Discipline Specific Elective | |
| 5 | Course Objective | 1. To understand the concept of collective bargaining & negotiation skills. 2. To understand the approaches to collective bargaining. 3. To learn how to negotiate and prepare contracts. 4. To Learn to counter manipulation in negotiations. | |
| 6 | Course Outcomes | The student will be able to: CO1: Examine the process of negotiation and to demonstrate how to negotiate effectively in professional and personal situations. CO2: Demonstrate the tactics used for distributive bargaining in real world and how managers can effectively make use of it. CO3: Interpret the stages and elements of negotiation process in reference to Conflict. CO4: Compare and contrast distributive and integrative situations and illustrate appropriate resolution strategies thereby emphasizing on Integrative bargaining for better conflict resolution CO5: Develop the skills and techniques of a successful negotiator CO6: Illustrate the role of counseling for the employees' physical, mental, and emotional well being which go together and recognize counseling as a source of organizational change through understanding processes and approaches related to counseling | |
| 7 | Course Description | The course is aimed at developing analytical and communication skills that are required for successful and effective negotiations. This course also focuses on exploring and analysing all aspects of collective bargaining, including the legal and political environment, the participants, the process of negotiations, and the outcomes/impacts thereof. Further, this course develops the understanding about the modern negotiating techniques. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Negotiating a Contract | |
| | A | Meaning of Negotiations, Aspects of negotiation, Effective negotiation – Preparing for negotiation, Negotiation process | CO1 |
| SU/SSBS/BBA/SBS0134 | | (Preparation, Negotiating and Post- | Page 363 |

| | | | |
|---------------|--|---------------------------|-----|
| | | negotiation) | |
| | B | Techniques of Negotiation | CO4 |
| C | Negotiating a collective bargaining agreement, BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement) | | CO3 |
| Unit 2 | Distributive Bargaining | | |
| A | Concept and components of DB, Classic distributive bargaining situation; Classic DB model; negotiation dance, importance of information | | CO2 |
| B | Opening Offer: types of opening offers; anchoring and bracketing; traps to avoid in opening offers | | CO2 |
| C | Counteroffer-defined, tactics for success; Framing positions; types of frames-reframing, focus frame, contrast and negative framing; Reframing offer; reframing final position; Final negotiated price | | CO2 |
| Unit 3 | Integrative Bargaining | | |
| A | Steps in IB-identify and define the problem, understand the problem, identify interests and needs, generate alternative solutions, evaluate and select alternatives | | CO4 |
| B | Integrative negotiation process: Thompson Pyramid Model; Categorization Method: 5 steps of categorization method | | CO4 |
| C | key to successful integrative bargaining ; tactics of success; Limitation of categorization method; traps to avoid | | CO4 |
| Unit 4 | Negotiating Skills | | |
| A | Essential skills for effective negotiation, Negotiation Strategies | | CO4 |
| B | 4 negotiation scenarios; Negotiation styles • Persuasion techniques , Instruments of negotiations | | CO4 |
| C | The role of outside actors in negotiations: the media and interest groups, Finalization: overcoming impasse , Reaching an agreement, types of agreement | | CO3 |
| Unit 5 | Introduction to Counselling | | |
| A | Introduction to Counseling; Essential Elements of Counseling, Need for Counselling at Workplace | | CO6 |
| B | Process of Counseling; Developing a Relationship Defining Problems Determining Goal; Deciding Plan of Action; Doing the Follow up | | CO6 |
| C | Role Play on Counselling: workplace situation involving manager and worker related to work issues like absenteeism, attrition, alcoholism, indiscipline etc | | CO6 |

| | | | | |
|------------------------|--|---|--|--|
| Mode of examination | Theory | | | |
| Weightage Distribution | INTERNAL | EXTERNAL | | |
| | 25% | 75% | | |
| Text book/s* | 1. Negotiating Essentials-Theory, Skills, and Practices- Michael R Carrell & Christina Heavrin, 8th Edition (Reprint), Pearson Education, 2014 2. Negotiation & Counselling (Text and Cases)- B.D Singh, 1 st Edition, Excel Books, 2010 | | | |
| | Other References | 1. Negotiation- Lewicki J. Roy, Saunders M. David, & Barry Bruce, 5 th Edition, McGraw Hill, 2010 2. Case studies, videos, readings | | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|-----|------|------|------|-----|-----|------|------|------|------|
| CO1 | 3 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 2 |
| CO2 | 3 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 2 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 1 | 2 | 3 | 1 | 2 |
| CO4 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 2 |
| CO5 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 2 |
| CO6 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 2 |
| Average | 2.5 | 2.33 | 1.66 | 2.66 | 2.5 | 2 | 2 | 2.66 | 1 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|---------------------------|------------------------------|--|------------|
| School: SSBS | | Batch 2023-2027 | |
| Programme: BBA | | Current Academic Year 2026-2027 | |
| Branch: MANAGEMENT | | Semester VIII | |
| 1 | Course Code | DSE416 | |
| 2 | Course Title | FUNDAMENTAL OF DERIVATIVES | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Discipline Specific Elective | |
| 5 | Course Objective | 1. To provide students with an understanding of the basic tools employed in managing financial risks. 2. To emphasis on how firms use a range of derivative instruments including forward, futures, options, and swap contracts to manage financial price risks. 3. To make available students with a strong theoretical base and sound analytical skills. | |
| 6 | Course Outcomes | On completion of this module, the students will be able to CO1: Describe the concept of derivatives, their developments, and their role in the financial markets CO2: Explain the types and mechanism of various derivative contracts. CO3: Apply the various tools and techniques used in evaluating derivative contracts CO4: Distinguish among the various alternatives of derivatives contracts. CO5: Evaluate the benefits of a derivative contract deal for various parties involved. CO6: strategically manage the financial derivatives. | |
| 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 derivatives, risk and insurance through the use of theory questions and practical problems. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction of Derivatives and Risk Management | |
| | Introduction to Derivatives | Introduction and types of Derivatives Instruments | CO1 |
| | Role and Development | Role of Derivatives in Hedging Risks , Development of Derivatives Trading in Indian Financial | CO1 |
| | Risk Management | Introduction to risk management , types and various means of managing risk- limitation of risk management | CO1 |
| | Unit 2 | Futures and Forward | |
| | Basic of Forward and | Future contracts, Equity Futures, Index Futures, Forward Contracts- Positive Aspects and Negative Aspects of Forward | CO2 |

| | | | | | |
|--|-------------------------------------|--|----------|--|---------------|
| | Future | Contracts | | | |
| | Pricing of Forward and Future | Stock Future and Stock Index Future | | | CO2 |
| | Basic Market Concepts and Mechanics | Standardisation of Derivatives Contracts and other basic Concepts | | | CO2, CO4 |
| | Unit 3 | Options | | | |
| | Introduction to Options | Meaning and its Salient Features, Types of Options- Call Option and Put Options, Stock Options, Index Options. | | | CO2, CO4 |
| | Determinants | Factors Determining Option Values | | | CO3 |
| | Option trading strategies | Binomial Model and Black & Scholes Model for option Valuation | | | CO3 |
| | Unit 4 | Trading with options | | | |
| | Principles of option trading | Basic principles of option trading, strategies involving a single option and a stock, | | | CO3, CO6 |
| | Spreads | Spreads, vertical spreads, combinations | | | CO4, CO5 |
| | Option Strategy | Hedging with option- fixed hedging, the concept of fixed hedge, naked and covered strategy, stop-loss strategy, zero cost option strategy. | | | CO4, CO5, CO6 |
| | Unit 5 | Swaps | | | |
| | Basics of Swaps | Meaning and Salient Features, Types of Swaps | | | CO2 |
| | Currency Swaps | Meaning and Mechanism of Currency swaps, Exchange of Interest rates in Currency Swaps | | | CO4, CO5 |
| | Interest Rate Swaps | Meaning and Role of Interest Rate Swap | | | CO4, CO5 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | INTERNAL | EXTERNAL | | |
| | | 25% | 75% | | |
| | Text book/s* | Derivatives and Risk Management --- Srivastava Rajiv (Oxford University Press) | | | |
| | Other References | 1. Derivatives & Risk Management, 1e --- Varma, J R (Tata McGraw- Hill Publishing) 2. Derivatives – Principles and Practice; Sundaram, Das (McGraw Hill Education, Indian Edition) 3. Financial Derivatives – Theory Concepts and Problems – S L Gupta (PHI Publication) | | | |

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| | | Online Resources: www.capitalideasonline.com www.sebi.gov.in www.capitalmarket.com www.icicidirect.com www.bseindia.com www.nse-india.com www.debttonet.com www.motilaloswal.co | |
|--|--|--|--|

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO4 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| Average | 2 | 2 | 2 | 1 | 1 | 1 | 1.33 | 1.16 | 1.33 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: MBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | DSE417 | |
| 2 | Course Code | Marketing Survey | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 3-0-2 | |
| | Course Status | Discipline Specific Course | |
| 5 | Course Description | This course is aimed at imparting students a practical understanding market survey. | |
| 6 | Course Objectives | 1. To provide an overview and understanding of the basic premises of market survey. 2. To expose students with real time market survey experience 3. To assist students to develop an acumen for market survey | |
| 7 | Course Outcomes | Upon completion of the course, the students will be able to: CO1: Students will be able to understand the importance of Market Survey in real time strategy formulation and achievement of Organization Vision CO2: Facilitates the analytical ability of the students in applying the appropriate Statistical tools with reference to Research Objectives of Organization CO3: The students will be able to design appropriate Field Survey Questionnaires with requisite application of Statistical tools , to generate Customized research reports CO4: Enriches the Research skill set of students in contributing for real time Data collection & analysis with Advanced Statistical packages and tools. CO5: Student will be able to analyze the collected data CO6: Remembering real time market survey | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit A | Finding the Problem Statement | |
| | A 1 | Choosing the Problem Area | CO1 |
| | A 2 | Selecting the Problem | CO1 |
| | A 3 | Defining research Objectives | CO1 |
| | Unit B | Understanding & developing research design | |
| | B 1 | Understanding about qualitative or quantitative framework | CO2 |
| | B 2 | Sample frame and population frame | CO2 |
| | B 3 | Parametric or non parametric methodology | CO2 |
| | Unit C | Survey Questionnaire Development | |

| | | | |
|--|------------------------|--|------------------------|
| | C 1 | Understanding Google Forms and other questionnaire development tools | CO3 |
| | C 2 | Developing Questionnaire | CO3 |
| | C 3 | Scaling | CO3 |
| | Unit D | Applying Appropriate Methodology | |
| | D 1 | Data Collection | CO4 |
| | D 2 | Data Processing | CO4 |
| | D 3 | Quantitative and qualitative data analysis | CO4,CO5,CO6 |
| | Unit E | Interpreting the results and outcomes | |
| | E 1 | Report Compilation | CO4,CO5,CO6 |
| | E 2 | Report Presentation | CO4,CO5,CO6 |
| | E 3 | Interpretation and Conclusion | CO2, CO4,CO5,CO6 |
| | Mode of examination | Theory/ Practical | |
| | Weightage Distribution | Internal 25% | External - VIVA 75% |
| | Text book/s | Marketing Research: An Applied Orientation, 7th Edition Naresh K. Malhotra, Pearson | |
| | Other References | Teacher's Notes | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|------|------|------|------|------|------|------|------|------|------|
| CO1 | 3 | 1 | - | - | 1 | 1 | 2 | 1 | 1 | 1 |
| CO2 | 1 | 2 | 1 | - | 2 | 1 | 2 | 2 | 1 | 2 |
| CO3 | 1 | 2 | - | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| CO4 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO6 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| Avg | 1.50 | 1.67 | 1.50 | 2.00 | 1.67 | 1.00 | 2.00 | 1.83 | 1.67 | 1.83 |

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

| | | | |
|----------------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | DSE418 | |
| 2 | Course Title | Management of Cross-Cultural Issues | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 | The Course will enable students to: CO1: Recall about the meaning, concept, facets and levels of cultures. CO2: Explain about Cross Cultural differences by using models and mapping methods that are useful for making strategic decisions. CO3: Apply the knowledge of the global business environment to improve the effectiveness of cross-culture in the organizations. CO4: Analyze different business cultures of different countries across the world for managing cross-culture in the organizations. CO5: Determine different negotiation strategies effective in the Cross- Cultural environment by understanding intercultural communication patterns. CO6: Evaluate the needs and the benefits of Cross-Cultural Training. | |
| 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. Course offers understanding of cultural similarities and differences among clusters of countries through discussions on cross- cultural research findings of Geert. Hofstede, Fons. Trompenaars. The course also aims to offer basic skills of effective cross- cultural communication and negotiation important to adjust to a varied international business environment. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Understanding of Culture | |
| | A | Culture: Concept and Importance | CO1 |
| | B | Facets of culture: Ethos, values, beliefs, unique history, attitudes | CO1 |
| | C | Culture Levels: Individual, Team, Organizational, Regional, National | CO1 |
| | Unit 2 | Cultural Models | |
| | A | Hofstede cultural dimensions | CO2 |
| | B | Hampden & Trompenaar's Model | CO2 |
| | C | GLOBE (Global Leadership and Organizational Behaviour Effectiveness) Project | CO2 |
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| | | | |
|--|------------------------|--|-----------------|
| | Unit 3 | Global Business Environment and Cross-Cultural Management | |
| | A | Major characteristics and challenges of Multinational Corporations. | CO3 |
| | B | International Assignments and Expatriation | CO3 |
| | C | Cross cultural effectiveness: Need & benefits of Cross-cultural Training | CO6 |
| | Unit 4 | Business Cultures in different part of the world | |
| | A | Cultural influences on business culture of China, Japan & India | CO4 |
| | B | Business culture in Middle East & America | CO4 |
| | C | Business culture in Africa | CO4 |
| | Unit 5 | Communication across Cultures | |
| | A | Barriers to intercultural communication | CO5,CO6 |
| | B | Negotiation in cross cultural environment | CO5, CO6 |
| | C | Emotions in Intercultural Negotiations | CO5,CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | Shobhana Madhavan,Cross- Cultural Management Concept & Cases, II Edition,Oxford Higher Education | |
| | Other References | Browaeys, M.J.& Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO4 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| Average | 2 | 2 | 2 | 1 | 1.33 | 1.33 | 1.5 | 1.33 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|----------------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | DSE419 | |
| 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 by a social enterprise. 5. Understand different strategies that can be exercised by social entrepreneurs. | |
| 6 | Course Outcomes | After successful completion of this course, student would be able; CO1: To describe the social enterprise and other entities and frameworks around social enterprises CO2: To assess different kinds of opportunities available and the role of market failures for a social enterprise. CO 3: To describe different frameworks available to assess opportunities CO4: To present a business plan and pitch it. CO 5: To prepare a social venture strategy including scaling up and its social impact. CO 6: To compare different funding options available to a firm | |
| 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 | CO2 |
| | 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 | CO3, CO5 |
| | B | Legal, Strategic and Risk Framework for a Social Enterprise | CO3, CO5 |
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| | | | |
|----|------------------------|---|-----------------|
| | C | Entrepreneurial Leadership and Motivation for a Social Enterprise | CO3 |
| | Unit 4 | Funding for and understanding strategies Social Ventures | |
| | A | Means of funding Social Ventures | CO6 |
| | B | Strategies for Scaling Social Venture-I | CO5 |
| | C | Strategies for Scaling Social Venture-II | CO5 |
| | Unit 5 | Business Plan for a Social Enterprise | |
| | A | Components of a Business Plan for a Social Enterprise | CO4 |
| | B | Pitching Business Plan for a Social Venture | CO4, CO5 |
| | C | Cases on Social Enterprises in India | CO4 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal 25% | External 75% |
| 11 | Text book/s* | Social Entrepreneurship by C.Paramasivan, New Century Publication | |
| 12 | Other References | Social Entrepreneurship by Rama Krishna Reddy Kummitha, Sage Publications Pvt. Ltd. | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|------|------|------|------|
| CO1 | 2 | 1 | 3 | 1 | 1 | 3 | 1 | 1 | - |
| CO2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | - | 1 |
| CO3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 3 | 3 | 1 | 1 | 3 | 1 | 1 | - |
| CO5 | 3 | 3 | 3 | 1 | 1 | 3 | 1 | - | 1 |
| CO6 | 3 | 2 | 3 | 2 | 2 | 3 | 1 | 1 | 2 |
| Average | 2.66 | 2.16 | 2.83 | 1.5 | 1.5 | 2.83 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|--|-----------------------|--|-----------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (LSCM) | | Current Academic Year: 2026-2027 | |
| Branch: - Logistics and Supply Chain Management | | Semester: VIII | |
| 1 | Course Code | DSE420 | |
| 2 | Course Title | Green Supply Chain Management | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | DSE | |
| 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. CO6: To demonstrate a critical understanding of success and failure of green logistics and supply chain practices. | |
| 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 | Why Green | |
| | B 1 | • Value of Go Green | CO2, CO3 |
| | B 2 | • Defining sustainability and Planet earth | CO3 |
| | B 3 | • Green SCM and its utilities | CO3 |
| | Unit C | Planning in Green Supply chain | |
| | C 1 | • Green Replenishment in Supply chain | CO3, CO4, CO6 |
| | C 2 | • Green Inventory in Supply chain | CO3, CO4, CO6 |
| | 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, CO6 |
| | Unit E | Sustainable Development and Renewable Energy Alternatives | |
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| | | | | | |
|--|------------------------|---|----------|--|----------|
| | E 1 | • Sustainability and Recycling /Service Agreements | | | CO4, CO5 |
| | E 2 | • Sustainable Transportation Management | | | CO4 |
| | E 3 | • Types of Renewable Energy Sources (and Solar energy initiatives) | | | CO4, CO5 |
| | Mode of examination | Theory and Continuous Assessment | | | |
| | Weightage Distribution | Internal | External | | |
| | | 25% | 75% | | |
| | Textbook/s | 1.Donald J. Bowersox, David J Closs, Logistical Management, TMH 2.Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India | | | |
| | Other References | Supply chain management, Strategy Planning and Operation, by Sunil Chopra and Peter Meindl, Third edition | | | |
| | | Case studies: 4. Walmart's: Sustainability Strategy 5. Polaris Industries: Sourcing 6. Seven Eleven Japan 7. Reliance Industries and ONGC, KG Basin 8. Dell supply chain strategy 9. 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) 10. • Mena, C., Terry, L.A., Williams, A. and Ellram, L., 2014. Causes of waste across multi-tier supply networks: Cases in the UK food sector. <i>International Journal of Production Economics</i> , 152, 144-158 | | | |

Course Articulation Matrix

| 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 |
| CO6 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 1 |
| Average | 1.83 | 2 | 2 | 2.33 | 2 | 2.16 | 2.33 | 2 | 1.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|--------------------------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: Healthcare Management | | Semester: VIII | |
| 1 | Course Code | DSE421 | |
| 2 | Course Title | HEALTHCARE SYSTEMS AND POLICY | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | DSE | |
| 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 | After completion of the course: 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 programme 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 CO6: To design a basic health policy for a state . | |
| 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, programme and schemes. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to Healthcare System | CO1 |
| | A | Basic concepts related to health | CO1 |
| | B | Determinants of health and illness, natural history of disease, concept of disease | CO1 |
| | C | Overview of the Indian health care system (Private and Public Sectors) | CO1 |
| | Unit 2 | Planning and management in healthcare | CO2 |
| | A | Health planning and management, National Health policy | CO2 |

| | | | |
|--|------------------------|---|-----------------|
| | | | |
| | B | Health planning in India | CO2 |
| | C | Health system advanced, evaluation of health services, voluntary organizations | CO2 |
| | Unit 3 | Organization and Delivery of Care | CO3 |
| | A | National Rural Health Mission | CO3 |
| | B | National Urban Health Mission | CO3 |
| | C | Health Schemes | CO3 |
| | Unit 4 | National Health Programme | CO4 |
| | A | National vector borne disease control programmeme, National AIDS Control Programmeme , <i>National Oral Health Programme</i> | CO4 |
| | B | National leprosy eradication programmeme, Revised national tuberculosis control programmeme , National Programmeme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) | CO4 |
| | C | Ayushman Bharat Yojana Universal immunization programmeme , vision 2020, National Digital Health Mission (NDHM) | CO4 |
| | Unit 5 | Issues and reforms in healthcare delivery | CO5 |
| | A | Healthcare agenda of the government | CO5 |
| | B | Essential medicines and counterfeit medicines, school health services, integrated child development services | CO5 |
| | C | Indigenous system of medicine, health information and communication | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Textbook/s | Textbook of Preventive & Social Medicine: K.Park , 2011 | |
| | Other References | NA | |

Course Articulation Matrix

| 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 |
| C06 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 1 |
| Avera ge | 1.66 | 2 | 1.66 | 2.16 | 2.16 | 1 | 2.33 | 2.5 | 2 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA_VIII- MINOR

| | | |
|-----------------------|-----------------------|--|
| School: SSBS | | Batch: 2023-2027 |
| Programme: BBA | | Current Academic Year: 2026-2027 |
| Branch: HR | | Semester: VIII |
| 1 | Course Code | OEC408 |
| 2 | Course Title | Employee Engagement |
| 3 | Credits | 4 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Status | MINOR ELECTIVE |
| 5 | Course Objective | <ol style="list-style-type: none"> 1. To know about employee engagement. 2. To understand the relationship between employee engagement and motivation. 3. To understand conditions that foster engagement. 4. To understand the role of measuring employee engagement. 5. To examine the escalating scope of employee engagement. |
| 6 | Course Outcomes | <p>On successful completion of the course, the students will be able to -</p> <p>CO1: Examine the basic concepts of employee engagement in organizations</p> <p>CO2: Apply their understanding to employee engagement models</p> <p>CO3: Identify techniques and methods to measure employee engagement</p> <p>CO4: Analyze workplace issues and challenges that help to manage time and productivity the employee engagement models</p> <p>CO5: Develop outcomes from employee engagement in order to engage low energy employees</p> <p>CO6: Evaluate scope of employee engagement</p> |
| 7 | Course Description | <p>This course will develop employee engagement as a useful skill that allows managers to connect with their employees on affecting level and motivate them to focus on their work and how to reach their personal and company goals. It examines why employee engagement is important and valuable, how to foster and measure employee engagement and links it to key Organisational goals and outcomes.</p> |
| 8 | Outline syllabus | CO Mapping |

| | | | | |
|--|------------------------|--|----------|-------------|
| | Unit 1 | Theoretical Framework | | |
| | A | Define Employee Engagement | | CO1 |
| | B | How it is different from another construct | | CO1 |
| | C | Evolution of the concept of employee engagement | | CO1/ CO3 |
| | Unit 2 | Theories of Employee Engagement | | |
| | A | Psychological Presence | | CO2 |
| | B | Employee Engagement and Burnout | | CO2/CO3 |
| | C | Social Exchange Theory (SET) | | CO2/CO3 |
| | Unit 3 | Measures of Employee Engagement | | |
| | A | Utrecht Work Engagement Scale (UWES) | | CO3 |
| | B | Measures Derived from the Work of KAHN | | CO3 |
| | C | Gallup Work Audit (GWA) | | CO3 |
| | Unit 4 | Models of Employee Engagement | | |
| | A | IES Model | | CO2 |
| | B | Robinson Model of Employee Engagement | | CO2 |
| | C | Schmidt Model of Employee Engagement | | CO2 |
| | Unit 5 | Outcomes from Employee Engagement | | |
| | A | Leadership Energy | | CO5/CO4/CO6 |
| | B | Role-based Performance to define Engagement | | CO5/CO6 |
| | C | Engaging low energy employees | | CO5/CO4/CO6 |
| | Mode of examination | Theory | | |
| | Weightage Distribution | Internal | External | |
| | | 25% | 75% | |
| | Text book/s | Employee Engagement and HR Initiatives by Mishra, Tripathi | | |
| | Other References | Employee Engagement (S. Ramadoss Debashish Sengupta) | | |

Course Articulation Matrix

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|-------------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| CO1 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 1 | ... | 1 | ... | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 |
| CO4 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| CO5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | ... | 2 |
| CO6 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Avg | 2.00 | 1.83 | 1.83 | 2.00 | 1.67 | 2.00 | 2.83 | 2.00 | 1.50 | 2.00 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|------------------------------|-----------------------|---|------------|
| School: SSBS | | Batch : 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: Management | | Semester: VIII | |
| 1 | Course Code | OEC409 | |
| 2 | Course Title | Credit Management | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Minor 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 borrowable 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 | After completion of the course: 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. CO6: The student will be able to identify and choose the type of credit facilities required by a borrower from the bank. | |
| 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- | CO1, CO2 |

| | | | |
|--|------------------------|--|-----------------|
| | | 16) | |
| | 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/ operating cycle. (253-260) | CO1, CO4 |
| | 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, CO5, CO6 |
| | C | Concept of Non Performing Assets and their treatment for Income recognition and classification for provisioning. (538-550) | CO1, CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | CREDIT MANAGEMENT – IIBF & Mc'MILLAN Publishers India Pvt Ltd (page no's indicated in bracket) | |
| | Other References | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 1 | 2 | 3 | 1 | 1 | 2 | 2 | 2 |
| Average | 1.3 | 1.5 | 1.6 | 2.3 | 2.6 | 1.5 | 2.3 | 2.16 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-------------------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA (Mktg.) | | Current Academic Year: 2026-2027 | |
| Branch: Marketing | | Semester: VIII | |
| 1 | Course Code | OEC410 | |
| 2 | Course Title | Retail Marketing | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | Minor 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 | After course completion: 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 to implement CRM strategies in retail store CO6: 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 | |

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|--|------------------------|--|----------|--|----------|
| | E 1 | Measures of Financial Performance, Strategic Profit Model | | | CO4, CO6 |
| | E 2 | Measures of Retail performance | | | CO4, CO6 |
| | E 3 | Importance of CRM for the retail | | | CO4, CO6 |
| | Mode of examination | Theory | | | |
| | Weightage Distribution | INTERNAL | EXTERNAL | | |
| | | 25% | 75% | | |
| | Textbook/s | <ul style="list-style-type: none"> 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 | | | |

Course Articulation Matrix

| 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 |
| CO6 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 |
| Average | 1.6 | 2 | 1.16 | 1.6 | 1.6 | 1.83 | 1.5 | 1.5 | 1 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|---|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | OEC411 | |
| 2 | Course Title | Management of Global Issues | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Minor 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 | The Course will enable students to: CO1: Recall about the meaning, concept, facets and levels of cultures. CO2: Explain about Cross Cultural differences by using models and mapping methods that are useful for making strategic decisions. CO3: Apply the knowledge of the global business environment to improve the effectiveness of cross-culture in the organizations. CO4: Analyze different business cultures of different countries across the world for managing cross-culture in the organizations. CO5: Determine different negotiation strategies effective in the Cross- Cultural environment by understanding intercultural communication patterns. CO6: Evaluate the needs and the benefits of Cross-Cultural Training. | |
| 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. Course offers understanding of cultural similarities and differences among clusters of countries through discussions on cross- cultural research findings of Geert. Hofstede, Fons. Trompenaars. The course also aims to offer basic skills of effective cross- cultural communication and negotiation important to adjust to a varied international business environment. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Understanding of Culture | |
| | A | Culture: Concept and Importance | CO1 |
| | B | Facets of culture: Ethos, values, beliefs, unique history, attitudes | CO1 |
| | C | Culture Levels: Individual, Team, Organizational, Regional, National | CO1 |
| | Unit 2 | Cultural Models | |
| | A | Hofstede cultural dimensions | CO2 |
| | B | Hampden & Trompenaar's Model | CO2 |
| | C | GLOBE (Global Leadership and Organizational Behaviour Effectiveness) Project | CO2 |

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| | Unit 3 | Global Business Environment and Cross-Cultural Management | |
| | A | Major characteristics and challenges of Multinational Corporations. | CO3 |
| | B | International Assignments and Expatriation | CO3 |
| | C | Cross cultural effectiveness: Need & benefits of Cross-cultural Training | CO6 |
| | Unit 4 | Business Cultures in different part of the world | |
| | A | Cultural influences on business culture of China, Japan & India | CO4 |
| | B | Business culture in Middle East & America | CO4 |
| | C | Business culture in Africa | CO4 |
| | Unit 5 | Communication across Cultures | |
| | A | Barriers to intercultural communication | CO5,CO6 |
| | B | Negotiation in cross cultural environment | CO5, CO6 |
| | C | Emotions in Intercultural Negotiations | CO5,CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| | Text book/s* | Shobhana Madhavan,Cross- Cultural Management Concept & Cases, II Edition,Oxford Higher Education | |
| | Other References | Browaeys, M.J.& Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|----------------|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO4 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO6 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| Average | 2 | 2 | 2 | 1 | 1.33 | 1.33 | 1.5 | 1.33 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: | | Semester: VIII | |
| 1 | Course Code | OEC412 | |
| 2 | Course Title | Entrepreneurship and Society | |
| 3 | Credits | 04 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Type | Minor 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 by a social enterprise. 5. Understand different strategies that can be exercised by social entrepreneurs. | |
| 6 | Course Outcomes | After successful completion of this course, students would be able; CO1: To describe the social enterprise and other entities and frameworks around social enterprises CO2: To assess different kinds of opportunities available and the role of market failures for a social enterprise. CO 3: To describe different frameworks available to assess opportunities CO4: To present a business plan and pitch it. CO 5: To prepare a social venture strategy including scaling up and its social impact. CO 6: To compare different funding options available to a firm | |
| 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 | CO2 |
| | 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 | CO3, CO5 |
| | B | Legal, Strategic and Risk Framework for a Social Enterprise | CO3, CO5 |

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| | C | Entrepreneurial Leadership and Motivation for a Social Enterprise | CO3 |
| | Unit 4 | Funding for and understanding strategies Social Ventures | |
| | A | Means of funding Social Ventures | CO6 |
| | B | Strategies for Scaling Social Venture-I | CO5 |
| | C | Strategies for Scaling Social Venture-II | CO5 |
| | Unit 5 | Business Plan for a Social Enterprise | |
| | A | Components of a Business Plan for a Social Enterprise | CO4 |
| | B | Pitching Business Plan for a Social Venture | CO4, CO5 |
| | C | Cases on Social Enterprises in India | CO4 |
| 9 | Mode of examination | Theory | |
| 10 | Weightage Distribution | Internal | External |
| | | 25% | 75% |
| 11 | Text book/s* | Social Entrepreneurship by C.Paramasivan, New Century Publication | |
| 12 | Other References | Social Entrepreneurship by Rama Krishna Reddy Kummitha, Sage Publications Pvt. Ltd. | |

Course Articulation Matrix

| POs COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------------|------|------|------|-----|-----|------|------|------|------|
| CO1 | 2 | 1 | 3 | 1 | 1 | 3 | 1 | 1 | - |
| CO2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | - | 1 |
| CO3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 3 | 3 | 1 | 1 | 3 | 1 | 1 | - |
| CO5 | 3 | 3 | 3 | 1 | 1 | 3 | 1 | - | 1 |
| CO6 | 3 | 2 | 3 | 2 | 2 | 3 | 1 | 1 | 2 |
| Average | 2.66 | 2.16 | 2.83 | 1.5 | 1.5 | 2.83 | 1.33 | 0.83 | 0.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | | |
|-----------------------|-----------------------|--|--------------|
| School: SSBS | | Batch: 2023-2027 | |
| Programme: BBA | | Current Academic Year: 2026-2027 | |
| Branch: - SCM | | Semester VIII | |
| 1 | Course Code | OEC413 | |
| 2 | Course Title | Lean and Six Sigma | |
| 3 | Credits | 4 | |
| 4 | Contact Hours (L-T-P) | 4-0-0 | |
| | Course Status | MINOR ELECTIVE | |
| 5 | Course Objective | This module aims 1. To facilitate the students to acquire knowledge about lean manufacturing systems. 2. To prepare students to use lean manufacturing strategies for continuous improvement in production and operations. 3. To facilitate the students to acquire knowledge and skills about Six Sigma principles, and execution of Six Sigma initiatives. | |
| 6 | Course Outcomes | At the end of this course, Students will be able to: CO1: To understand the concept and paradigm of lean manufacturing CO2: To understand process of waste reducing through lean manufacturing. CO3: To identify the lean manufacturing tools to find and eliminate wastes CO4: To learn the implementation of lean and agile manufacturing in organizations CO5: Understanding the principles and methodology of Six Sigma. CO6: Developing the skills and knowledge to apply Six Sigma principles to real-world scenarios. | |
| 7 | Course Description | This course focuses on the various concepts, tools and techniques of lean manufacturing and interpret issues related to reducing waste to achieve agility in theoretical as well as practical in real life. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction | |
| | A | Introduction, Emergence of Lean Manufacturing Paradigm, Lean Manufacturing through Waste Elimination | CO1 |
| | B | Origin of Lean Manufacturing, Wastes to be Eliminated in Lean Manufacturing Paradigm, Tools and Techniques to Eliminate Wastes | CO1,CO2 |
| | C | 5S Concepts, 5S for Waste Elimination, Kaizen in Lean Manufacturing Paradigm | CO1,CO2 |
| | Unit 2 | SMED | |
| | A | Single Minute Exchange of Die, Design for SMED, Strategic SMED, Waste Elimination through SMED | CO1,CO2, CO3 |
| | B | Pull Production through Kanban Card System, Kanban Card Control, Implementation Procedure | CO1, CO2,CO3 |
| | C | One-Piece Flow Production System – Fundamentals, Lean Manufacturing through One-Piece Flow | CO1,CO2, CO3 |
| | Unit 3 | Implementation of lean manufacturing | |
| | A | Contemporary Scenario of Implementing Lean Manufacturing Paradigms | CO2,CO3,CO4 |
| | B | Lean Manufacturing Paradigms for Academia, Consultants, Practicing Engineers, and Practicing Managers | CO2,CO3,CO4 |

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| | C | Lean Agile Manufacturing Paradigms for Researchers, Decision on Implementing Lean Manufacturing Paradigm | CO3,CO4 |
| | Unit 4 | Six Sigma | |
| | A | Introduction to Six Sigma: Overview, history, and basic principles of Six Sigma, DMAIC Methodology | CO5, CO6 |
| | B | Statistical concepts and tools used in Six Sigma | CO5, CO6 |
| | C | Integration of Lean principles with Six Sigma | CO4, CO5, CO6 |
| | Unit 5 | Applications of Six Sigma | |
| | A | Six Sigma Roles and Responsibilities | CO5, CO6 |
| | B | Six Sigma Project Management | CO5, CO6 |
| | C | Case Studies and Applications | CO5, CO6 |
| | Mode of examination | Theory | |
| | Weightage Distribution | Internal 25 % | External 75% |
| | Text book/s* | Dale H.Besterfield, et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-026 | |
| | Other References | <ul style="list-style-type: none"> Lean And Agile Manufacturing: Theoretical, Practical and Research Futures. by S. R. Devadasan, V. Sivakumar, R. Murugesu, P. R. Shalij. Teacher's notes | |

Course Articulation Matrix

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|------|-----|------|-----|-----|------|------|------|------|
| CO1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| CO6 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 |
| Average | 2 | 2.33 | 2 | 1.16 | 1.5 | 2 | 2.16 | 2.16 | 2.33 | 1.83 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

| | | |
|-----------------------|-----------------------|---|
| School: SSBS | | Batch : 2023-2027 |
| Programme: BBA | | Current Academic Year: 2026-2027 |
| Branch: HCHA | | Semester: VIII |
| 1 | Course Code | OEC414 |
| 2 | Course Title | Basics of Project Management in Healthcare |
| 3 | Credits | 04 |
| 4 | Contact Hours (L-T-P) | 4-0-0 |
| | Course Type | Minor Elective |
| 5 | Course Objective | <p>The objectives of this course is to provide-</p> <ul style="list-style-type: none"> • A basic understanding of project management , Program and Portfolio Understand the basic principles and concepts of project management in healthcare. • Apply project management methodologies and tools in healthcare project settings. • Develop project plans, schedules, and budgets specific to healthcare projects. • Identify and mitigate project risks in healthcare settings. • Effectively communicate with project stakeholders in a healthcare context. |
| 6 | Course Outcomes | <p>After successful completion of the course:</p> <p>CO1: The student will be able to understand and explain the fundamental principles of project management and how they apply to healthcare projects.</p> <p>CO2: The student will be able to develop comprehensive project plans, including defining project objectives, deliverables, and success criteria.</p> <p>CO3: The student will be able to create project schedules, considering task dependencies, resource allocation, and critical path analysis in healthcare settings.</p> <p>CO4: The student will be able to Estimate project budgets and monitor project finances throughout the project lifecycle.</p> <p>CO5: Identify and assess project risks in healthcare environments and develop risk mitigation strategies.</p> <p>CO6: The student will be able to Communicate effectively with project stakeholders, including healthcare professionals, patients, and administrators and develop the success of healthcare projects</p> |
| 7 | Course Description | This course provides a foundational understanding of project management principles and their application in the healthcare industry. Students will learn the core concepts of project management and explore how they can |

| | | | |
|---|------------------------|---|-----------------|
| | | be effectively utilized in healthcare settings. The course covers key topics such as project planning, scheduling, budgeting, risk management, and stakeholder communication. Students will gain practical skills and knowledge to successfully initiate, plan, execute, and close healthcare projects. | |
| 8 | Outline syllabus | | CO Mapping |
| | Unit 1 | Introduction to Project Management in Healthcare | |
| | A | Definition and significance of project management in healthcare | CO1, CO2 |
| | B | Differentiating between projects and operations in healthcare settings | CO1, CO2 |
| | C | Overview of project management processes and knowledge areas | CO2 |
| | Unit 2 | Project Initiation and Planning in Healthcare | |
| | A | Project selection criteria and feasibility analysis for healthcare projects | CO2 |
| | B | Defining project objectives, scope, and stakeholders in healthcare contexts | CO2 |
| | C | Conducting stakeholder analysis and identifying project requirements | CO2 |
| | Unit 3 | Project Scheduling and Budgeting in Healthcare | |
| | A | Developing project schedules, work breakdown structures, and Gantt charts for healthcare projects | CO2, CO3 |
| | B | Estimating project resources and costs in healthcare environments | CO2, CO3 |
| | C | Creating and managing project budgets in healthcare organizations | CO2, CO3 |
| | Unit 4 | Risk Management in Healthcare Project | |
| | A | Identifying and assessing project risks in healthcare settings | CO3, CO4 |
| | B | Developing risk response strategies and contingency plans for healthcare projects | CO2 |
| | C | Monitoring and controlling project risks throughout the project lifecycle in healthcare environments | CO2 |
| | Unit 5 | Stakeholder Communication and Project Closure in Healthcare | |
| | A | Effective communication strategies with project stakeholders in healthcare contexts | CO5 |
| | B | Managing project team dynamics and resolving conflicts in healthcare projects | CO5 |
| | C | Project closure processes, including project evaluation, documentation, and knowledge transfer in healthcare organizations | CO5, CO6 |
| | Mode of examination | Theory/Jury/Practical/Viva | |
| | Weightage Distribution | Internal 25% | External 75% |
| | Text book/s* | Project Management for Healthcare by David Shirley 2011 | |
| | Other References | | |

Course Articulation Matrix

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|------|------|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 1 | 1 |
| CO2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 2 | 2 | 1 |
| CO4 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO6 | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 |
| Average | 1.5 | 1.16 | 1.66 | 1.16 | 1.66 | 1.33 | 2.16 | 1.83 | 1.66 | 1.5 |

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)