

SHARDA UNIVERSITY

Sharda School of Business Studies
Batch: 2024-2028

Programme / Branch: BBA

TERM: I

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.	26202	BBN108	Management Processes	5	0	0	5	CC
2.	31670	VAC103	Environment Management	3	0	0	3	VAC
MAJOR ELECTIVE (ANY-1)								
3.	25768	DSE025	Recruitment & Selection (HRM)	4	0	0	4	DSE
4.	25780	DSE041	Indian Banking System (B&F)	4	0	0	4	DSE
5.	25777	DSE068	Consumer Behaviour (MM)	4	0	0	4	DSE
6.	25363	BCM223	Global Business Environment (IB)	4	0	0	4	DSE
7.	25678	DSE003	Entrepreneurship Development (ENTP)	4	0	0	4	DSE
8.	26195	DSE106	Introduction to SCM (LSCM)	4	0	0	4	DSE
9.	25897	DSE014	Healthcare Management and Medical Terminology (HCM)	4	0	0	4	DSE
MINOR ELECTIVE (ANY-1)								
10.	26206	OEC101	Team Building & Leadership (HRM)	3	0	0	3	OE
11.	26196	OEC102	Financial Institutions & Market (B&F)	3	0	0	3	OE
12.	26197	OEC110	Advertising and Promotions Mix (MM)	3	0	0	3	OE
13.	26204	OEC104	Economic Environment of Business (IB)	3	0	0	3	OE
14.	26198	OEC105	Essentials of Entrepreneurship (ENTP)	3	0	0	3	OE
15.	26199	OEC106	Basic of SCM (LSCM)	3	0	0	3	OE
16.	26205	OEC107	Introduction to Human Physiology and Biochemistry (HCM)	3	0	0	3	OE
Practical/Viva-Voce/Jury								
17.	26042	VOS101	Business Etiquettes skills	0	0	6	3	SEC
18.	16254	ARP101	Communicative English- 1	1	0	2	2	AEC
TOTAL CREDITS							20	

Signature of Branch Coordinator/HOD

Signature of Dean

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2024-2028

Program/Branch: BBA Finance & Accounting

TERM.: I

Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	26189	BCC101	Financial Accounting with Computerized Accounting (ACCA)	4	0	2	5	CC
2.	26190	BCC102	Business Organization (ACCA)	4	0	0	4	CC
3.	31670	VAC103	Environment Management	3	0	0	3	VAC
4.		OPE	Minor Elective (Open) Other Faculty	3	0	0	3	OPE
Practical/Viva-Voce/Jury								
5.	26042	VOS101	Business Etiquettes skills	0	0	6	3	SEC
6.	16254	ARP101	Communicative English -I	1	0	2	2	OLD
TOTAL CREDITS							20	

Signature of Branch Coordinator/HOD

Signature of Dean

Course ModulesTerm: I

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
Branch:		Semester: I
1	Course Code	BBN108
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	
	Unit 1	Introduction to Management and Evolution of Management Theories
	A	Management: Concept and Function, Levels of Management, Managerial roles and skills
	B	Management Science or Art, Management as Profession, Administration Vs Management
	C	Classical Management theory: F. W. Taylor, Fayol's principles
	Unit 2	Managing Contemporary Planning

	A	Introduction of planning, Planning process and limitations Types of Plan: Budget, Policy, Procedure, methods, and rules		
	B	Introduction to strategic, operational, and tactical planning		
	C	Environment Analysis		
	Unit 3	Managing Contemporary Organization		
	A	Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of Control)		
	B	Authority, Responsibility and Delegation, Centralization and Decentralization		
	C	Common organizational Designs- Traditional Designs (Simple, Functional, divisional), Contemporary Designs (Team structures, Matrix/project structures, boundary less organization)		
	Unit 4	Directing		
	A	Directing, Principles of Directing		
	B	Communication and its types, Motivation		
	C	Leadership-Meaning, Styles of Leader, Qualities of a Good Leader, Supervision and its importance		
	Unit 5	Controlling		
	A	Concept and process of control in organization, Types of control - Feedback, Feed forward, Concurrent		
	B	Coordination and its importance		
	C	Mini Project on Functions of Management		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	Text book/s*	L M Prasad, Principles & Practices of Management, Sultan Chand & Sons, 2007		
	Other References	Koontz O'Donnel – Principles of Management Management by VSP Rao, Excel Publications Robbins & Coulter – Management, Prentice Hall of India, 9th edition		

School: SSBS		Batch: 2023-2027
Program: BBA		Current Academic Year: 2023-24
Branch:		Semester: I
1	Course Code	VAC103
2	Course Title	Environmental Management
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. Enable students to learn the concepts, principles and importance of environmental science 2. Provide students an insight of various causes of natural resource depletion and its conservation 3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion. 4. Provide knowledge of different methods of water conservation 5. Provide and enrich the students about sustainable practices and environmental management
6	Course Outcomes	<p>CO1. Develop a better understanding of the principles and scope of environmental science</p> <p>CO2. Acquire to learn various pollution causes, effects and control and solid waste management.</p> <p>CO3. Interpret the effect of global warming and ozone layer depletion</p> <p>CO4. Comprehend about various types of natural resources and its conservation</p> <p>CO5. Develop a better understanding about sustainable practices and environmental management</p> <p>CO6. Function effectively on overall understanding of various environmental components, its protection and management.</p>
7	Course Description	<p>Environmental Science emphasises on various factors as</p> <ol style="list-style-type: none"> 1. Importance and scope of environmental science 2. Natural resource conservation 3. Pollution causes, effects and control methods 4. Sustainable and Environmental environment
8	Outline syllabus	
	Unit 1	Natural resource management
	A	Introduction to Natural Resources
	B	Management of Land and Forest Resources
	C	Water and Energy resource Management

	Unit 2	Environmental Pollution Management		
	A	Air pollution Control and Water Pollution treatment Methods		
	B	Soil and Noise Pollution Management		
	C	Solid waste management		
	Unit 3	Climate Change Mitigation		
	A	Concept of Global Warming and greenhouse effect		
	B	Ozone layer Depletion and its consequences		
	C	Climate change, its effect on ecosystem and its mitigation. Kyoto protocol and IPCC concerns on changing climate.		
	Unit 4	Biodiversity Management		
	A	Hot spots, Endangered and endemic species of India		
	B	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions		
	C	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.		
	Unit 5	Sustainable practices and environmental management		
	A	Sustainable development and sustainable consumption		
	B	Environmental Issues and Management in India		
	C	Environmental Management System (EMS)		
	Mode of examination	Theory based survey		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	Text book/s*	Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha, Pub: Orient Blackswan Pvt Ltd		
	Other References	Environmental Science by G. Tyler Miller, JR. and Scott E. Spoolman; Brooks/Cole.		

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
Branch: -		Semester: I
1	Course Code	DSE025
2	Course Title	Recruitment & Selection
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
5	Course Status	DSE
6	Course Objective	<ol style="list-style-type: none"> 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	<p>The students will be able to:</p> <p>CO1: Examine the utility of the latest concepts, trends, practices, procedures, and laws related to recruitment & selection</p> <p>CO2: Explain the applicability of different types of commonly used pre-employment tests and interviews for Selection</p> <p>CO3: Prepare a detailed Manpower Planning Strategy and to match an applicant to a job using job analysis and job description</p> <p>CO4: Analyse Recruitment strategy for different levels of hierarchy and the importance of employee onboarding process.</p> <p>CO5: Evaluate the proper methods/ sources of recruiting externally and internally.</p> <p>CO6: Create documents, policies and procedures related to recruitment strategies.</p>
8	Course Description	<p>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.</p>
9	Outline syllabus	
	Unit 1	Human Resources Planning and Job Analysis
	A	HRP defined, Issues and challenges
	B	HRP Process, Demand & Supply Forecasting Methods
	C	Job analysis- steps in job analysis, methods, job description and job specification, application of job analysis
	Unit 2	Recruitment
	A	Recruitment Concept – Factors affecting recruitment
	B	Methods and Sources of recruitment-Internal & External
	C	E-Recruitment, Inclusive Recruitment
	Unit 3	Selection
	A	Process of Selection, Review of applications-Application Blank, weighted application

		Blank		
	B	Selection Tests- Personality & technical, Selection test design, Reliability and Validity of tests		
	C	Employment Interviews- Structured, unstructured, behavioural, Group or individual interview, Guidelines for the Interviewer, Pre- employment Checks, Assessment Centre		
	Unit 4	Recruitment & Selection Strategies and Evaluation		
	A	Recruitment Strategies at worker, Middle & Senior Level, Exit Interview		
	B	Recruitment & Selection Evaluation: Budget, Time and Acceptance Rate		
	C	Employee Onboarding- Process		
	Unit 5	Legal & Contemporary Issues		
	A	Legal issues: Apprenticeship Act, Employment Act, Contract labour Regulation & Abolition Act, Child Labour Abolition Act		
	B	Contemporary Issues: Job sculpting, Employer branding, Alternatives to recruitment		
	C	Global talent Acquisition & Management		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	Textbook/s*	Recruitment and Selection: Theories and Practices, Dipak Kumar Bhattacharyya, First Edition, Cengage		
	Other References	1. Human Resource Management 2010: V.S. P. Rao 2. Human Resource Selection, Published: 2009 Author Gatewood, Field(Cengage) 3. Human Resource Management: Sharon Pande (Pearson)		

School: SSBS		Batch : 2024-2028
Programme: BBA		Current Academic Year: 2024 - 25
Branch:		Semester: I
1	Course Code	DSE041
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	
	Unit 1	Banking System in India
	A	General Introduction, The Banking System in India
	B	Commercial Banking: Structure and Evolution
	C	Functions of Commercial Banks, Liabilities and Assets of Banks
	Unit 2	Merchant Banking
	A	Merchant Banking-Meaning, Role of Merchant Banks
	B	Non-Banking Financial Institutions
	C	Management in Banks
	Unit 3	Major issues in Banks
	A	Banking Innovations
	B	Major issues of Banking
	C	Management by Objectives.
	Unit 4	Services for Banks- Challenges
	A	Marketing of Banking Services

	B	Customer Services in Banks		
	C	Human Capital Management		
	Unit 5	Planning & Control Mechanism in Banks		
	A	Manpower planning in Banks, Quality circles in Banks		
	B	Management Information System, Management Audit in Banking		
	C	Decision –Making in Banks, Future of Indian Banking		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	Text book/s*	Bank Management- Vasant Desai		
	Other References	1. Introduction to Banking-VijayaragavanIyengar		
		2.Commercial Banking-Benton E. Gup		

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year – 2024-2025
Branch: Marketing		Semester: I
1	Course Code	DSE068
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	
	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	
	E2	Organizational buying situations	
	E3	Influences on organizational buying behaviour	
	Mode of Examination	Theory	
	ASSESSMENT CRITERIA	CA	MSE
		25%	25%
			ESE
			50%
	Textbook/s	‘Consumer Behavior’ by Leon G. Schiffman and Leslie Lazar Kanuk (Pearson)	
	Other References	‘Consumer Behavior - Buying, Having, and Being’ by Michael R. Solomon (Pearson)	

School: SSBS		Batch : 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
Branch: -		Semester: I
1	Course Code	BCM223
2	Course Title	Global Business Environment
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
5	Course Description	The course describes the various micros, industry factors that affect the business organizations, industries, countries and world at large. Also, this course describes the spread of trade, investment, And technology across borders and the ways in which these factors affects firms, workers, and communities in developed and developing countries. The focus of this course is also to describe the advantages and disadvantages.
6	Course Objective	<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
	B	The world trade and India's role in it

	C	The top ranking businesses of the world		
	Unit 2	The Globalization Index		
	A	Indices of globalization		
	B	WEF and globalization: key indicators of globalization		
	C	International organizations and international trade		
	Unit 3	International trade and FDI		
	A	Role of FDI in international trade		
	B	Norms of FDI and their justifications		
	C	Ways in which FDI can flow in an economy		
	Unit 4	Barriers to international trade		
	A	Tariff Barriers and implications		
	B	Non-Tariff Barriers and implications		
	C	The gainers and losers from barriers to trade		
	Unit 5	Trade Blocs		
	A	Types of trade Blocs		
	B	role of trade Blocs		
	C	The role of trade Blocs in global business environment		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	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 		

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
Branch: -		Semester: I
1	Course Code	DSE003
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	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	
	Unit 1	Understanding Entrepreneurship and the Entrepreneur
	A	Why Entrepreneurship

		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
	C	The Qualities , Characteristics & Competencies of an Entrepreneur An overview of corporate Entrepreneurship Exercise/Case study
	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
	B	Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility Exercise/ Activity to conduct Feasibility Analysis
	C	Writing and Presenting effective Business Plans Business model and its dimensions Exercise/ Discussion of Business Plan Formulation
	Unit 3	Launching the New Enterprise
	A	Forming the New venture Team Selecting appropriate Business Ownership Structure Exercise/ Activity: Forming New Venture Team
	B	IPR issues in starting an enterprise Legal aspects of a business
	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
	Unit 4	Managing the Growth and Exit of the firms
	A	Understanding the Stages of an Entrepreneurial Venture The Strategies of growth Case study
	B	Managerial mindset vs. Entrepreneurial mindset in decision making Key factors to be considered during the Growth Stage Group Presentation/ Business Plan Presentation
	C	The Exit Strategy for a business Group Presentation/ Business Plan Presentation
	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
	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		
	C	Group Presentation/ Business Plan Presentation		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	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 		

School: SSBS		Batch: 2024-2028
Program: BBA (LSCM)		Current Academic Year: 2024-2025
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	Elective
6	Course Objective	To ensure that the students understand the significance of various stakeholders like manufacturers, Distributors, logistics and customers in any supply chain network To understand the framework and theoretical aspects of supply and logistics issues in any Organization and how to create and improve an existing supply chain network.
7	Course Outcomes	CO1: To understand the basic concept of supply chain in any organization CO2: To gain insights into supply chain structure and various strategies to manage it in any organizations CO3: to understand the concept and linkage of supply chain drivers, inventory and transportation management CO4: To understand the concept of changes and its effect on Demand and supply in any supply chain CO5: To make the students understand the importance of outsourcing in any value chain. CO6: To Relate theory with Practical examples
8	Outline syllabus	
	Unit A	Introduction to Supply Chain Management
	A 1	Definitions of Supply chain Management
	A 2	Evaluation and Landmarks
	A 3	Value Chains and SC Macro Process
	Unit B	Supply Chain Structure
	B 1	Push Strategies
	B 2	Pull Strategies
	B 3	Agile Supply Chain
	Unit C	Supply Chain Drivers
	C 1	Supply Chain Drivers -Role and Relevance
	C 2	Facilities, Inventory, Transportation and SCM
	C 3	Pricing and Supply chains
	Unit D	Planning and Co-ordination in Supply Chain
	D 1	Role of Transportation in SCM
	D 2	Role of Sourcing in SCM
	D 3	Role of Inventory in SCM

	Unit E	Bull-Whip effect in Supply Chain Management		
	E 1	Significance of Bull-whip effect		
	E 2	Benchmarking the Supply Chain		
	E 3	Global Supply Chain Perspectives		
	Mode of examination	Theory and Continuous Assessment		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	Text book/s	1. Douglas Long International Logistics: Global Supply chain Management Springer-Verlag New York, LLC: 2004 2. Supply Chain Logistics Management – Bowersox & Cooper, McGraw Hill, 2 nd Indian ed.		
	Other References	1. Case studies a) Flip kart b) Waygo, Google c) L & T d) Om Logistics e) GATI		

School: SSBS		Batch : 2023-28
Programme: BBA		Current Academic Year: 2023-24
Branch: HCHA		Semester: I
1	Course Code	DSE014
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	
	Unit 1	Introduction To Medical Terminology
	A	Introduction to medical terminology
	B	Basics of Medical Transcription
	C	Quality aspect in Medical Transcription
	Unit 2	Various Body systems
	A	Circulatory system Endocrine system ,Respiratory system
	B	Musculoskeletal system, Renal system
	C	The five senses and nerves in the body
	Unit 3	Basics in Healthcare
	A	Health Systems in India
	B	Health Planning
	C	Indian and Global Healthcare Industry

	Unit 4	Fundamentals of Hospital Administration		
	A	Hospital based healthcare and its changing scenario: Changing Role and History,		
	B	Hospital as a social system, Classification of Hospital, functions of hospital		
	C	Patient rights & responsibility		
	Unit 5	Health Communication		
	A	Basics of communication in health		
	B	Health Education in the modern world		
	C	Principles of Health educations		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	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</i> by <i>VSP Rao Excel Publications</i> .		
	Other References			

BBA_I- MINOR

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
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	The aim of the course is to make students understand the impact of effective teams and leadership on organizational performance and develop the ability to relate and apply these concepts to personal and organizational situations. They would gain insights into team and leadership concepts through role plays, group activities and class discussions. The course will help students to work in teams and develop leadership competencies in a formal setting.
8	Outline syllabus	
	Unit 1	Understanding Teams
	A	Group vs teams, Stages of team development,
	B	Types of teams, Team building process- How to build great teams?
	C	Managing cross-functional teams, diverse teams, virtual teams, self-managed teams- Challenges Team building in globalized era
	Unit 2	Group

	A	What is a group, types of groups: Formal and informal groups		
	B	Group Structure: Group roles, status, size, norms		
	C	Group decision making processes- group think.		
	Unit 3	Leadership		
	A	Leadership Defined, Attributes of an effective leader		
	B	Managing & leading teams		
	C	Leadership vs management, Leadership Styles		
	Unit 4	Theories of leadership		
	A	Trait Theory-Big five/ OCEAN model.		
	B	Behavioral Theory -Managerial Grid-Mouton &Blake Model		
	C	Contingency Theory -Hersey Blanchard theory.		
	Unit 5	Conflict		
	A	Conflict- Concept, Causes and types		
	B	Stages of conflict formation		
	C	Conflict Resolution for effective Team building		
9	Mode of examination	Theory		
10	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
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 		

School: SSBS		Batch : 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
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 6Apply the concepts and understand the international markets</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

		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	CA	MSE	ESE
	25%	25%	50%
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		

School: SSBS		Batch: 2024-2028
Programme: BBA (Mktg.)		Current Academic Year: 2024-2025
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 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	
	Unit A	
	A 1	<ul style="list-style-type: none"> Overview of advertising and promotions mix
	A 2	<ul style="list-style-type: none"> Importance of advertising and promotions in marketing
	A 3	<ul style="list-style-type: none"> Strategic decision-making in advertising and promotions
	Unit B	
	B 1	<ul style="list-style-type: none"> Identifying target audiences and consumer behavior
	B 2	<ul style="list-style-type: none"> Segmentation and Positioning through advertising communications

	B 3	• Target Audience Analysis and Campaign Development		
	Unit C			
	C 1	• Advertising Media and Promotional Channels		
	C 2	• Types of advertising media (print, broadcast, digital, outdoor, etc.)		
	C 3	• Tools of Integrated marketing Communications		
	Unit D			
	D 1	• Introduction to Advertising Message and Creative Execution		
	D 2	• Advertising Agencies –role, types and functions		
	D 3	• Advertising appeals and creative brief		
	Unit E			
	E 1	• Legal and Ethical Considerations in Advertising and Promotions		
	E 2	• Measurement and Evaluation of Advertising and Promotions		
	E 3	• Real-world examples of successful advertising campaigns and promotions		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	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		

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
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	
	UNIT 1	Nature and Dynamics of Business Environment
	A	The concept of Business Environment
	B	Significance of Business Environment
	C	Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis)
	UNIT 2	Political Environment and Economic Systems
	A	Market Economy or Capitalism(Evolution of capitalism and its features)
	B	Planned Economy or Command Economy
	C	Mixed Economy

	UNIT 3	Economic Growth and Development	
	A	Economic Growth and Development	
	B	Methods to Calculate National Income	
	C	Real Income and Nominal Income	
	UNIT 4	MACRO ECONOMIC POLICIES	
	A	Monetary Policy	
	B	Fiscal Policy	
	C	India's Import –Export Policies	
	UNIT 5	GLOBAL/ INTERNATIONAL ENVIRONMENT	
	A	Globalization	
	B	Foreign Investment	
	C	Multinational Corporations	
	Mode of examination	Theory	
	Weightage Distribution	CA	ESE
		25%	50%
	Text book/s*	Justin Paul. Business Environment: Text and cases.	
	Other References	1.Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 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	

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
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	

	Unit 1	Understanding Entrepreneurship and the Entrepreneur		
	A	The Concept & Process of Entrepreneurship Exercise/Activity: Identify your entrepreneurial potential		
	B	Types of entrepreneurship and entrepreneur Entrepreneur Vs. Manager Vs. Entrepreneur		
	C	The Qualities, Characteristics & Competencies of an Entrepreneur, corporate Entrepreneurship		
	Unit 2	Idea and Opportunity		
	A	Idea vs. Opportunity Identifying/ sources of opportunities		
	B	Idea generation techniques		
	C	Evaluating opportunities		
	Unit 3	Feasibility Analysis		
	A	Doing Feasibility Analysis: Product, Market, Economic		
	B	Organizational, Technical , and Financial feasibility		
	C	Exercise/ Activity to conduct Feasibility Analysis		
	Unit 4	Business Plan and New Enterprise Launch		
	A	Writing and Presenting effective Business Plans Business model and its dimensions		
	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		
	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		
	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		
	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		
	C	Group Presentation/ Business Plan Presentation		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	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
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School: SSBS		Batch: 2024-2028
Programme: BBA (LSCM)		Current Academic Year: 2024-2025
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	
	Unit A	Introduction to Supply Chain Risk Management
	A 1	Definitions of Supply chain Management
	A 2	Supply chain models
	A 3	Supply Chain and competitive advantage
	Unit B	Supply Chain Integration
	B 1	Push and Pull Strategies
	B 2	Framework for Supply chain Network Designs
	B 3	Supply Chain Design in Uncertain Environment
	Unit C	Risk Pooling and Supply Chain Design
	C 1	Risk and ambiguity
	C 2	Strategies for Supply Chain Revenue Management
	C 3	Sustainable Supply chains
	Unit D	Planning and Co-ordination in Supply Chain
	D 1	Co-ordination and Restructuring


	D 2	Strategies to achieve Co-ordination		
	D 3	Strategic partnership and Trust in Supply Chain		
	Unit E	Bull-Whip effect in Supply Chain Management		
	E 1	Significance of Bull-whip effect		
	E 2	Benchmarking the Supply Chain		
	E 3	Supply Chain Simulation strategies and Evaluation		
	Mode of examination	Theory and Continuous Assessment		
	Weightage Distribution	CA	MSE	ESE
		25%	25%	50%
	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		

School: SSBS		Batch: 2024-2028
Programme: BBA		Current Academic Year: 2024-2025
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	
	Unit 1	Introduction to Basic Cell Physiology
	A	Cell: The Unit of Life
	B	Biomolecules
	C	Cell Structure and Function
	Unit 2	Human Physiology
	A	Digestion and Absorption, Breathing and Exchange of gases
	B	Body Fluids and Circulation, Excretory Products and their Elimination
	C	Neural Control and Coordination, Chemical Coordination and Integration
	Unit 3	SYSTEMS- I
	A	Circulatory system: Basic Structure and Function
	B	Skin and the Integumentary System: Basic Structure and Function
	C	Gastro intestinal system: Basic Structure and Function
	Unit 4	SYSTEM-II
	A	Skeletal System: Basic Structure and Function
	B	Muscular Systems: Basic Structure and Function
	C	Nervous System I : Basic Structure and Function

	Unit 5	Nutrition & Diet
	A	Energy Metabolism
	B	Carbohydrates, Lipids, Proteins
	C	Vitamins, Mineral
	Mode of examination	Theory
	Weightage Distribution	CA MSE ESE
		25% 25% 50%
	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

School: SSBS		Batch:2024-2028
Programme: BBA		Current Academic Year: 2024-2025
Branch:		Semester: I
1	Course Code	VOS101
2	Course Title	Business Etiquette Skills
3	Contact Hours	3 credits (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	On successful completion of the course,the student will be able to: CO1: The student will be able to become known as a professional with a high level of social skill and soft skill CO2: The student will be able to know how to get clients and co-workers to know, like and trust you CO3: The student will be able to understand why focusing on your executive wardrobe is so important for a great first impression CO4: The student will be able to know how to create an executive wardrobe (men and women) for a polished, professional brand CO5: The student will be able to conquer networking events with confidence and strategy CO6: The students will understand about the Do's and Don'ts of Interview
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	
Unit 1		Introduction
A		Business Etiquette
B		Professionalism and video on professionalism in organization
C		Johari Window and design your own Johari Window
	Unit 2	Understanding Perspective
	A	Perspectives by Employers
	B	Perspective by Employees
	C	How to build your Trust- Employees and Employers
	Unit 3	Raising your digital Footprint
	A	Email Etiquettes and exercise on email etiquettes
	B	Professional Image and your outfit- Males and Females
	C	Online Presence – using LinkedIn

	Unit 4	Business Meeting
	A	Types of Business Meeting
	B	Planning of Business Meeting
	C	Etiquettes of Online Meeting
	Unit 5	Interview Etiquette
	A	Types of Interviews
	B	Do's of Interview
	C	Don'ts of Interview
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	CA
		ESE
		60%
		40%

Schools: SBS-BBA		Batch : 2024-2028	 SHARDA UNIVERSITY Beyond Boundaries
		Academic Year: 2024-2025	
		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	
	Topic 1	Subject Verb Agreement	
	Topic 2	Parts of speech	
	Topic 3	Writing well-formed sentences	
	Unit B	Vocabulary Building & Punctuation	
	Topic 1	Homonyms/ homophones, Synonyms/Antonyms	
	Topic 2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	
	Topic 3	Conjunctions/Compound Sentences	
	Unit C	Writing Skills	

	Topic 1	Picture Description – Student Group Activity
	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
	Topic 3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)
	Topic 4	Digital Literacy Effective Use of Social Media
	Unit D	Speaking Skill
	Topic 1	Self-introduction/Greeting/Meeting people – Self branding
	Topic 2	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)
	Topic 3	Dialogues/conversations (Situation based Role Plays)
	Unit E	Professional Skills Career Skills
	Topic 1	Exploring Career Opportunities
	Topic 2	Brainstorming Techniques & Models
	Topic 3	Social and Cultural Etiquettes
	Topic 4	Internal Communication
	Unit F	Leadership and Management Skills
	Topic 1	Managerial Skills
	Topic 2	Entrepreneurial Skills
9	Evaluations	<i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ESE</i>
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

FINANCIAL ACCOUNTING

School: SSBS		Batch: 2024-2027
Programme: B.Com. ACCA		Current Academic Year: 2024-2025
Branch:		TERM: I
1	Course Code	BCC101
2	Course Title	Financial Accounting with Computerized Accounting
3	Credits	5
4	Contact Hours (L-T-P)	4-0-2
	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	<p>After successful completion of course the students would be able to :</p> <p>CO1: Define the terms related to accounting and the accounting cycle.</p> <p>CO2. Explain the financial transactions of a firm through the examination of relevant data.</p> <p>CO3: Construct the accounting data of a firm using various quantitative inputs of a relevant period.</p> <p>CO4: Analyse the effect of changes in these inputs on the financial position of a firm.</p> <p>CO5: Evaluate the various accounting scenarios in a firm.</p> <p>CO6: Gain the working knowledge on the preparing of various accounts independently</p>
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 Shortworking, Sub - lease, Short working Reserve Account, Nazarana		
	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.		
	C	Installment Payment System - Difference between Hire Purchase and Installment Payment System. Accounting Records in the book of Purchaser & Vendor, Interest suspense account		
	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		
	B	Meaning and Objectives of Branch Account, Importance and Advantages,		
	C	Classification of Branches, Accounting of Branch Accounts under various Methods		
	Unit 4	Insolvency & Voyage Accounts		
	A	- Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency		
	B	, Preparation of Statement of Affairs and Deficiency Account.		
	C	Voyage Accounts - Meaning & Preparation of Voyage Accounts		
	Unit 5	Depreciation		
	A	Concept of depreciation; Causes of depreciation; Depreciation, depletion, amortization, and dilapidation; Depreciation accounting		
	B	Methods of recording depreciation; Methods for providing depreciation; Depreciation of different assets; Depreciation of replacement cost		
	C	Depreciation accounting as per accounting standard; Depreciation accounting; Provisions and reserves		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	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 LaxmiPrakashan. (2010) 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)		

BUSINESS ORGANIZATION

School: SSBS		Batch: 2024-2027
Programme: B.Com ACCA		Current Academic Year: 2024-2025
Branch:		Term: I
1	Course Code	BCC102
2	Course Title	Business Organization
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory-DSE
5	Course Objective	The key objectives of the course is to develop an appreciation of what a business is and the role of management in planning, decision making, organizing, directing, communicating, motivating, controlling and co-ordinating.
6	Course Outcomes	After successful completion of course the students would be able to - CO1: Ability to understand the concept of Business Organisation along with the basic laws and norms of Business Organisation. CO2: Ability to understand the terminologies associated with the field of Business Organisation along with their relevance. CO3: Ability to identify the appropriate types and functioning of Business Organisation for solving different problems. CO4: Ability to apply basic Business Organisation principles to solve business and industry related problems. CO5: Ability to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc. CO6: Ability to understand the operational working principles and process of various Business organizations
7	Course Description	This course provides a basic overview of the different forms of business organisations. Students attending this course will have an idea of various forms of business structures and will equip them with the minimum knowledge to start a business on their own.
8		
	Unit 1	Introduction to Business Organizations
	A	Business: Concept, Meaning, Features, Stages of development of business and importance of business.
	B	Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization,
	C	Evolution of Business Organisation. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics

	Unit 2	Promotion of Business		
	A	Considerations in Establishing New Business. Qualities of a Successful Businessman.		
	B	Forms of Business Organisation: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits.		
	C	Difference between Private and Public Company, Concept of One Person Company		
	Unit 3	Plant Location - Concept		
	A	Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location.		
	B	Plant Layout –: Meaning, Objectives, Importance, Types and Principles of Layout		
	C	Factors Affecting Layout. Size of Business Unit–: Criteria for Measuring the Size and Factors		
	Unit 4	Business Combination		
	A	Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination		
	B	Meaning, Characteristics, Objectives, Affecting the Size.		
	C	Optimum Size and factors determining the Optimum Size.		
	Unit 5	Rationalization and Nationalization		
	A	Principles, Merits and demerits, Difference between Rationalization and Nationalization.		
	B	operational working principles and process of various Business organizations. Business combination and its types, Rationalisation and Automation		
	C	Methods of Remunerating Labour, Stock Market, Commodity Market		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014). 2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014). Sherlekar, S.A. and Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).		
	Other References	4. Agarwal K.K., “Business Organisation and Management”. 5. Joshi, G.L., “Vyavasayik Sanghathan Evam Prabandha”. 6. Prasad, Jagdish, “Vyavasayik Sanghathan Evam Prabandha”. Shukla, Sudhir, “Vyavasayik Sanghathan Evam Prabandha”.		

School: SBS		Batch : 2024-28
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	CO1: The student will be able to become known as a professional with a high level of social skill and soft skill CO2: The student will be able to know how to get clients and co-workers to know, like and trust you CO3: The student will be able to understand why focusing on your executive wardrobe is so important for a great first impression CO4: The student will be able to know how to create an executive wardrobe (men and women) for a polished, professional brand CO5: The student will be able to conquer networking events with confidence and strategy CO6: The students will understand about the Do's and Don'ts of Interview
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	
	Unit 1	Introduction
	A	Business Etiquette
	B	Professionalism and video on professionalism in organization
	C	Johari Window and design your own Johari Window
	Unit 2	Understanding Perspective
	A	Perspectives by Employers
	B	Perspective by Employees
	C	How to build your Trust- Employees and Employers
	Unit 3	Raising your digital Footprint
	A	Email Etiquettes and exercise on email etiquettes
	B	Professional Image and your outfit- Males and Females
	C	Online Presence – using LinkedIn

	Unit 4	Business Meeting	
	A	Types of Business Meeting	
	B	Planning of Business Meeting	
	C	Etiquettes of Online Meeting	
	Unit 5	Interview Etiquette	
	A	Types of Interviews	
	B	Do's of Interview	
	C	Don'ts of Interview	
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	CA	ESE
		60%	40%

Schools: SSBS		Batch : 2024-2028
		Academic Year: 2024-25
		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
	Topic 1	Subject Verb Agreement
	Topic 2	Parts of speech
	Topic 3	Writing well-formed sentences
	Unit B	Vocabulary Building & Punctuation
	Topic 1	Homonyms/ homophones, Synonyms/Antonyms
	Topic 2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)
	Topic 3	Conjunctions/Compound Sentences
	Unit C	Writing Skills
	Topic 1	Picture Description – Student Group Activity
	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
	Topic 3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)
	Topic 4	Digital Literacy Effective Use of Social Media
	Unit D	Speaking Skill
	Topic 1	Self-introduction/Greeting/Meeting people – Self branding
	Topic 2	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)
	Topic 3	Dialogues/conversations (Situation based Role Plays)
	Unit E	Professional Skills Career Skills
	Topic 1	Exploring Career Opportunities
	Topic 2	Brainstorming Techniques & Models
	Topic 3	Social and Cultural Etiquettes
	Topic 4	Internal Communication
	Unit F	Leadership and Management Skills
	Topic 1	Managerial Skills
	Topic 2	Entrepreneurial Skills
9	Evaluations	<i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ESE)</i>
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

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027
Programme / Branch: BBA
TERM: III
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.	26290	BBN219	Business Statistics with Excel	4	0	2	5	NEW
2.	26291	BBN220	Business Research Methods	4	0	0	4	NEW
MAJOR ELECTIVE (ANY-1)								
3.	26292	DSE201	Employee Training & Development (HRM)	4	0	0	4	NEW
4.	26293	DSE202	Cost and Management Accounting (B&F)	4	0	0	4	NEW
5.	26294	DSE203	Digital Marketing (MM)	4	0	0	4	NEW
6.	26295	DSE204	Monetary Economics (IB)	4	0	0	4	NEW
7.	26296	DSE205	Innovation and design thinking (ENTP)	4	0	0	4	NEW
8.	26297	DSE206	Enterprise Resource Planning (LSCM)	4	0	0	4	NEW
9.	26298	DSE207	Hospital Operations Management (HCM)	4	0	0	4	NEW
MINOR ELECTIVE (ANY-1)								
10.	26299	OEC201	Learning and Development (HRM)	3	0	0	3	NEW
11.	26300	OEC202	Retail Banking (B&F)	3	0	0	3	NEW
12.	26301	OEC203	International Marketing (MM)	3	0	0	3	NEW
13.	26302	OEC204	Money and Banking (IB)	3	0	0	3	NEW
14.	26303	OEC205	New Ventures Launching (ENTP)	3	0	0	3	NEW
15.	26304	OEC206	Shipping & Maritime Law (LSCM)	3	0	0	3	NEW
16.	26305	OEC207	Healthcare Marketing and Communication (HCM)	3	0	0	3	NEW
Practical/Viva-Voce/Jury								
17.	31350	RBL001	Research Based Learning-I	0	0	4	0	RBL
18.	26082	VOS206	Event Management	0	0	6	3	SEC
19.	16977	ARP207	Logical Skill Building and Soft Skills	1	0	2	2	AEC
TOTAL CREDITS							21	

Signature of Branch Coordinator/HOD

Signature of Dean

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2023-2027
Program/Branch: BBA Finance & Accounting
TERM.: III
Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	26306	BBN225	Management Accounting (ACCA 5)	5	0	0	5	NEW
2.	26307	BBN226	Business Law (ACCA 6)	4	0	0	4	NEW
3.	26308	BBN227	Business Research Method	4	0	0	4	NEW
4.		OPE	Minor Elective (Open) Other Faculty	3	0	0	3	OPE
Practical/Viva-Voce/Jury								
5.	31350	RBL001	Research Based Learning-I	0	0	4	0	RBL
6.	26082	VOS206	Event Management	0	0	6	3	SEC
7.	16977	ARP207	Logical Skill Building and Soft Skills	1	0	2	2	AEC
TOTAL CREDITS							21	

Signature of Branch Coordinator/HOD

Signature of Dean

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	
	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
	B	Classification and Tabulation of Data, Diagrammatic presentation of data-bar chart and pie charts.
	C	Graphical presentation of frequency distribution-Histograms, Ogive curves
	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
	B	Partition values: quartiles ,deciles and percentiles
	C	Extract and Interpret the output for mean, median and mode using Excel
	Unit 3	Measures of Dispersion
	A	Measures of Dispersion: Range, Quartile deviation, Mean Deviation
	B	Standard Deviation, Coefficient of Variation

	C	Extract and Interpret the output for measures of dispersion using Excel	
	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.	
	B	Meaning and significance of Regression Analysis, Types of Regression, Simple Regression	
	C	Extract and Interpret the output for correlation and regression using Excel	
	Unit 5	Sampling and Probability	
	A	Introduction, concept of population and sample, Sampling, Probability sampling and non-Probability Sampling	
	B	Probability Definition, Basic Terminology, Addition, multiplication theorem of Probability	
	C	Problems based on addition and multiplication of probability , conditional probability,	
	Mode of examination	Theory	
	Weightage Distribution	CA	MSE ESE
		25 %	25% 50%
	Text book/s*	Gupta S.P., Gupta, M.P. , Business Statistics, Sultan Chand & Co	
	Other References	Vohra N D ,Business Statistics, Tata McGraw Hill, Sharma J.K , Business Statistics, Pearson	

School: SBS		Batch :2023-2027
Program: BBA		Current Academic Year: 2023-2024
Branch: -		Semester: III
1	Course Code	BBN220
2	Course Title	Business Research Methods
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 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
6	Course Outcomes	<p>The student will be able to</p> <p>CO1: Establish the concept of Business research and research process</p> <p>CO2: Develop a research proposal as the basis for a Research Project</p> <p>CO3: Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research</p> <p>CO4: Recognize, and take account of, the importance of ethical conduct in undertaking research</p> <p>CO5: Ability to report the findings of research and their impact under various business conditions.</p> <p>CO6: To compare and classify issues specific to undertaking business research and report them in a systematic manner.</p>

7	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.		
8	Outline syllabus			
	Unit A	Introduction to Research in Business		
	A	Reasons to study Business Research		
	B	Planning and Strategy for Business Research, Project on Current Business Research Problems.		
	C	Parameters of Good Research		
	Unit B	The Research Process		
	A	Introduction to Research Process, Designing the Research Questions Identification of Research Problem and Formulation of Research Objectives		
	B	Introduction to Research Design (Exploratory, Descriptive, Causal Studies),		
	C	Sampling Design, sampling procedure and types of sampling		
	Unit C	Data Collection		
	A	Data Collection Procedures, survey method, interview method and observation method		
	B	Introduction to Questionnaire, Types of Questionnaires; Characteristics of Good Questionnaire,		
	C	Introduction to Pilot Testing, Conducting Sample Survey		
	Unit D	Data analysis		
	A	Data Preparation (Editing, Cleaning, Coding and Presenting)		
	B	Concept of Univariate and Bivariate Analysis		
	C	Data Analysis Techniques, Hands on Practice on various Data Analysis tools		
	Unit E	Report writing		
	A	Data presentation through tables, graphs and charts, Research Ethics		
	B	Report writing, Layout of research report, Types of research report		
	C	Mechanism and Precautions for writing research report.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	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.		

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	
	Unit 1	Introduction to Training & Development
	A	Definition, Need and Importance of Training
	B	Difference between Training, Development and Education; Steps of Training, Types of Learning-KSA

	C	Strategic Training, Trends in Training Practices	
	Unit 2	Training Needs Assessment	
	A	Training & Non-Training Needs, Types of Training Needs	
	B	Determination of Training Needs	
	C	TNA Model- A systematic view to TNA	
	Unit 3	Designing & Development of Training Program	
	A	Learning: Theories and Program Design. Key consideration in designing a training program, Constraints in designing a training Program	
	B	Developing Objectives, Identifying Trainees and Trainer	
	C	Training Methods- On the Job and Off the Job, Role of Supervisor in Training	
	Unit 4	Implementing and Evaluation of Training Program	
	A	Implementing ideas for Training, Dry run and Pilot program, transfer of training	
	B	Resistance to training evaluation, Types of evaluation data- Process Data and Outcome Data	
	C	Kirkpatrick Four Level Approach for evaluation	
	Unit 5	Management Development	
	A	Concept, Objectives of Management Development	
	B	Techniques of Management Development, Challenges in management development	
	C	Future of Management Development	
	Mode of examination	Theory	
	Weightage Distribution	CA	MSE ESE
		25 %	25% 50%
	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 3. Noe, R.A. (2010), <i>Employee Training and Development</i> .McGraw Hill-Irwin.	

School: SSBS		Batch : 2023-27
Program:		Current Academic Year: 2024-25
Branch:		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	Major Elective
5	Course Objective	<p>1. Cost and management accounting is the internal mechanism of reporting within the modern business.</p> <p>2. This module enables to understand the basic concepts and processes used to determine product costs.</p> <p>3. Budgeting, Cost Control, Variance and its analysis are the other major aspects of this course.</p> <p>4. It also helps to analyse and evaluate information for cost ascertainment, planning, control and decision making.</p>
6	Course Outcomes	<p>On successful completion of this module, students will be able to:</p> <p>CO1. Identify among the different branches of accounting, objectives & limitations of accounting and different elements of cost.</p> <p>CO2. Understand cost sheet, various concepts of costing and overheads.</p> <p>CO3. Apply the relation among Cost, Volume and Profits of a business.</p> <p>CO4. Point out and analyze of various budgets and their preparations</p> <p>CO5. Point out and analyze of standard costing & variance analysis along with their applications.</p>
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	
	Unit 1	Introduction to Cost & Management Accounting
	A	Introduction of cost, costing, Cost Accounting Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting.
	B	Meaning and objectives of management accounting, Cost Accounting V/s Management accounting, need and Importance in various business decisions
	C	Different elements of costs
	Unit 2	Cost Classification And Cost sheet
	A	Introduction to various types of overheads, classification of cost.
	B	Various concepts of costing, Types of Cost concepts for business planning
	C	Preparation of cost sheet

	Unit 3	Marginal Costing		
	A	Marginal costing meaning and advantage, assumptions of marginal costing		
	B	Cost volume Profit (CVP) analysis, contribution, Profit volume ratio analysis and implications.		
	C	Breakeven point and its analysis, margin of safety, key factor		
	Unit 4	Budgeting		
	A	Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control		
	B	Different types of Budget		
	C	Preparation of Cash Budget		
	Unit 5	Standard Costing & Variance Analysis		
	A	Standard Costing - Concept, Meaning, Objective and difference between standard costing & budgetary control.		
	B	Variance Analysis - Material Variances - Meaning, types- material cost variance, material price variance, material usage variance & its application.		
	C	Labour Variances - Meaning, types – labour cost variance, labour rate variance & its application.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	Text book/s*	M. N. Arora – ‘Cost and Management Accounting’, Vikas Publication		
	Other References	1.S.N.Maheshwari- ‘Cost and Management Accounting’- Sultan Chand & Sons 2. Debarshi Bhattacharyya-‘Management Accounting’ - Pearson Publications 3. Khan and Jain – ‘Management Accounting’- Tata McGraw Hill 4. Pandey I.M –‘Management Accounting’ - Vikas Publishing House 5. R.S. Singhal – ‘Management Accounting’ –Anand Publishing House		

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	
	Unit I	Introduction to Digital Marketing
	A 1	Digital Marketing meaning, scope and importance. Internet versus traditional marketing communication
	A 2	Internet microenvironment
	A 3	Use of B2C and B2B internet marketing, internet marketing strategy.
	Unit II	Online Buyer Behaviors and managing online customer.

	B 1	Online Customer experience, user navigation behavior		
	B 2	Planning website design, understanding site user requirement.		
	B3	Site design and structure, developing testing content		
	Unit III	The Marketing Mix in online context		
		Concepts of Product, Price, Promotion, Place, Physical evidence, People and Process in online context.		
		Concepts of Integrated Internet marketing communication (IIMC).		
		Objectives and measurement of interactive marketing communication.		
	Unit IV	Digital Promotion Techniques		
		Email Marketing, opt-in-email, opt-out-email, permission marketing		
		Interactive Advertising, online partnership, viral marketing		
		Blogs, Social media marketing, mobile marketing, significance of designing content on digital promotional platforms.		
	Unit V	Search Engine Optimization and Web analytics		
		Search Engine Optimization, on-page and off-page, website optimization.		
		Introduction to web analytics- meaning and importance		
		Legal and Ethical issues in Digital Marketing.		
	Mode of Examination	Theory		
	Weightage of Marks	CA	MSE	ESE
		25 %	25%	50%
	Text Book	Digital Marketing –Seema Gupta (Author)- McGraw Hill; Standard Edition (10 August 2022)		

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	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. The student will be able to define money and money supply, along with identifying the concepts of money multiplier and demand for money 2. The student will be able to describe reasons and objectives of monetary policy and its impact on the economy 3. 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. 4. Students will be able to compare and analyses the monetary measures taken by government across countries. 5. Students will be able to formulate implications of monetary policy for businesses. 6. Student will be familiar with the credit market of the country as well a globally
6	Course Outcomes	<ol style="list-style-type: none"> a) to understand the fundamental concept of Fundamental concept of Money and its evolution b) to analyze the working of supply and demand for money c) to explore the different types of Quantity theory of Money and its significance d) to analyze the Competition and stability in Indian commercial Banking sector e) to evaluate the different instruments of Monetary Policy & Its Mechanism
7	Course Description	The course aims to equip students with a solid theoretical and empirical foundation in Monetary Economics, enabling them to analyze and understand the complexities of monetary policy and its implications for economic performance and stability.
8	Outline syllabus	
	Unit 1	Fundamental concept of Money and its evolution
	A	Evolution, Role and Functions of Money
	B	Gold Standard and its Working, causes for the down fall
	C	Emergence of paper currency standard and its contemporary significance
	Unit 2	Concepts of supply & demand for money and Market
	A	Definition and working of supply and demand for money, Interlinkage

		between price level, supply and demand for money		
	B	types of markets, money vs. capital market, primary vs. secondary market,		
	C	functions and role of financial markets in economic development		
	Unit 3	Theories of Money		
	A	Fisher and Cambridge Quantity Theory of Money, Keynes theory of money		
	B	Keynes theory of money, Keynes' different type of demand form money– Transaction Demand, Precautionary Demand, Speculative Demand and Liquidity Trap		
	C	Milton Friedman Restatement of quantity Theory		
	Unit 4	Commercial Banking System and credit creation		
	A	Functions and types of commercial banking in India		
	B	Competition and stability in Indian commercial Banking sector		
	C	Credit creation, its process and objective, Credit Creation Multiplier, Investment policy in commercial Banking		
	Unit 5	Monetary Policy & Its Mechanism		
	A	Meaning and Objectives of monetary policy		
	B	Different types of Instruments of monetary policy, and its functioning–Repo Rate, Reverse Repo Rate, SLR, CRR, Moral suasion, selective credit controls and credit monitoring arrangements		
	C	Functions of Monetary Policy Committee led by Central Bank, Inflation targeting in India		
9	Mode of examination	Theory		
10	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
11	Text book/s*	Gupta, S B. Monetary Economics-Institutions, Theory and Policy, S Chand (1982) Handa, Jagdish. Monetary Economics, Routeledge (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)		

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	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	<p>The course aims at helping students with entrepreneurial bent of mind to</p> <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	<p>After successful completion of this course, students would be able;</p> <p>CO1: To relate the importance of creativity and innovation to an entrepreneur</p> <p>CO2: To explain idea generation techniques for entrepreneurs</p> <p>CO3: To identify design techniques that are useful for the development of new business ideas.</p> <p>CO4: To analyse or select an innovative idea to address business opportunities and problems.</p> <p>CO5: To choose or recommend feasible innovative solutions in business problems/cases presented to them.</p> <p>CO6: To create innovative solutions by applying the design thinking approach.</p>
7	Course Description	<p>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.</p>
8	Outline syllabus	
	Unit 1	Entrepreneurship, Creativity & Innovation
	A	creativity and innovation.
	B	Effectuation: The Role of Creativity in Entrepreneurial Mindset
	C	Creative and divergent thinking strategies -DeBono's six thinking hats and their implications
	Unit 2	Creative Problem Solving & Innovation
	A	Sources of Business Ideas and tools for evaluating ideas.
	B	Steps to generating creative ideas: Preparation, Incubation, Insight, Evaluation, Elaboration
	C	Elements of an innovative organization Business Model Innovation
	Unit 3	Responding with Innovative Solutions

	A	Role of creativity and innovation in business concept development		
	B	Creating Innovative Products and Services		
	C	Creation and Presentation of Innovative Ideas		
	Unit 4	Design Thinking		
	A	Understanding Design Thinking		
	B	Design thinking as a tool to foster creativity and innovation		
	C	Utilizing Design thinking for creative problem solving		
	Unit 5	Design thinking Models		
	A	Shared model in team-based design		
	B	Theory and practice in Design thinking		
	C	Explore presentation signers across globe – MVP or Prototyping		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	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		

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
	2 A	To ERP or not to ERP – Strategic Options; Benefits of ERP.
	2 B	Quantifiable, Intangible; P&G; Risks: People, process, Technology, Implementation

	2 C	Operational and Managerial risks		
	Unit 3	Introduction to ERP related technologies		
	3 A	Introduction to ERP related technologies; Functional modules of ERP software.; Implementation of ERP: Life cycle		
	3B	Cash Flow and capital flow		
	3C	Risk Analysis and Management of entrepreneurial projects		
	Unit-IV	Implementation methodologies		
	4A	Implementation methodologies, transition strategies;– factors.		
	4B	People involved in implementation; Success and failure in implementation.		
	4C	Operation and Maintenance of an ERP system.		
	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		
	5 B	Angel Investors; Venture capitalist;		
	5 C	Private equity and IPOs		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	Text book/s*	Prasana Chandra , ‘ Projects: Planning , Analysis, Selection, Financing , Implementation, and Review, 7 th Edition, Mc Graw Hill		
	Other References	Entrepreneurship. Hisrich. TataMcGrawHill.		

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	
	Unit 1	PATIENT CARE Services
	A	Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospital.
	B	Front office services- Definition, Role and function, SOP, Planning and staffing
	C	outpatient services – inpatient services Definition, Role and function , SOP,

		Planning and staffing		
	Unit 2	Clinical Services – I		
	A	Emergency Department- Definition, Role and function, SOP, Planning and staffing		
	B	Operation theater- - Definition, Role and function, SOP, Planning and staffing		
	C	ICU, Lab services – Radiology and Imaging services		
	Unit 3	Supporting Services – I		
	A	House Keeping, Linen and Laundry–Definition, Role and function, SOP, Planning and staffing		
	B	Food and Beverage–Definition, Role and function, SOP, Planning and staffing		
	C	Central Sterile Supply Department (CSSD)–Definition, Role and function, SOP, Planning and staffing		
	Unit 4	Supporting Services – II		
	A	Bio Medical Engineering–Definition, Role and function, SOP, Planning and staffing		
	B	Medical Record Department–Definition, Role and function, SOP, Planning and staffing		
	C	Security, Mortuary		
	Unit 5	HOSPITAL FACILITIES MANAGEMENT		
	A	Disaster management–Definition, types, function, SOP		
	B	Hazards in Hospital-- – Fire Hazards – Engineering Hazards – Radiology hazards		
	C	Monitoring and Evaluation of various clinical and non-clinical services		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	Textbook/s	Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, Jaypee		
	Other References	NA		

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	
	Unit 1	Introduction to Training & Development
	A	Definition, Need and Importance of Training
	B	AIDDE Model
	C	Types of Learning-KSA

	Unit 2	Training Needs Assessment		
	A	Training & Non-Training Needs, Types of Training Needs		
	B	Determination of Training Needs		
	C	TNA Model- A systematic view to TNA		
	Unit 3	Designing & Development of Training Program		
	A	Key consideration in designing a training program, Constraints in designing a training Program		
	B	Developing Objectives, Identifying Trainees and Trainer		
	C	Training Methods- On the Job and Off the Job		
	Unit 4	Implementing and Evaluation of Training Program		
	A	Implementing ideas for Training		
	B	Resistance to training evaluation		
	C	Kirkpatrick Four Level Approach for evaluation		
	Unit 5	Management Development		
	A	Concept, Objectives of Management Development		
	B	Techniques of Management Development		
	C	Challenges in management development		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	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		

School: School of Business Studies (SBS)		Batch : 2023-2027
Program: BBA		Current Academic Year: 2024-2025
Branch:		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: design a recovery format for bank borrowers.
7	Outline syllabus	
	Unit 1	RETAIL BANKING-BASICS
	A Introduction of Retail Banking	Retail Banking Introduction;Retail Banking: Role within the Bank Operations;RBI and its Role as Central Bank;
	B Retail Banking Concepts	Applicability of retail banking concepts,Basic Savings Bank Deposit Account (BSBDA)
	C Types of Banking	Difference between Retail Banking and Corporate Banking,
	Unit 2	RETAIL PRODUCTS

	A Understandin g of Customer requirement	Moslow's Theory and Customer Requirements & Product development process		
	B Product understandin g	Important Products, credit scoring for appraisal, Asset Liability Management in banks; □ Functions of the ALCO.		
	C Plastic Cards & remittances	Credit & Debit cards, Remittance Products		
	Unit 3	MARKETING IN RETAIL BANKING		
	A	Marketing & Delivery channels,		
	B	Delivery Models & Use of technology		
	C	Customer Relationship Management & Service standards		
	Unit 4	MANAGEMENT ISSUES IN RETAIL BANKING		
	A	Repayment In Retail Loans, Defaults and Rescheduling In Retail Loans, Recovery policy of Banks : SARFAESI ACT 2002, Debt Recovery Tribunals (Drts), Recovery through Lok Adalat, Recovery Agents		
	B	Securitization; Securitization of Assets, Securitization of NPA		
	C	Other Issues- Third party Products distribution by banks, Demat accounts, Wealth Management, Private Banking (Concepts only)		
	Unit 5	Case Study		
	A	Citi Bank E- Business strategy		
	B	Latest in Banking		
	C	Recent Guidelines by RBI		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	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		

School: Sharda School of Business Studies		Batch : 2023-2027	
Program: 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	Theory	
5	Course Description	1. To give students overview of international marketing which offer unlimited opportunities to an organization. 2. To equip students with the understanding of international marketing environment factors with capability to develop products and other marking mix elements to develop effective international market plan.	
6	Course Objective	1. To make students explain the concept of International Marketing. 2. To make students analyze the various environmental variables affecting International Marketing 3. To make students explain various product and price strategies followed in International Marketing 4. To make students explain various distribution and promotion strategies followed in International Marketing 5. To make students assess the Foreign Trade Policy and Documentation structure facilitating international marketing	
7	Course Outcomes	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 domain knowledge	
8	Outline Syllabus		
	Unit A	Introduction to International Marketing	
	A 1	• Characteristics and Benefits of International Marketing	

	A 2	<ul style="list-style-type: none"> Difference between Domestic, International, Multinational, Transnational and Global Marketing 		
	A 3	<ul style="list-style-type: none"> Steps in the development of Transnational Corporations, EPRG Framework 		
	Unit B	International Business Environment and Segmentation		
	B 1	<ul style="list-style-type: none"> Scanning of International Environment: Social, Cultural, Political and Legal Environments 		
	B 2	<ul style="list-style-type: none"> Foreign Market Entry Strategies, Regional Trading Agreements, Tariffs and Trade Barriers 		
	B 3	<ul style="list-style-type: none"> International Marketing Research, Marketing Information System, Global Market Segmentation 		
	Unit C	International Marketing- Product & Price		
	C 1	<ul style="list-style-type: none"> Product Strategies: International Product Planning and Development, Standardization v/s Adaptation 		
	C 2	<ul style="list-style-type: none"> International Product Positioning, Branding Strategies, International Product Life Cycle 		
	C 3	<ul style="list-style-type: none"> Pricing Strategies: Methods of Pricing, Factors affecting International Pricing, Transfer Pricing and Dumping 		
	Unit D	International Marketing- Distribution & Promotion		
	D 1	<ul style="list-style-type: none"> Direct and Indirect Channels of Distribution, Factors affecting Channel Decisions, International Channel Members Role and Functions 		
	D 2	<ul style="list-style-type: none"> Promotion and Advertising Decisions in International Markets, Standardization v/s Localization 		
	D 3	<ul style="list-style-type: none"> IMC in International Marketing, Media Decisions 		
	Unit E	Exim Policy & Documentation		
	E 1	<ul style="list-style-type: none"> EXIM Policy, Role of EXIM Bank 		
	E 2	<ul style="list-style-type: none"> Export and Import Documentation and Procedures 		
	E 3	<ul style="list-style-type: none"> Issues in International Marketing, Role of IMF, World Bank and WTO 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	1. Rakesh Mohan Joshi, International Marketing, Oxford Publication 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		

School: SSBS		Batch : 2023-2027
Programme: BBA		Current Academic Year: 2024-2025
Branch:		Semester: III
1	Course Code	OEC204
2	Course Title	Money and Banking
3	Credits	3
4	Contact Hours	3-0-0
	Course Type	Minor Elective
5	Course Objective	<p>The objectives of this course are:</p> <p>5) to provide a conceptual framework of monetary economics and how it is related with real economy</p> <p>b) to introduce analytical concepts related to monetary policy</p> <p>c) to expose the learners to different aspects of financial markets</p> <p>d) to impart skills in students in 81rganize81 recent developments in the world in the context of money, monetary policy, financial markets and the banking sector</p>
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 define money and money supply, along with identifying the concepts of money multiplier and demand for money</p> <p>CO2: The student will be able to describe reasons and objectives of monetary policy and its impact on the economy</p> <p>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.</p> <p>CO4: Students will be able to compare and analyse the monetary measures taken by government across countries.</p> <p>CO5: Students will be able to formulate implications of monetary policy for businesses.</p> <p>CO6: Student will be familiar with the credit market of the country as well globally.</p>
7	Course Description	<p>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 81rganize81 and discussing monetary policy for economy in general and businesses in particular.</p>
8	Outline syllabus	
	Unit 1	Introduction – Concept of Money and Money Supply
	A	Introduction, a brief history of money
	B	Functions and Definitions of Money
	C	Monetary Base and Monetary Base Multiplier
	Unit 2	Demand for Money

	A	Quantity Equation and Quantity Theory of Money		
	B	Keynes' Contributions –Transaction Demand, Precautionary Demand, Speculative Demand and Liquidity Trap		
	C	Friedman's Contribution to theory of demand for money		
	Unit 3	Monetary Policy		
	A	Goals, targets and indicators of monetary policy		
	B	Instruments of monetary policy – OMO, variations in reserve requirements		
	C	Instruments of monetary policy – SLR, Moral suasion, selective credit controls and credit monitoring arrangements		
	Unit 4	Central Banking System and Commercial Banks		
	A	History, Evolution and Instruments of Monetary policy used by Central Banks		
	B	Efficiency and competition in the financial sector: competitive supply of money		
	C	Administered interest rates and economic performance Inflation targeting and the Taylor rule		
	Unit 5	Financial Markets, Banks and Financial Crises		
	A	Distinctiveness of Credit from Bonds		
	B	Demand and Supply of Credit		
	C	Financial crisis of 2008		
9	Mode of examination	Theory		
10	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
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)		

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	
	Unit 1	Entrepreneurial Landscape of a New Venture
	A	Doing Business in India-Challenges; Types of Organizations and Legal Compliances
	B	Entrepreneurial Support-Policies and Commercialization
	C	The Role of Intellectual Property Rights in the Entrepreneurial Landscape
	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
	B	Understanding and Preparing Financial Statements and their limitations

	C	Understanding Cash Flow Management-Cash Management; 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.		
	B	Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same.		
	C	Training and Termination-Different kinds of training and dealing with situations of firing		
	Unit 4	Entrepreneurial Marketing		
	A	Characteristics of Entrepreneurial Marketing		
	B	Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue –print for the same.		
	C	4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship		
	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		
	B	Reason for exiting; long- and short-term preparation for an exit		
	C	Seller Financing and IPO		
9	Mode of examination	Theory		
10	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
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		

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	
	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
	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)
	A 3	Ship Registrations, Documentation and Insurance
	Unit B	Commercial Shipping
	B 1	Essentials of Voyage planning – Hires and freight – Commissions – Commercial operations, Procedure of survey and inspections, Third party recoveries – Claims and handling – Protection and indemnity
	B 2	Bills of lading and cargo claims
	B 3	Shipping Contracts
	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

	C 2	Recruitment, training and placement of officers and crew on board, Systems software for Vessel Management		
	C 3	Marine crew travel – Compliance of ISPS code		
	Unit D	Law of Maritime Dispute resolution		
	D 1	Collision Claims, Limitation Claims		
	D 2	Ship Mortgage		
	D 3	Maritime Arbitration		
	Unit E	Law of Marine environment and IMO conventions		
	E 1	International Maritime Organisation		
	E 2	Pollution in the marine environment, Response to Marine Pollution Casualties		
	E 3	International Law for Ocean and Climate		
	Mode of examination	Theory		
	Weightage Distribution	CA	MSE	ESE
		25 %	25%	50%
	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.		

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	<p>The purpose of this course is to enable students to</p> <ol style="list-style-type: none"> 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	<p>After the completion of this course the students will be able to:</p> <p>CO1: To identify the basic concepts of healthcare marketing and public relations</p> <p>CO2: To explain the fundamental concept of health promotion hospital</p> <p>CO3: To develop an understanding about the marketing plan and approaches in healthcare</p> <p>CO4: To have fundamental knowledge about public relations in hospitals and its importance for the healthcare industry</p> <p>CO5:To evaluate hospitals as health promoting organizations</p> <p>CO6:To design a basic marketing plan for a health product</p>
8	Outline syllabus	
	Unit A	Healthcare Marketing
	A 1	Introduction to healthcare marketing , meaning and scope of marketing in healthcare , evolution of hospitals in India
	A 2	Changing role of hospitals in globalized society, marketing concepts in healthcare industry
	A 3	Marketing segmentation in Hospital marketing.
	Unit B	Marketing hospitals Mix Strategies
	B 1	Introduction to Marketing Mix, Product item, product line and product mix decisions
	B 2	Hospital as a – physical and social setting , healthy workplace, provider of HPH service
	B 3	Process of new Product Development
	Unit C	Marketing programs
	C 1	Product life cycle strategies, Pricing strategies, marketing programs in

		healthcare , Elements of Promotion Mix		
	C 2	Periods of growth of healthcare marketing		
	C 3	Barriers to Healthcare Marketing, unique approaches to healthcare marketing		
	Unit D	Internal and External Marketing in Hospitals		
	D 1	Internal marketing – Importance and objectives – Roles of a service employee – Internal marketing strategies		
	D 2	External marketing – Promotional mix- Promotional campaign design		
	D 3	Interactive marketing. Physical evidence – Type of servicescapes		
	Unit E	Public relations methods and department		
	E 1	Methods of promoting good public image in hospital		
	E 2	Other considerations of PR in a hospital , Indicators for measuring public relations, crisis communication		
	E 3	Organization and Functioning of Public Relations Departments at Hospitals		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	External
		25%	25%	50%
	Text book/s*	Essentials of healthcare marketing by Eric N. Berkowitz –SBN-13: 978-0763783334		
	Other References	Different Articles from different sources		

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.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),

		<p>fifth semester (2 credit), and sixth semester (2 credit).</p> <p>The course content includes:</p> <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>
		<p>RBL 1: Zeroth Level/Title approval phase, it would have three levels of evaluation divided into three phases.</p> <p>The review of work in progress would be in three phases in RBL 1(R0, R1, R2) Annexures I/R1.1/R1.2</p>
		R0
	A	Information collection and analysis of identified problem: Student collects information from multiple sources and analyzes the information in-depth.
	B	Knowledge Acquired on Problem Domain: Complete explanation of the key concepts of the identified problem.
	C	Appropriateness of Problem Title: Title is clearly defined and context for

		research provided	
	R1		
	A	Interpreting Findings from the Collected Information: Student provides a logical interpretation of the findings and reaches a conclusion.	
	B	Creativity and Originality in Problem:	
	C	Scope of Problem: Effectively defines the scope of the research question or problem.	
	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.	
	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.	
	C	Synthesis of Idea/Problem: demonstrated insight into problem; conclusions strongly supported	
	Oral Communication (Presentation), Report Writing and Submission after every review process		
	Mode of examination	CA and Oral presentation	
	Assessment Criteria	CA 60%	Report and oral presentation 40%
	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.	

School: SSBS		Batch :2023-2027
Teaching Department:		Current Academic Year: 2024-2025
1	Course Code	VOS206
2	Course Title	Event Management
3	Contact Hours	3 credits (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	After the completion of this course the students will be able to: CO1: The student will be able to become event coordinator CO2: The student will be able to know how to organize events 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. CO4: The student will be able to Organize seminars and social event CO5: The student will be able to conquer networking events with confidence and strategy CO6: The students will understand about to prepare the reports of the event
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	
	Unit 1	Introduction
	A	Event Planning
	B	Role of an Event Planner
	C	Skills Required for Event Planner
	Unit 2	Event Types
	A	Corporate Events
	B	Leisure Events
	C	Private Events
	Unit 3	Event Planning
	A	Introduction and Event Planning Process
	B	Setting Objectives
	C	Prepare an Event Management Plan
	Unit 4	Event Budgeting
	A	Estimating an appropriate Level of Budgeting
	B	Monitoring the Budget
	C	Budget Review
	Unit 5	Reports of the Event
	A	Event Evaluation Report
	B	Event safety management plan

	C	Documentation and Information	
	References	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success BY Barbara Pachter	
	Weightage Distribution	CA	ESE
		60%	40%

School: SSBS		Batch : 2023-2027	
Program:		Academic Year: 2024-2025	
Branch:		Semester: III	
1	Course Code	ARP207	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 program, 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	After completion of this course, students will be able to: CO1: Ascertain a competency level through Building Essential Language and Life Skills CO2: Build positive emotional competence in self and learn GOAL Setting and SMART Goals techniques CO3: Apply positive thinking, goal setting and success-focused attitudes, time Management, which would help them in their academic as well as professional career CO4: Acquire satisfactory competency in use of aptitude, logical and analytical reasoning CO5: Develop strategic thinking and diverse mathematical concepts through building number puzzles CO6: Demonstrate an ability to apply various quantitative aptitude tools for making business decisions	
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.	

8	Outline syllabus - ARP 207	
	Unit 1	BELLS (Building Essential Language and Life Skills)
	A	<i>Know Yourself: 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.</i>
	B	Techniques of Self Awareness Self Esteem & Effectiveness Building Positive Attitude Building Emotional Competence
	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)
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical
	A	Syllogism Letter Series Coding, Decoding , Ranking & Their Comparison Level-1
	B	Number Puzzles
	C	Selection Based On Given Conditions
	Unit 3	Quantitative Aptitude
	A	Number Systems Level 1 Vedic Maths Level-1
	B	Percentage ,Ratio & Proportion Mensuration - Area & Volume Algebra
	Unit 4	Verbal Abilities - 1
	A	Reading Comprehension
	B	Spotting the Errors
	Unit 5	Time & Priority Management
	A	Steven Covey Time Management Matrix
	B	Creating Self Time Management Tracker
	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 Modules(ACCA)

Term: III

School: SSBS		Batch : 2023-2027
Program: BBA ACCA		Current Academic Year: 2024-2025
Branch:		Semester: III
1	Course Code	BBN225
2	Course Title	Management Accounting
3	Credits	5
4	Contact Hours (L-T-P)	5-0-0
Course Status		Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. The course introduces the students to contemporary management accounting concepts and techniques which facilitates the management in internal decision-making. 2. Understanding of the tools used to design and develop costing systems; preparation of budgets and their role as a planning and control tool; other decision-making tools including CVP analysis, pricing decisions, inventory issues and costs of quality etc. 3. A sound understanding of the theoretical concepts particularly in the context of Standard costing /variance and activity based costing
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1:Identify and describe the objective and general principles of Management Accounting</p> <p>CO2: Discuss the practical approach of various tools and techniques for managerial decision making</p> <p>CO3: Analyse the practical approach of various tools and techniques for Controlling</p> <p>CO4: Apply the practical approach of Standard costing and variance analysis.</p> <p>CO5: Examine Activity based Costing and Responsibility Accounting in an organization</p> <p>CO6: Assess the emerging tools of management accounting.</p>
7	Course Description	<p>This course provides students with an understanding of management accounting concepts related to the management functions of planning, control, and decision making. The course covers management accounting fundamentals and introduces a range of management accounting tools, including process costing, variance analysis, activity based costing and the balanced scorecard, as well as behavioural responses to management accounting information. Students are introduced to the application of management accounting tools for pricing, budgetary control, cost allocation and performance evaluation as well as new developments in management accounting knowledge and techniques and how to assess these through cost-benefit analysis.</p>
8	Outline syllabus	
	Unit 1	An overview of Management Accounting
	A	Concept and Meaning of Management Accounting, Objectives and advantages of Management Accounting. Difference among Cost, Management and Financial Accounting.
	B	Role and functions of management accounting. Scope & Limitations of Management Accounting. Tool and techniques of management accounting, types of Costs used in management decision making
	C	Short Run Managerial Decisions- Make/ Buy, Keep/ Drop, Sell/ Process Further and Operate/Shutdown decisions.
	Unit 2	Marginal Costing
	A	Marginal Costing meaning and advantages, Assumption of Marginal Costing. Marginal costing vs. Absorption costing. Cost Volume Profit (CVP) Analysis- Meaning and objectives. Determination of Profit under Marginal Costing.

B	Techniques of CVP Analysis-. Contribution, Profit Volume Ratio (P/V Ratio) Implications and Calculations		
C	Breakeven Analysis – Concept and meaning, Practical Applications of Breakeven Analysis, break even Chart, computation of Breakeven point, Margin of Safety -Meaning and calculation. Angle of incidence.		
Unit 3	Budget and Budgetary control		
A	Concept and meaning of Budget, Budgeting and Budgetary Control. Advantages and Limitations of Budgetary Control		
B	Different types of Budget- Financial Budget, Master Budget, and Production budget, Sales Budget, Zero Based Budget and Rolling Budget. Cash Budget – Meaning and significance, Preparation of Cash budget.		
C	Difference between Fixed and Flexible budget, significance & Preparation of Flexible Budget		
Unit 4	Standard costing and variance analysis		
A	Concept and features of standard and Standard Costing, Advantages of standard costing, difference between Favourable and Unfavourable variance, Controllable and Uncontrollable variance. Setting of Standard. Reporting to Management.		
B	Variance Analysis –Meaning and Classification, Calculations of Material Cost Variances (MCV), Price Variance (MPV), Usage Variance (MUV), Mix Variance (MMV) and Yield Variance (MYV)		
C	Labour Cost Variance – Meaning and Classification, Computation of Labour Cost Variance (LCV), Price Variance (LPV) Efficiency Variance (LEV) Idle Time Variance (LITV).		
Unit 5	Activity based Costing and Responsibility Accounting		
A	Activity Based Costing- Meaning and Objectives. Important terminology in ABC.		
B	Responsibility Accounting- Meaning and Advantages of Responsibility Accounting, Types of Responsibility Centers- Cost, Profit and Investment centers.		
C	Emerging Tools of Management Accounting- Life Cycle Costing- Meaning and Costing Process.		
Mode of examination	Theory/Jury/Practical/Viva		
Weightage Distribution	CA	MTE	ETE
	25%	25%	50%
Text book/s*	Management Accounting-Debarshi Bhattacharyya (Pearson Publication)		
Other References	R.P.Rustagi-Fundamentals of management accounting- Taxmann		
	R.S.Singhal -Management accounting-‘Anand’		
	Khan and Jain- “Management Accounting” (Tata McGraw Hill)		
	Pandey I.M - “Management Accounting” (Vikas)		

School: School of Business Studies		Batch: 2023-27
Program: BBA ACCA		Academic Year: 2024-2025
Branch: -		Semester: III
1	Course Code	BBN226
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 list the need sources of law and methods of alternate dispute resolution CO2: To identify the legal principles involved in various day to day business transactions. CO3: To illustrate the essentials of a contract of sale 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	
	Unit 1	Introduction to Law
	A	What is law? Sources of Law
	B	Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation
	C	Alternate Dispute Resolution - Arbitration, Conciliation and Mediation
	Unit 2	Indian Contract Act 1872
	A	Importance of contract, Types of contracts, Essentials of Valid contract
	B	Quasi contract. Discharge of contract,
	C	Breach of contract and its remedies, Special Contract (Brief overview) -

		Contract of Indemnity, Guarantee, Bailment, Pledge, Agency, E contracts		
	Unit 3	Sale of Goods Act 1930		
	A	Essential of a contract of Sale, Conditions and warranties		
	B	Caveat emptor. Rights of unpaid seller. Remedies for breach of contract for sale		
	C	Incoterms		
	Unit 4	Consumer Protection Act 2019		
	A	Consumer, Rights of Consumer, Consumer Dispute		
	B	Mediation, Product Liability		
	C	Filing of Consumer complaint, Central Consumer Protection Authority, Consumer Protection Council, Consumer Dispute Redressal Machinery		
	Unit 5	Formation of Business Organization		
	A	Indian Partnership Act 1932 -Essentials of Partnership, Kinds of Partners, Rights and Duties of Partners		
	B	Limited Liability Partnership Act 2008 - Registration, Features		
	C	Rights and Duties of Limited liability Partners		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25	25	50
	Text book/s*	Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd		
	Other References	<ul style="list-style-type: none"> • Bare Acts • 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 		

School: SBS		Batch :2023-2027
Program: BBA		Current Academic Year: 2024-2025
Branch: -		Semester: III
1	Course Code	BBN227
2	Course Title	Business Research Methods
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 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
6	Course Outcomes	<p>The student will be able to</p> <p>CO1: Establish the concept of Business research and research process</p> <p>CO2: Develop a research proposal as the basis for a Research Project</p> <p>CO3: Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research</p> <p>CO4: Recognize, and take account of, the importance of ethical conduct in undertaking research</p> <p>CO5: Ability to report the findings of research and their impact under various business conditions.</p> <p>CO6: To compare and classify issues specific to undertaking business research.</p>
7	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.		
8	Outline syllabus			
	Unit A	Introduction to Research in Business		
	A	Reasons to study Business Research		
	B	Strategizing Business Research		
	C	Fundamentals of Good Research, Process of Research Industry		
	Unit B	The Research Process		
	A	Introduction to research process, Designing research questions		
	B	Formulating Research Problems and Defining Research Objectives		
	C	Introduction to Pilot testing.		
	Unit C	Research Design		
	A	Introduction to Research Design; Exploratory, Descriptive, Causal Studies		
	B	Sample Design, Sample Design Procedure and Techniques		
	C	Designing Surveys, Data Collection Procedure, Data Analysis Tools and Techniques		
	Unit D	Business Research Requests and Proposals		
	A	Types of research proposals		
	B	Structuring the Research Proposals		
	C	Evaluating the research proposals, Reporting		
	Unit E	Ethics in Business Research		
	A	Introduction to Research Ethics		
	B	Characteristics of a Good Researcher		
	C	Professional Standards, Problems Encountered by Researchers in India		
	Mode of examination	Theory		
	Weightage Distribution	CA 25 %	MSE 25%	ESE 50%
	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.		

School: SBS		Batch: 2023-2027
Program: BBA		Current Academic Year: 2024-25
Branch:		Semester: Third
1	Course Code	RBL001
2	Course Title	Research Based Learning :1 (RBL1)
3	Credits	Audit
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	On the completion of this Course, the students would be able to: CO1: The student will be able to understand the concepts and components of research. CO2: The student will be able to understand the steps involved in formulation of Dissertation and Research Project/Plan. CO3: The student will be able to identify the research field. CO4: The student will be able to identify the research gaps. CO5: The student will be able to identify the research problem based on the existing literature/work. 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.
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),

		<p>fifth semester (2 credit), and sixth semester (2 credit).</p> <p>The course content includes:</p> <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>
		<p>RBL 1: Zeroth Level/Title approval phase, it would have three levels of evaluation divided into three phases.</p> <p>The review of work in progress would be in three phases in RBL 1(R0, R1, R2) Annexures I/R1.1/R1.2</p>
		R0
	A	Information collection and analysis of identified problem: Student collects information from multiple sources and analyzes the information in-depth.

	B	Knowledge Acquired on Problem Domain: Complete explanation of the key concepts of the identified problem.	
	C	Appropriateness of Problem Title: Title is clearly defined and context for research provided	
	R 1		
	A	Interpreting Findings from the Collected Information: Student provides a logical interpretation of the findings and reaches a conclusion.	
	B	Creativity and Originality in Problem:	
	C	Scope of Problem: Effectively defines the scope of the research question or problem.	
	R 2		
	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.	
	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.	
	C	Synthesis of Idea/Problem: demonstrated insight into problem; conclusions strongly supported	
	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
		60%	40%
	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.	

School: SBS		Batch :2023-27
1	Course Code	VOS206
2	Course Title	Event Management
3	Contact Hours	3 credits (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	CO1: The student will be able to become event coordinator CO2: The student will be able to know how to organise events CO3: The student will be able to control and evaluation of events, as performance measures have to be achieved to measure the success of an event. CO4: The student will be able to organise seminars and social event CO5: The student will be able to conquer networking events with confidence and strategy CO6: The students will understand about to prepare the reports of the event
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	
	Unit 1	Introduction
	A	Event Planning
	B	Role of an Event Planner
	C	Skills Required for Event Planner
	Unit 2	Event Types
	A	Corporate Events
	B	Leisure Events
	C	Private Events
	Unit 3	Event Planning
	A	Introduction and Event Planning Process
	B	Setting Objectives
	C	Prepare an Event Management Plan
	Unit 4	Event Budgeting
	A	Estimating an appropriate Level of Budgeting
	B	Monitoring the Budget
	C	Budget Review
	Unit 5	Reports of the Event
	A	Event Evaluation Report
	B	Event safety management plan
	C	Documentation and Information
	References	The Essentials of Business Etiquette: How to Greet, Eat,

		and Tweet Your Way to Success BY Barbara Pachter	
	Weightage Distribution	CA	ESE
		60%	40%

8		Outline syllabus – ARP 207
	Unit 1	BELLS (Building Essential Language and Life Skills)
	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.
	B	Techniques of Self Awareness Self Esteem & Effectiveness Building Positive Attitude Building Emotional Competence
	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)
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical
	A	Syllogism Letter Series Coding, Decoding , Ranking & Their Comparison Level-1
	B	Number Puzzles
	C	Selection Based On Given Conditions
	Unit 3	Quantitative Aptitude
	A	Number Systems Level 1 Vedic Maths Level-1
	B	Percentage ,Ratio & Proportion Mensuration - Area & Volume Algebra
	Unit 4	Verbal Abilities – 1
	A	Reading Comprehension
	B	Spotting the Errors
	Unit 5	Time & Priority Management
	A	Steven Covey Time Management Matrix
	B	Creating Self Time Management Tracker
	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>

SHARDA UNIVERSITY
Sharda School of Business Studies
Batch: 2022-2026
Program/Branch: BBA
TERM.: V
Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	26309	BBN301	Income Tax and Marketing Communication	6	0	0	6	NEW
2.	26310	BBN302	Entrepreneurship and Small Business Management and Sales Management	6	0	0	6	NEW
3.	26311	BBN303	Industrial Relations and Labour Laws and Company Accounts	6	0	0	6	NEW
4.		DSE	Choose one from below list	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
5.	31550	COC501	Analytic Ability and Digital Awareness (Co-Curricular Course)	0	0	4	0	Audit Course
6.	26314	INC005	Industry Connect (Summer Internship Project)	0	0	4	0	NEW
7.	26316	VAB114	Mindfulness and emotional wellbeing (30 Hours)	0	0	0	0	AUDIT
TOTAL CREDITS							22	

Signature of Branch Coordinator/HOD

Signature of Dean

BBA Vth Sem Specialization

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Type of Course CC/DSE/OE /SEC/AEC/VAC
				L	T	P		
Discipline Specific Elective (ANY-1)								
1.	26251	DSE090	Performance & Competency Management (HRM)	4	0	0	4	NEW
2.	26252	DSE091	Retail Banking (B&F)	4	0	0	4	NEW
3.	26253	DSE092	Digital Marketing (MM)	4	0	0	4	NEW
4.	26254	DSE093	International Finance & Foreign Exchange Management (IB)	4	0	0	4	NEW
5.	26255	DSE094	Social Entrepreneurship (ENTP)	4	0	0	4	NEW
6.	26256	DSE095	Green Supply Chain Management (LSCM)	4	0	0	4	NEW
7.	26257	DSE096	Health Care Management & Medical Terminology (HCM)	4	0	0	4	NEW



SHARDA UNIVERSITY

Sharda School of Business Studies

Batch: 2022-2026

Program/Branch: BBA Finance & Accounting

TERM.: V

Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	26309	BBN301	Income Tax and Marketing Communication (ACCA 8)	6	0	0	6	NEW
2.	26312	BBN311	Strategic Financial Reporting (ACCA 10)	6	0	0	6	NEW
3.	26313	BBN312	Advance Financial Management (ACCA 11)	6	0	0	6	NEW
Practical/Viva-Voce/Jury								
4.	31550	COC501	Analytic Ability and Digital Awareness (Co-Curricular Course)	0	0	4	0	Audit Course
5.	26314	INC005	Industry Connect (Summer Internship Project)	0	0	4	0	NEW
6.	31426	RBL003	Research Based Learning (RBL-3)	0	0	4	2	NEW
7.	26316	VAB114	Mindfulness and emotional wellbeing (30 Hours)	0	0	0	0	AUDIT
TOTAL CREDITS							20	

Signature of Branch Coordinator/HOD

Signature of Dean

Course Modules

Term: V

School: School of Business Studies		Batch: 2022-2026
Program: BBA		Current Academic Year: 2024-25
Branch: -		Semester: V
1	Course Code	BBN301
2	Course Title	Income Tax and Marketing Communication
3	Credits	6
4	Contact Hours (L-T-P)	6-0-0
	Course Status	Compulsory
5	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 and to equip the students with the fundamental knowledge of communication and brand management and also with the intricacies of advertising
6	Course Objective	<p>The aim of the course is to build knowledge, understanding about income tax and marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax and to build knowledge, understanding and skills in marketing communication among the student</p> <ul style="list-style-type: none"> • To provide knowledge about Income Tax Act. • To provide knowledge about gross income and taxable income. • To give an overview about different deductions and exemptions. • To give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over-all promotion strategies of the firm.
7	Course Outcomes	<p>Course outcomes: After studying this course, the student will be able to</p> <p>CO1: Describe the concept of Tax and its significance. demonstrate the different key terms used in income tax law</p> <p>CO2: Discuss and classify the Residential Status of different assesses. CO3: Solve the practical problems in computation of taxable income under the different heads of income</p> <p>CO4: The student will be able to describe the communication process, concept and process of advertising and budgeting.</p> <p>CO5: The student will be able to demonstrate how to reinforce strategies and the concept of copywriting.</p> <p>CO6: The student will be able to evaluate media campaigns and able to create campaigns and measure ROI.</p>
8	Outline syllabus PART A	
	Unit 1	Introduction of Income Tax and Residential status, Scope of Total Income and Income from salary and House Property

	A	Introduction to the income tax: meaning and features. Direct tax vs. Indirect Tax, Tax avoidance vs. tax evasion, Indian Income Tax Act, 1961: Basic Concepts -Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person
	B	Residential Status of an Individual, Firm, Hindu Undivided Family (HUF), Company and AOP, Indian income vs. foreign income, Tax incidence on an individual, Tax Rates and Computation of Tax, Income Exempt from Tax under section 10, Different heads of Income
	C	Basis of charge of salary income, Different forms of salary, tax provisions of Pension and Gratuity, Different Allowances Computation of House rent allowances, Perquisites, valuation of perquisites, Basic of Charge, Computation of Annual Value, computation income from house property
	Unit 2	Profit and Gains of Business, Capital Gains, Income from other sources
	A	Computation of Income under the head “Profits and Gains from Business or Profession
	B	Capital gain- meaning and types, Computation of Short term capital gain and long term capital gain
	C	Income from others sources- meaning and chargeability
	Unit 3	Deductions and set-off of losses
	A	Aggregation of Income
	B	Set off and carry forward of losses,
	C	deductions from gross total Income, Computation of total Income and Tax liability
PART B		
	Unit 4	
	A	Marketing Communication: Meaning and its objectives Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising -Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising ,Advertising Agencies
	B	Process in Advertising: Consumer and mental process in buying. AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, Methods of advertising – Affordable method, arbitrary allocation

		method, percentage of sales method, competitive parity method, Objective and Task method	
	C	Brand architecture, brand hierarchy, designing a branding strategy, Brand extension, advantages and disadvantages of brand extension, Reinforcing and revitalizing brands	
	Unit 5		
	A	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics & Advertising Papalism’s theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	
	B	Media Planning and Strategy: Media Types and their characteristics Setting Media objectives, Steps involved in media planning, evaluation of media, media scheduling strategy	
	C	Evaluation of advertising effectiveness –need and purpose of evaluation,pre-testing and post testing techniques, Advertising research, decision areas in international advertising	
	Evaluation Criteria	Internal 25%	External 75%
	Text book/s*	<ul style="list-style-type: none">• Dr. Vinod K. Singhania & Dr. Monica Singhania: TaxmannPublications Pvt. Ltd., New Delhi• Advertising and Promotion: An Integrated Marketing CommunicationsPerspective’ by George E. Belch, Michael A. Belch and Keyoor Purani (McGraw-Hill)• ‘Advertisement and Promotions: An IMC Perspective’ by Kruti Shah and Alan D’Souza (McGraw-Hill)	
	Other References	Suggested Readings: <ul style="list-style-type: none">• Mehrotra, H.C., Income Tax Law and Account• Prasad, Bhagwati, Income Tax Law and Practice• Chandra Mahesh and Shukla D.C., Income Tax Law andPractice• Agarwal, B.K., Income Tax• Jain, R.K., Income Tax• Chunawala & Sethia : Foundations of Advertising Theory & Practice;Himalaya Publishing House• Copley Paul: Marketing Communications Management Concepts &theories, Cases and Practices; Butterworth Heinemann Publication• Aaker, David A. et al., Advertising Management, PHI,	

School: School of Business Studies		Batch: 2022-2026
Program: BBA		Current Academic Year: 2024-25
Branch: -		Semester: V
1	Course Code	BBN302
2	Course Title	Entrepreneurship and Small Business Management and Sales Management
3	Credits	6
4	Contact Hours (L-T-P)	6-0-0
	Course Status	Compulsory
5	Course Description	<p>The course covers the definition and aspects of Entrepreneurship - the entire concept, the evolution of this concept along with the traits of an entrepreneur. The course also throws light on the importance of entrepreneurship with respect to Indian Economy and how a typical entrepreneur is different from a manager. Further, it also talks about the challenges faced by an entrepreneur and their development and the various programs for the same.</p> <p>The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management.</p>
6	Course Objective	<p>The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses.</p> <p>To provide students an understanding of the concepts, attitudes, techniques and approaches required for effective managerial decision making in the areas of Sales to sustain the business in long-run and managing sales force and marketing channels so as to gain competitive advantage.</p>
7	Course Outcomes	<p>The outcome of the course will be as follows –</p> <p>CO1 To provide knowledge about entrepreneurial concept and provide knowledge about entrepreneurship development, EDPs and support system</p> <p>CO2 To give an overview about project and project report preparation</p> <p>CO3: To understand about strategic planning and subsidies in small business</p> <p>CO4 To provide knowledge about sales personnel and salesmanship and focus light on the different perspectives of managing sales force.</p> <p>CO5: To give an overview about importance of sales force in organization and select sales territories, quota in real time situations and evaluate the role of Sales manager</p> <p>CO6: To give an overview about concept of distribution channel and supply chain strategies to contribute to the growth and development of the organization.</p>

8	Outline syllabus PART A	
	Unit 1	
	A	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs vs managers, Entrepreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs
	B	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance
	C	Entrepreneurial Development Programmes (EDP), Problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions
	Unit 2	
	A	Business Idea: Environmental analysis
	B	Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.
	C	Small Business: Definitions, MSMED Act 2006, Strategic Planning, Steps of Strategic Planning
	Unit 3	
	A	Incentives and subsidies available to small business
	B	forms of ownership
	C	Registration as SSI
PART B		
	Unit 4	Introduction to Sales Management and Personal Selling
	A	Introduction to Sales Management, Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.
	B	Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition
	C	Purpose of sales organization, Types of sales organization structures, Distributive network relations, Sales Forecasting, Sales department external relations Sales department external relations, Sales Force Management, Recruitment of sales force, sales territory management, sales force motivation, Sales force Compensation, Sales force controls
	Unit 5	Distribution Network Management and Supply Chain

		Management
	A	Types of Marketing Channels, Factors affecting the choice of channel, Types of middlemen and their characteristics, Concept of physical distribution system.
	B	Introduction to SCM, Inbound, Outbound Logistics
	C	Benefits & Issues Related to SCM, Reverse Logistics
	Evaluation Criteria	Internal External
		25% 75%
	Text book/s*	Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications. Cundiff, Still, Govoni, Sales Management Pradhan, Jakate, Mali, Salesmanship & Publicity S.A. Chunawalla, Sales Management
	Other References	Dr Sunil Sahadev – Oxford Press Sales and Distribution Management, Text and Cases Krishna Havaladar & V.M Cavale, TMH, Second Edition.

School: SBS		Batch 2022-26
Program: BBA		Current Academic Year 2024-25
Branch:		Semester V
1	Course Code	BBN303
2	Course Title	Industrial Relations and Labour Laws and Company Accounts
3	Credits	06
4	(L-T-P)	6-0-0
5	Course Type	
6	Course Description	The main aim of this course is to impart the basic and theoretical concept in the field of labor Legislations and to build knowledge, understanding and skills in the area of company accounts, among the students
	Course Objective	The course aims to develop an understanding of the students with regard to various labour laws prevailing in the country. It will help students understand the employee-employer relationship and the role of the government and also provide basic understanding about the maintenance of company accounts
7	Course Outcomes	On the completion of the course the student will be able to: CO1: To identify the different legislations operating in India and Role of ILO and the role of ILO in defending the workers' rights. CO2: To interpret the important provisions of various labour legislations in India and the benefits to workers under various security legislations in India. CO3: To identify the grounds of entitlement of workers to payment of wages and retirement benefits like gratuity CO4: To assess the importance of some of the provisions of the acts for their application. Understand joint stock companies CO5: To understand accounting of shares and debentures and apply AS-14 and accounting for internal reconstruction CO6: To Point out and analyze accounting for liquidation Infer consolidated balance sheet of Holding Companies.
9	Outline syllabus PART A	
	Unit 1	Introduction to Industrial Relations and Employment and working Conditions
	A	Concept and Objectives of Industrial Relations and various approaches and main parties involved in IR systems in India, Changing Dimensions of IR in India, ILO- its role and important Conventions and Ratification of conventions by India
	B	Industrial Employment Standing orders Act- Scope, Scope applicability and important provisions
	C	Shops and commercial Establishment Act – Scope, applicability and

		important provisions, Contract Labor Act –Scope, Applicability and important provisions.
	Unit 2	Welfare Legislations in India
	A	The Employees Provident Fund (and miscellaneous provisions) Act 1952-Applicability and important provisions, Employee State Insurance Act-Applicability and important provisions, Payment of Gratuity Act 1972
	B	Payment of Wages Act, Minimum Wages Act
	C	Equal remunerations Act
	Unit 3	Trade Unions Act 1926
	A	Concept, objectives, structure and types of Trade unions in India
	B	Trade unions Act- applicability, Registration, Recognitions and revocations of Registration
	C	Rights and obligations of the Trade union, , immunities available to trade union members
	Unit 4	Company Account
	A	Joint Stock Companies: Its types and share capital. Issue, Forfeiture and Re-issue of Share, Redemption of Preference Shares, Issue and Redemption of Debentures
	B	Basics of Final Accounts, Computation of Managerial Remuneration, Disposal of Profits
	C	Accounting for Amalgamation of companies as per Accounting Standard-14, Accounting for Internal Reconstruction, Liquidation of Company
	Unit 5	Holding Company and Subsidiary Company
	A	Holding Company and Subsidiary Company
	B	Preparation of Consolidated Balance Sheet of Holding Company with one subsidiary
	C	Preparation of Consolidated Balance Sheet of Holding Company with more than one subsidiary
	Evaluation Criteria	Internal External
		25% 75%
	Textbook*	1. Piyali Ghosh & Shefali Nandan – Industrial Relations & Labour Laws 2. Gupta R.L. Radhaswamy M, Company Accounts
	other references	Bare Acts, Labour law Reporter Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts Maheshwari, S.N., Corporate Accounting

School: SSBS		Batch: 2022-2026	
Program:		Current Academic Year: 2024-2025	
Branch:		Semester: V	
1	Course Code	COC501	
2	Course Title	Analytic Ability and Digital Awareness	
3	Credits	2 (Qualifying)	
4	Contact Hours (L-T-P)	2- 0- 0	
	Course Status	Co-Curricular Course	
5	Course Objective	This course can be opted as an elective by the students of following subjects: “Co-Curricular”	
6	Course Outcomes	CO 1: Define analogy, number system, set theory and its applications, number system and puzzles. CO 2: Demonstrate the basics of Syllogism, figure problems, critical and analytical reasoning. CO 3: Make use of word processing application. CO 4: Take Part in word processing worksheet. CO 5: Measure the basics of web surfing and cyber security. CO 6: Choose Open Source Applications in Digital World	
7	Course Description		
8	Outline syllabus		
	Unit 1		
	A	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations,	
	B	Coding and Decoding, Inequalities, Logical Venn diagram,	
	C	Seating Arrangements, Puzzles and Missing numbers	
	Unit 2		
	A	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures,	
	B	Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical	
	C	Reasoning, Analytical and decision making	
	Unit 3	Computer Basics:	
	A	Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory,	
	B	Computer Software (System/Application Software),	
	C	MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.	
	Unit 4	MS-Excel and Open Source Applications	
	A	Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook,	
	B	Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets-concepts	
	C	Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc.	
	Unit 5	Internet and Cyber Security	
	A	An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines lik Google, DuckDuckGo etc, Visiting web sites: Downloading.	
	B	Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics,	
	C	Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.	
	Mode of	Theory	

	examination		
	Weightage Distribution	CA	ETE
		25%	75%
	Text book/s*	1. Sharma, A., “How to prepare for Data Interpretation and Logical Reasoning for the CAT” McGraw Hill 2. Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481 3. Aggarwal, R.S., “A Modern Approach to Verbal and Non-verbal Reasoning” S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516 4. Madan , Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed.. 5. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012 6. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017	
	Other References	Note: Course Books published in Hindi may be prescribed by the Universities.	

School: SSBS		Batch: 2022-2026
Program: BBA		Current Academic Year: 2024-2025
Branch:		Semester: V
1	Course Code	INC005
2	Course Title	Industry Connect (Summer Internship Project)
3	Credits	0
4	Contact Hours (L-T-P)	0-0-4
	Course Status	Qualifying
5	Course Objective	1. Introduce and Acquaint Students with the Concept and Significance of Summer Internship 2. Familiarize Students with functioning of various departments of organization where the students go for the internship 3. Explain the Basic Structure and Content of Summer Internship Report 4. Explain the Relevance and significance of Summer Internship Project.
6	Course Outcomes	CO1: Understanding the fundamentals of internship CO2: Applying the knowledge gain into the practical perspective CO3Examining the functioning of various departments of organization where the students go for the internship CO4: Analyzing the internal and external factors affecting the business and taking the decision CO5: Hypothesizing the problem of the organization and reviewing it CO6: Solving the problem and writing the final internship report
7	Course Description	This course enables students to get practical knowledge of how to do a job, various functions of an organization and will enable them to appreciate the work/job environment.
8	Outline syllabus	
		Guidelines for Research Report
		Every student has to do minimum four to six weeks' mandatory summer internship in any industry/ company. All students have to submit the details of their summer internship to their respective faculty guides and based on student's internship, all students need to prepare summer internship project report also, which will be evaluated for 100 marks (60 internal and 40 external)
		Please consider the following points for the preparation of project report:
	1.	Topic for Project Report <ul style="list-style-type: none"> The selected topic should be problem oriented as well as product, market and industry specific. It must have the potential to make a significant research work of products or services in relation to the identified problem. It should pertain to original and individual work performance. Exactly same work will not be accepted from students. All the same reports will be cancelled and will result in zero marking for the students.
	2.	All students must have summer internship completion/experience certificate from the organization they are joining. This certificate must be attached in the summer internship report.
	3.	The Report will consist of the following:

		a. Cover page on specified format b. Certificate from College, signed by the Faculty Supervisor c. Certificate from Summer Training Organization d. Preface e. Acknowledgement f. Table of Contents g. Suggested headings (You may incorporate more topics as per your learning) <ul style="list-style-type: none"> About the summer training organization and the industry Work done in the company (Students' Profile in Company) Brief history of the organization Organizational structure Performance Products/services Competitors SWOT analysis Problems encountered Solutions / Recommended Key Learnings 						
	4.	The average size of Report must be 30 - 40 A-4 pages, typed in Times New Roman font size 12, with 1.5 spacing. Chapter Headings and Major Headings must be in Font Size 16 and Sub Headings in Size 14. The margin should be 1-inch on top, right and bottom sides and 1.5-inch margin on left side.						
	5.	The page numbering for the pages up to and including Table of Contents should be in Roman small numbers (i.e. i, ii, iii and so on). Thereafter, starting from Part 1, pages should be numbered as 1, 2, 3 and so on.						
	6.	<p>In Bibliography of References, detailed reference is required for each data source, whether it is a book, journal, magazine, newspaper, government publication or a website. The format of providing reference:</p> <p><u>Book</u> Baron Robert A., <i>Psychology</i>, Pearson Education, Fifth Edition, 2008</p> <p><u>Journal</u> Kahneman D. and Tversky Amos., <i>Prospect Theory: An Analysis of Decision under Risk</i>, <i>Econometrica</i>, Volume 47, No. 2, 1979, Page 263 – 291</p> <p><u>Magazine</u> Money Today, October 30, 2008, <i>A Road Map to Retirement</i>, Pg 49</p> <p><u>Newspaper</u> Business Standard, 16 March 2009, <i>Regulation of Banks</i>, Pg 12</p> <p><u>Website</u> RBI Bulletin, March 2009, http://rbidocs.rbi.org.in/rdocs/Bulletin/PDFs/BUL0309.pdf</p>						
	Mode of examination	Practical						
	Weightage Distribution	<table border="1"> <tr> <td>CA</td> <td>ESE</td> <td></td> </tr> <tr> <td>50%</td> <td>50%</td> <td></td> </tr> </table>	CA	ESE		50%	50%	
CA	ESE							
50%	50%							

DSE (Vth Sem)

Human Resource

School: SSBS		Batch: 2022-2026
Program: BBA		Current Academic Year:2024-25
Branch:		Semester: V
1	Course Code	DSE090
2	Course Title	Performance and Competency Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1.To describe how to set & clarify expectations, communicate & delegate performance goals effectively 2.To elaborate on how to manage performance & give ongoing constructive and positive feedback 3. To illustrate how to approach and conduct performance appraisals in the context of performance management. 4.To describe the importance of creating development plans to encourage employees to learn new skills and grow.
6	Course Outcomes	On successful completion of the course the students will be able to CO1: 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	
	Unit 1	An overview of Performance Management System
	A	Performance management meaning, scope, objective, importance & principles
	B	Difference between Performance Management and Performance Appraisal
	C	Trends related to performance management in Industry
	Unit 2	Performance Planning
	A	Meaning, Goal Setting & Principles of setting Performance criteria)

	B	Process & Methodology of Performance planning		
	C	Barriers of Performance planning		
	Unit 3	Performance Managing		
	A	Definition, characteristics		
	B	Objectives & Importance		
	C	Process of performance managing		
	Unit 4	Performance Appraisal & its Methods		
	A	Meaning, Characteristics, Objectives, Importance, Principles, Process,		
	B	Traditional Methods of Performance Appraisal- Ranking (forced ranking Method) and Rating, Forced Bell curve Method,		
	C	Modern Methods of Performance Appraisal- 360-degree appraisal, Assessment Centers		
	Unit 5	Introduction to Competency Management		
	A	Competency management - Definition, Importance and Scope,		
	B	Model – Iceberg, Lancaster (Burgoyne),		
	C	Designing the Competency Model/framework		
	Mode of examination	Theory		
	Weightage Distribution	Internal	External	
		25%	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.		

Finance

School: SSBS		Batch : 2022-2026
Program: BBA		Current Academic Year: 2024-2025
Branch:		Semester - V
1	Course Code	DSE091
2	Course Title	Retail Banking
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The objective of this module is to acquaint the students with the latest changes happening around the Global banking industry in the area of Banking and in particular in Retail Banking. The students would gain knowledge of retail banking; its advantages, products, delivery of credit, its problems & possible remedies, ways to market the products & boost profitable business for the organization, etc.
6	Course Outcomes	On completion of this module the student will be able to: CO 1: Describe the role of retail banking CO 2: Discuss the in-depth concepts of retail banking CO 3: Prepare the exact requirements of the customer CO 4: Distinguish different retail banking products for the customer. CO5: Understand and apply recent guidelines issued by RBI and concept of e-banking CO6: Design a recovery format for bank borrowers.
7	Outline syllabus	
	Unit 1	RETAIL BANKING-BASIC
	A	Banking operations within banks in the area of retail.
	B	Applicability of retail banking concepts
	C	Difference between Retail Banking and Corporate Banking
	Unit 2	RETAIL PRODUCTS
	A	Customer requirements & Product development process
	B	Important Products, credit scoring for appraisal
	C	Credit & Debit cards, Remittance Products
	Unit 3	MARKETING IN RETAIL BANKING
	A	Marketing & Delivery channels,
	B	Delivery Models & Use of technology
	C	Customer Relationship Management & Service standards
	Unit 4	MANAGEMENT ISSUES IN RETAIL BANKING
	A	Recovery aspect
	B	Securitization
	C	Other Issues- Third party Products distribution by banks, Demat accounts, Wealth Management, Private Banking (Concepts only)

	Unit 5	Case Study		
	A	Citi Bank E- Business strategy		
	B	Latest in Banking		
	C	Recent Guidelines by RBI		
	Mode of examination	Theory		
	Weightage Distribution	Internal		External
		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		

Marketing

School: SSBS		Batch: 2022-2026
Program: BBA		Current Academic Year – 2024-2025
Branch:		Semester: V
1	Course Code	DSE092
2	Course Title	Digital Marketing
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Objectives	<p>To impart students an in-depth understanding of digital marketing practices.</p> <p>To make the students understand and learn the basic tools and techniques utilized by digital marketers.</p> <p>To help the students understand the challenges of modern-day digital consumers</p> <p>To understand tools of an effective digital marketing strategy</p>
6	Course Outcomes	<p>CO1: The students will be able to identify and recognize digital marketing as an inherent aspect of modern day marketing.</p> <p>CO2: The students will be able to describe and interpret the various tools and techniques of digital marketing; while also being able to differentiate the online consumer.</p> <p>CO3: The students will be able to discover and analyze social media channels as an important aspect of digital marketing.</p> <p>CO4: The students will be able to interpret and explain search engines as an effective tool for digital marketing; while also being able to recognize their various marketing features.</p> <p>CO5: The students will be able to understand affiliates and influencers as an important aspect of digital marketing.</p> <p>CO6: The students will be able to identify and explain the relevance of e-mails and websites towards impacting modern day marketing practices.</p>
7	Course Description	This course is aimed at imparting students a broad understanding of digital techniques and practices of the marketing domain.
8	Outline syllabus	
	Unit 1	
	A	Digital Marketing – Introduction; Traditional Vs. Digital Marketing
	B	Tools & Techniques of Digital Marketing – An Introduction
	C	Digital Consumer Behavior
	Unit 2	
	A	Social Media Marketing – An Introduction
	B	Facebook, Instagram, Twitter and other growing Social Media Channels
	C	Influencer Marketing
	Unit 3	
	A	Content Marketing & Blogs
	B	Search Engine Optimization – An Introduction
	C	On Page & Off Page SEO

	Unit 4		
	A	SEO-Keywords, Inbound Links, Duplicate Content, Meta Tags	
	B	Affiliate Marketing - Introduction	
	C	Affiliate Marketing	
	Unit 5		
	A	E-mail Marketing	
	B	Website as a Digital Marketing Tool	
	C	Website Management	
	Mode of examination	Theory	
	Weightage Distribution	Internal	External
		25 %	75%
	Text book/s	<ul style="list-style-type: none"> Teacher Notes & Reference Material 	
	Other References	<ul style="list-style-type: none"> Strauss, J., El-Ansary, A., & Frost, R., <i>E-Marketing</i>, 4th Edition, Prentice Hall of India 	

International Business

School: SSBS		Batch: 2022-2026
Program: BBA		Current Academic Year: 2024-2025
Branch:		Semester – V
1	Course Code	DSE093
2	Course Title	International Finance and Foreign Exchange Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The main objective of this subject is to have understanding and basic knowledge of international finance, foreign exchange and their importance & implication
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO 1: Have knowledge of International Finance & Foreign Exchange and also would be able to examine the role of different foreign agencies involved in exchange regulation.</p> <p>CO 2: Identify the risks involved in project finance and also distinguish different types of project financing. Also, the student would be able to compare different foreign exchange markets globally.</p> <p>CO 3: Solve different foreign exchange rates for different maturities</p> <p>CO 4: Explains LC financing done in international trade and the risks involved therein.</p> <p>CO5: Evaluate the risks involved in foreign exchange business.</p> <p>CO6: Create a strategy to reduce the risk involved in foreign exchange transactions.</p>
7	Outline syllabus	
	Unit 1	International Finance
	A	General Introduction, Link between the National Economy and International Activities, (Each unit will have basic numerical)
	B	Presentation of Balance of Payments. (Each unit will have basic numerical)
	C	Evolution of International Monetary System, International Monetary Fund, International Bank for Reconstruction and Development. (Each unit will have basic numerical)
	Unit 2	Financing of International Projects
	A	Different types of Project Financing, (Each unit will have basic numerical)

	B	Participants in International Project Financing (Each unit will have basic numerical)		
	C	Risk associated with International Projects (Each unit will have basic numerical)		
	Unit 3	International Capital Markets		
	A	Introduction to Capital Market (Each unit will have basic numerical)		
	B	Development of International Capital Markets (Each unit will have basic numerical)		
	C	Euro-credit Market, External Bond Market, Euro-currency Loan, Euro-notes, Market of Euro-equities. (Each unit will have basic numerical)		
	Unit 4	Foreign Exchange Market		
	A	Introduction to FE Market, participants in the FE Market, Quoting in the FE Market, Each unit will have basic numerical)		
	B	Different types of rates, Settlements in Forex Market (Each unit will have basic numerical)		
	C	Types of LC's, Negotiation of documents under LC, (Each unit will have basic numerical)		
	Unit 5	Foreign Exchange Rate Risk Assessment & Internal techniques of Hedging		
	A	Introduction to FE Risk, Exchange Rate Risk of an Enterprise, (Each unit will have basic numerical)		
	B	Evaluation of Exchange Rate Exposure (Each unit will have basic numerical)		
	C	Internal & External Techniques of Hedging (Each unit will have basic numerical)		
	Mode of examination	Theory		
	Weightage Distribution	Internal		External
		25 %		75%
	Textbook/s*	International Finance and Management- P.K. Jain		
	Other References	International Finance and Management- P.G.Apte International Finance and Management- A.V. Rajawade		

	Textbook/s*	International Finance and Management- P.K. Jain
	Other References	International Finance and Management- P.G.Apte International Finance and Management- A.V. Rajawade

Entrepreneurship

School: SSBS		Batch : 2022-2026
Program: BBA		Current Academic Year: 2024-2025
Branch:		Semester: V
1	Course Code	DSE094
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	CO1: The student will be able to describe the social enterprise and other entities and frameworks around social enterprises CO2: The student will be able to assess different kinds of opportunities available and the role of market failures for a social enterprise. CO 3 The student will be able to describe different frameworks available to assess opportunities CO4: The student will be able to present a business plan and pitch it. CO 5: The student will be able to prepare a social venture strategy including scaling up and its social impact. CO 6: The student will be able 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	
	Unit 1	Introduction to Social Entrepreneurship
	A	What is social entrepreneurship: Definitions and Perspective
	B	Non-Profits Organizations, Government and Business Organizations and the case of Social Enterprise
	C	Social Entrepreneurship and correcting market failures
	Unit 2	Scouting and Assessing Opportunities in a Social Entrepreneurial Venture
	A	Social Venture Opportunity Identification
	B	Assessing Social Venture Opportunities: Social Impact Theory -Part I
	C	Assessing Social Venture Opportunities: Social Impact Theory -Part II
	Unit 3	Frameworks for Social Enterprise
	A	Marketing, Finance and Operational Management for Social Ventures
	B	Legal, Strategic and Risk Framework for a Social Enterprise
	C	Entrepreneurial Leadership and Motivation for a Social Enterprise
	Unit 4	Funding for and understanding strategies Social Ventures
	A	Means of funding Social Ventures
	B	Strategies for Scaling Social Venture-I

	C	Strategies for Scaling Social Venture-II	
	Unit 5	Business Plan for a Social Enterprise	
	A	Components of a Business Plan for a Social Enterprise	
	B	Pitching Business Plan for a Social Venture	
	C	Cases on Social Enterprises in India	
9	Mode of examination	Theory	
10	Weightage Distribution	Internal	External
		25 %	75%
11	Text book/s*	Understanding Social Entrepreneurship by Jill Kickul and Thomas Lyons published by Routledge	
12	Other References	Social Entrepreneurship in India by Madukar Shukla published by Atlantic	

SCM

School: SSBS		Batch: 2022-2026
Programme : BBA		Current Academic Year: 2024-25
Branch: LSCM		Semester: V
1	Course Code	DSE095
2	Course Title	Green Supply Chain management
3	Credits	4
4	Contact Hours(L-T-P)	4-0-0
	Course Status	Elective
5	Course Objective	To understand the serious need of Green supply chain management practices in the procurement of materials, utilization and re-cycling of waste to ensure Sustainable Development across the Globe
6	Course Outcomes	<p>CO1: To be familiar with Green supply chain practices in specific industries and analyse the Green supply chain contribution to Sustainable development</p> <p>CO2: To have a thorough understanding of Green Supply chain framework and the decision making process for optimum utilization and recycling of resources</p> <p>CO3: To evaluate the role of Information technology in facilitating Green supply chain management practices to achieve Sustainable Development</p> <p>CO4: To be an expert and role model in implementing Green Supply chain management practices and formulate various Legislations / Acts related to Green supply chain management</p> <p>CO5: To be familiar with the initiatives of green supply chain management and global warming.</p> <p>CO6: To have an understanding about Sustainable Development and Renewable Energy.</p>
7	Course Description	
8		
	UNIT 1	Introduction to Supply chain management
	A	Green Supply chain process cycle
	B	Green Supply chain strategy/Design
	C	Cycle view of Green Supply chain processes
	UNIT 2	Supply chain Network Design & Co-ordination
	A	Green Supply chain framework
	B	Green Supply Chain and Sustainable Development
	C	Sustainable development in India
	UNIT 3	Aggregate Planning in Supply chain
	A	Role of I.T in Green Supply chain Management
	B	Emerging Technologies & Green Supply chain Management
	C	Examples of emerging Technologies
	UNIT 4	Green Supply Chain Management
	A	Green Supply chain initiatives
	B	Global warming
	C	Environmental legislation

UNIT 5	Sustainable Development and Renewable Energy		
A	Recycling /Service Agreements		
B	Sustainable Transportation		
C	Renewable Energy		
	Mode of examination	Theory	
	Weightage Distribution	Internal	External
		25%	75%
	Text book/s*	i) Green Supply Chain Management: A Concise Introduction , by Joseph Sarkis and Yijie Dou ii) Green Management by Sandeep Kumar and Swetha Bakshi iii) Supply chain management ,Strategy Planning and Operation , by Sunil Chopra and Peter Meindl, Third edition	
	Other References	Case studies: 1. Walmart's : Sustainability Strategy 2. Polaris Industries: Sourcing 3. Seven Eleven Japan 4. KG Basin, Oil Exploration case study 5. Reliance Industries and ONGC , KG Basin 6. Dell supply chain strategy 7. McKinsey and Co. (2011). Resource revolution: Meeting the worlds energy,materials, foods, and waterneeds (available from: http://www.mckinsey.com/business-functions/sustainability-and-resourceproductivity/our-insights/resource-revolution) 8. • Mena, C., Terry, L.A., Williams, A. and Ellram, L., 2014. Causes of wasteacross multi-tier supply networks: Cases in the UK food sector. <i>InternationalJournal of Production Economics</i> , 152, 144-158	



Health Care Management

School: SSBS		Batch : 2022-2026
Program: BBA		Current Academic Year: 2024-2025
Branch:		Semester: V
1	Course Code	DSE096
2	Course Title	Healthcare Management & Medical Terminology
3	Credits	4
4	Contact Hours(L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The main objective of this course is to enhance the basic knowledge of medical terms and describe all major systems in the body .It will also introduce students to the basics in health care systems and hospital management.
6	Course Outcomes	CO1: To define and describe the normal function of the different body systems, medical terms. CO2:The students will understand the health services in India CO3: The student will be able to illustrate issues in the healthcare sector. CO4: The student will be able to analyze the structure and interdependence of healthcare systems. CO5: The students will evaluate the various health systems in India and the role of communication in healthcare. CO6: The student will be able to create healthcare communication plan for community health.
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	
	Unit 1	Introduction To Medical Terminology
	A	Introduction to medical terminology
	B	Basics of Medical Transcription
	C	Quality aspect in Medical Transcription
	Unit 2	Various Body systems
	A	Circulatory system Endocrine system ,Respiratory system
	B	Musculoskeletal system, Renal system
	C	The five senses and nerves in the body
	Unit 3	Basics in Healthcare
	A	Health Systems in India
	B	Health Planning
	C	Health Insurance
	Unit 4	Fundamentals of Hospital Administration
	A	Hospital based healthcare and its changing scenario: Changing Role and History, Patient rights & responsibility
	B	Hospital as a social system, Classification of Hospital, functions of hospital
	C	Documentation Formats in Hospital

	Unit 5	Health Communication	
	A	Basics of communication in health	
	B	Health Education in the modern world	
	C	Principles of Health educations	
	Mode of examination	Theory	
	Weightage Distribution	Internal	External
		25 %	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</i> by <i>VSP Rao</i> Excel Publications.	
	Other References		

School: School of Business Studies		Batch: 2022-2026
Program: BBA ACCA		Current Academic Year: 2024-25
Branch: -		Semester: V
1	Course Code	BBN301
2	Course Title	Income Tax and Marketing Communication
3	Credits	6
4	Contact Hours (L-T-P)	6-0-0
	Course Status	Compulsory
5	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 and to equip the students with the fundamental knowledge of communication and brand management and also with the intricacies of advertising
6	Course Objective	<p>The aim of the course is to build knowledge, understanding about income tax and marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax and to build knowledge, understanding and skills in marketing communication among the student</p> <ul style="list-style-type: none"> To provide knowledge about Income Tax Act. To provide knowledge about gross income and taxable income. To give an overview about different deductions and exemptions. To give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over-all promotion strategies of the firm.
7	Course Outcomes	<p>Course outcomes: After studying this course, the student will be able to</p> <p>CO1: Describe the concept of Tax and its significance. demonstrate the different key terms used in income tax law</p> <p>CO2: Discuss and classify the Residential Status of different assesses. CO3: Solve the practical problems in computation of taxable income under the different heads of income</p> <p>CO4: The student will be able to describe the communication process, concept and process of advertising and budgeting.</p> <p>CO5: The student will be able to demonstrate how to reinforce strategies and the concept of copywriting.</p> <p>CO6: The student will be able to evaluate media campaigns and able to create campaigns and measure ROI.</p>
8	Outline syllabus PART A	
	Unit 1	Introduction of Income Tax and Residential status, Scope of Total Income and Income from salary and House Property

	A	Introduction to the income tax: meaning and features. Direct tax vs. Indirect Tax, Tax avoidance vs. tax evasion, Indian Income Tax Act, 1961: Basic Concepts -Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person
	B	Residential Status of an Individual, Firm, Hindu Undivided Family (HUF), Company and AOP, Indian income vs. foreign income, Tax incidence on an individual, Tax Rates and Computation of Tax, Income Exempt from Tax under section 10, Different heads of Income
	C	Basis of charge of salary income, Different forms of salary, tax provisions of Pension and Gratuity, Different Allowances Computation of House rent allowances, Perquisites, valuation of perquisites, Basic of Charge, Computation of Annual Value, computation income from house property
	Unit 2	Profit and Gains of Business, Capital Gains, Income from other sources
	A	Computation of Income under the head “Profits and Gains from Business or Profession
	B	Capital gain- meaning and types, Computation of short term capital gain and long term capital gain
	C	Income from others sources- meaning and chargeability
	Unit 3	Deductions and set-off of losses
	A	Aggregation of Income
	B	Set off and carry forward of losses,
	C	deductions from gross total Income, Computation of total Income and Tax liability
PART B		
	Unit 4	
	A	Marketing Communication: Meaning and its objectives Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising -Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies
	B	Process in Advertising: Consumer and mental process in buying. AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, Methods of advertising – Affordable method, arbitrary allocation

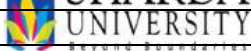
		method, percentage of sales method, competitive parity method, Objective and Task method	
	C	Brand architecture, brand hierarchy, designing a branding strategy, Brand extension, advantages and disadvantages of brand extension, Reinforcing and revitalizing brands	
	Unit 5		
	A	Advertising Creativity: Meaning of creativity, Creative strategy, Creativ tactics & Advertising Papalism's theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	
	B	Media Planning and Strategy: Media Types and their characteristics Setting Media objectives, Steps involved in media planning, evaluation of media, media scheduling strategy	
	C	Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising	
	Evaluation Criteria	Internal 25%	External 75%
	Text book/s*	<ul style="list-style-type: none">• Dr. Vinod K. Singhanian & Dr. Monica Singhanian: Taxmann Publications Pvt. Ltd., New Delhi• Advertising and Promotion: An Integrated Marketing Communications Perspective' by George E. Belch, Michael A. Belch and Keyoor Purani (McGraw-Hill)• 'Advertisement and Promotions: An IMC Perspective' by Kruti Shah and Alan D'Souza (McGraw-Hill)	
	Other References	<p>Suggested Readings:</p> <ul style="list-style-type: none">• Mehrotra, H.C., Income Tax Law and Account• Prasad, Bhagwati, Income Tax Law and Practice• Chandra Mahesh and Shukla D.C., Income Tax Law and Practice• Agarwal, B.K., Income Tax• Jain, R.K., Income Tax• Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House• Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication• Aaker, David A. et al., Advertising Management, PHI,	

School: SSBS		Batch: 2022-2026
Program: B.B.A ACCA		Current Academic Year: 2024-2025
Branch:		Fifth
1	Course Code	BBN311
2	Course Title	STRATEGIC FINANCIAL REPORTING
3	Credits	6
4	Contact Hours (L-T-P)	6-0-0
	Course Type	Core
5	Course Objective	The main objective of the course is to share knowledge and enhance understanding of group accounting, appraisal of financial performance and Financial Statements of the Company.
6	Course Outcomes	CO1: Define the concept of financial statements and the various items in financial statements. CO2: Explain the reporting of these items in the financial statements. CO3: Construct the linkages among the four financial statements. CO4: Analyze the financial statements using popular techniques. CO5: Develop knowledge on the allocation, management and funding of financial resources. CO6: Understanding practical orientation towards IFRS .
7	Course Description	Corporate Reporting introduces you to the Generally Accepted Accounting Principles (GAAP). It takes you from beginner to expert level in understanding how to prepare and present financial statements in line with the conceptual framework and the International Financial Reporting Standards. On completion of this course, you will be able to prepare, present, interpret and understand financial statements for private and public entities.
8		
	Unit 1	
	A	Introduction to Financial Reporting Introduction of Financial Reporting and its significance in business
	B	Fundamental ethical and professional principles. Purpose and users of financial reports, Interpret financial statements for different stakeholders
	C	Understanding how business activities are classified for financial reporting purposes. Understanding of Ind AS and IFRS. The financial reporting framework
	Unit 2	
	A	Understanding Financial statements and Consolidated Financial Statements
	B	Meaning and types of financial statements Understanding of various items of Income Statement and forms

	C	Income Statement (Comparative and Common Size Income Statement), Understanding of various items of Balance Sheet and forms of Balance Sheet (Comparative and Common Size Balance Sheet. The impact of changes and potential changes in accounting regulation)	
	Unit 3		
	A	Ratio analysis Meaning, Objectives, Advantages and Limitations of Ratio analysis	
	B	Types of ratios- Liquidity ratios,	
	C	Profitability ratios, Practical problems related to above ratios, Interpret financial statements for different stakeholders	
	Unit 4		
	A	Inventory Accounting Theoretical understanding of costs included in inventories and costs recognized as expenses in the period in which they are incurred	
	B	Understanding different inventory valuation methods (LIFO, FIFO, and Weighted Average).	
	C	Theoretical concept of Periodic and Perpetual inventory systems	
	Unit 5		
	A	Theoretical understanding of costs that are capitalized	
	B	costs that are expensed in the period incurred	
	C	How they affect financial statements and ratios	
	Mode of examination	THEORY	
	Weightage Distribution	Internal	External
		25%	75%
	Text book/s*	<ul style="list-style-type: none"> Financial Reporting and Analysis, Book-3, Schweser Notes for the CFA Exam, Level-1. 	
	Other References	<ul style="list-style-type: none"> Fundamentals of Corporate Accounting- J.R. Monga 	


School: SSBS		Batch : 2022-2026
Program: BBA ACCA		Current Academic Year: 2024-2025
Branch:		Semester: V
1	Course Code	BBN312
2	Course Title	ADVANCED FINANCIAL MANAGEMENT
3	Credits	6
4	Contact Hours (L-T-P)	6-0-0
	Course Type	Compulsory
5	Course Objective	1. To acquaint the students with the concepts of Advanced Financial Management and the significance of decision making in finance. 2. To highlight the necessity of managing different risks associated with financing. 3. To appreciate the relevance of different tools used for risk management.
6	Course Outcomes	On completion of this module, the students will be able to CO1:describe the role & responsibilities of Financial Manager. CO2:estimate the risk associated with the project. CO3:apply different tools used to hedge interest rate risk and foreign currency risk. CO4:compare the risk associated with different proposals and prioritize the investment.
7	Course Description	This is an introductory course in Advanced Financial Management, focusing on the major decisions made by financial managers of an organization. The course will develop students' analytical and decision-making skills in finance through the use of theory questions and practical problems.
8	Outline syllabus	
	Unit 1	Financial Management
	A	-Understand the Key Areas of Responsibility for the Financial Manager. - Understand Agency theory and Strategies for the resolution of stakeholder conflict.
	B	-Introduction to Fixed Income Securities, Bond Valuation. -Risks in Fixed Income Securities Investments. -Bond Price Relations
	C	-Concept, calculation & implication of Macaulay Duration, -Concept, calculation & implication of Modified Duration. -Concept, Calculation & Implication of Risk adjusted WACC
	Unit 2	Capital Budgeting
	A	Introduction, Need, Scope, Importance and Limitations of Capital Budgeting Decisions, Capital Budgeting process.
	B	Approaches of Capital Budgeting Decisions - Traditional and Discounted Cash Flow (DCF) approaches
	C	Risk in Capital Budgeting Decisions, Investment Decisions under Risk and Uncertainty – Non-Quantitative and Quantitative Methods
	Unit 3	The Financing Decision & Option Pricing
	A	-Understand Modigliani and Miller's Theory - Static Trade- off Theory &

		Pecking order theory	
	B	-Overview of Specific Debt Financing Options like Bond Issue, Debenture Issue, Convertible Bond Issue, Mezzanine Finance, Syndicated Loan. -Overview of Specific foreign currency financing options like Eurocurrency Loans, Syndicated Loans, Syndicated Credits, Multiple Option Facilities, Euro notes, Eurobonds.	
	C	- Introduction of Call Option, Put Option & drivers of option value, also the effects of drivers of option value. - Understand the Black-Scholes model & how it is used to value call options	
	Unit 4	Foreign Exchange Risk Hedging & Strategic Aspects of Acquisitions	
	A	- Introduction to various types of forex risk. -Introduction, advantages & disadvantages of Forward contracts. - Characteristics & Forecasting Future Contracts. - Introduction & calculations of Currency options.	
	B	-Types of Merger & Acquisitions. - The reasons for growth by acquisition or merger	
	C	-Definition & sources of Synergy, Defences against hostile takeover bids. -Understand the advantages & disadvantages of different forms of consideration for a takeover.	
	Unit 5	Interest Rate Risk Hedging	
	A	- Introduction & Calculation of Interest rate risk & Forward Rate Agreements (FRAs). -Introduction of Options on FRAs	
	B	- Introduction & Calculation of Interest Rate Futures &Options on Interest Rate Futures	
	C	- Introduction of Caps, Floors & Collars - Comparison of options & Futures	
	Mode of examination	Theory	
	Weightage Distribution	Internal 25%	External 75%
	Text book/s*	Advanced Financial Management by Association of Chartered Certified Accountants (ACCA)- (Kaplan Publishing)	
	Other References	Advanced Financial Management, Becker Educational Development Corp., 2016 Advanced Financial Management, Kaplan Publishing, 2016 Advanced Financial Management, BPP Learning Media Ltd.,2016.	

School: SSBS		Batch: 2022-2026		
Program:		Current Academic Year: 2024-2025		
Branch:		Semester: V		
1	Course Code	COC501		
2	Course Title	Analytic Ability and Digital Awareness		
3	Credits	2 (Qualifying)		
4	Contact Hours (L-T-P)	2- 0- 0		
	Course Status	Co-Curricular Course		
5	Course Objective	This course can be opted as an elective by the students of following subjects: “Co-Curricular”		
6	Course Outcomes	CO 1: Define analogy, number system, set theory and its applications, number system and puzzles. CO 2: Demonstrate the basics of Syllogism, figure problems, critical and analytical reasoning. CO 3: Make use of word processing application. CO 4: Take Part in word processing worksheet. CO 5: Measure the basics of web surfing and cyber security. CO 6: Choose Open Source Applications in Digital World		
7	Course Description			
8	Outline syllabus			
	Unit 1			
	A	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations,		
	B	Coding and Decoding, Inequalities, Logical Venn diagram,		
	C	Seating Arrangements, Puzzles and Missing numbers		
	Unit 2			
	A	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures,		
	B	Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical		
	C	Reasoning, Analytical and decision making		
	Unit 3	Computer Basics:		
	A	Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory,		
	B	Computer Software (System/Application Software),		
	C	MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.		
	Unit 4	MS-Excel and Open Source Applications		
	A	Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook,		
	B	Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets-concepts		
	C	Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc.		
	Unit 5	Internet and Cyber Security		
	A	An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines lik Google, DuckDuckGo etc, Visiting web sites: Downloading.		
	B	Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics,		
	C	Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.		
	Mode of examination	Theory		

	Weightage Distribution	CA	ETE
		25%	75%
	Text book/s*	1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill 2. Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481 3. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. ChandPublishers New Delhi, India, 2010, ISBN 10: 8121905516 4. Madan , Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed.. 5. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012 6. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017	
	Other References	Note: Course Books published in Hindi may be prescribed by the Universities.	

School: SSBS		Batch: 2022-2026
Program: BBA		Current Academic Year: 2024-2025
Branch:		Semester: V
1	Course Code	INC005
2	Course Title	Industry Connect (Summer Internship Project)
3	Credits	0
4	Contact Hours (L-T-P)	0-0-4
	Course Status	Qualifying
5	Course Objective	1. Introduce and Acquaint Students with the Concept and Significance of Summer Internship 2. Familiarize Students with functioning of various departments of organization where the students go for the internship 3. Explain the Basic Structure and Content of Summer Internship Report 4. Explain the Relevance and significance of Summer Internship Project.
6	Course Outcomes	CO1: Understanding the fundamentals of internship CO2: Applying the knowledge gain into the practical perspective CO3Examining the functioning of various departments of organization where the students go for the internship CO4: Analyzing the internal and external factors affecting the business and taking the decision CO5: Hypothesizing the problem of the organization and reviewing it CO6: Solving the problem and writing the final internship report
7	Course Description	This course enables students to get practical knowledge of how to do a job, various functions of an organization and will enable them to appreciate the work/job environment.
8	Outline syllabus	
		Guidelines for Research Report
		Every student has to do minimum four to six weeks' mandatory summer internship in any industry/ company. All students have to submit the details of their summer internship to their respective faculty guides and based on student's internship, all students need to prepare summer internship project report also, which will be evaluated for 100 marks (60 internal and 40 external)
		Please consider the following points for the preparation of project report:
	1.	Topic for Project Report <ul style="list-style-type: none"> The selected topic should be problem oriented as well as product, market and industry specific. It must have the potential to make a significant research work of products or services in relation to the identified problem. It should pertain to original and individual work performance. Exactly same work will not be accepted from students. All the same reports will be cancelled and will result in zero marking for the students.
	2.	All students must have summer internship completion/experience certificate from the organization they are joining. This certificate must be attached in the summer internship report.
	3.	The Report will consist of the following:

		<div> <div>  <div> UNIVERSITY Beyond Boundaries </div> </div> <div> <ul style="list-style-type: none"> h. Cover page on specified format i. Certificate from College, signed by the Faculty Supervisor j. Certificate from Summer Training Organization k. Preface l. Acknowledgement m. Table of Contents n. Suggested headings (You may incorporate more topics as per your learning) <ul style="list-style-type: none"> About the summer training organization and the industry Work done in the company (Students' Profile in Company) Brief history of the organization Organizational structure Performance Products/services Competitors SWOT analysis Problems encountered Solutions / Recommended Key Learnings </div> </div>
	4.	The average size of Report must be 30 - 40 A-4 pages, typed in Times New Roman font size 12, with 1.5 spacing. Chapter Headings and Major Headings must be in Font Size 16 and Sub Headings in Size 14. The margin should be 1-inch on top, right and bottom sides and 1.5-inch margin on left side.
	5.	The page numbering for the pages up to and including Table of Contents should be in Roman small numbers (i.e. i, ii, iii and so on). Thereafter, starting from Part 1, pages should be numbered as 1, 2, 3 and so on.
	6.	<p>In Bibliography of References, detailed reference is required for each data source, whether it is a book, journal, magazine, newspaper, government publication or a website. The format of providing reference:</p> <p><u>Book</u> Baron Robert A., <i>Psychology</i>, Pearson Education, Fifth Edition, 2008</p> <p><u>Journal</u> Kahneman D and Tversky Amos., <i>Prospect Theory: An Analysis of Decision under Risk</i>, <i>Econometrica</i>, Volume 47, No. 2, 1979, Page 263 – 291</p> <p><u>Magazine</u> Money Today, October 30, 2008, <i>A Road Map to Retirement</i>, Pg 49</p> <p><u>Newspaper</u> Business Standard, 16 March 2009, <i>Regulation of Banks</i>, Pg 12</p> <p><u>Website</u> RBI Bulletin, March 2009, http://rbidocs.rbi.org.in/rdocs/Bulletin/PDFs/BUL0309.pdf</p>
	Mode of examination	Practical
	Weightage Distribution	<div> <div>CA</div> <div>ESE</div> <div></div> </div> <div> <div>50%</div> <div>50%</div> <div></div> </div>

School: SBS		Batch: 2022-2026
Program: BBA ACCA		Current Academic Year: 2024-25
Branch:		Semester: FIFTH
1	Course Code	RBL003
2	Course Title	Research Based Learning :3 (RBL3)
3	Credits	2
4	Contact Hours (L-T-P)	0-0-4
	Course Status	Compulsory
5	Course Objective	The purpose of this course is that the student can publish the work of res RBLearch.
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:

		<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
	C	Initial Implementation: Implements the solution in a manner

		that addresses thoroughly and deeply multiple contextual factors of the problem.
	R3.2	
	A	Data Collection tools if any required to be developed
	B	Testing the reliability and validation of the data collection tool.
	C	Data collection, sampling design and collection of data scheduling
	R3.3	
	A	Explanation of the purpose and need of the problem identified: Detailed and extensive explanation of the purpose and need of the project
	B	Work flow followed and specified: mainly data collection both primary or secondary
	C	Scrutiny of data and validating the data.
	Oral Communication (Presentation), Report Writing and Submission after every review process	
	Mode of examination	CA and oral presentation
	Assessment Criteria	CA
		50%
		Presentation and report
		50%
	Reference books.	Medema, S., & Samuels, W. (1996). <i>Foundations of research ineconomics: 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.

School:		Batch : 2022 - 25
Program: SSBS		Current Academic Year: 2024-25
Branch:		Semester:
1	Course Code	VAB114
2	Course Title	Mindfulness and Emotional Well-being
3	Credits	
4	Contact Hours (L-T-P)	30 Hours
	Course Type	Value added course
5	Course Objective	To know about the life skills that help to stay healthy, and understand the factors that promote positive health and well-being.
6	Course Outcomes	CO1 : To understand the concept of health with its dimensions and importance. CO2: To describe the concept of mindfulness and its various strategies. CO3: To use life skills that help people to stay healthy. CO4: To categorize factors that promote positive health and well-being. CO5: To understand and recognise the emotional wellbeing strategies. CO6: To integrate factors leading to Positive health and well being.
7	Course Description	This course will provides a comprehensive exploration of health and well-being from a holistic perspective. Students will gain an understanding of the principles of holistic health and the various dimensions of well-being. The course will delve into health-enhancing behaviours and introduce mindfulness as a key practice for promoting overall well-being. Through a combination of theory and experiential exercises, students will learn strategies for managing stress, enhancing emotional awareness, and integrating mindfulness into daily life to cultivate happiness and fulfilment.
8	Outline syllabus	
	Unit 1	Health and well-being
	A	Concept of holistic health, its principles and importance
	B	Concept of health, dimensions, various facets of well-being
	C	Health enhancing behaviours
	Unit 2	Introduction to Mindfulness
	A	Nature and concept of stress, Mind-body connections
	B	Fundamentals of Mindfulness
	C	Strategies for Mindfulness
	Unit 3	Techniques of Mindfulness-based cognitive therapy
	A	Emerging science of mindfulness, Techniques – STOP
	B	Mind body awareness and connection, technique-body scan
	C	Working with emotions, technique-RAIN
	Unit 4	Emotional Awareness
	A	Recognizing and labeling emotions
	B	Emotional regulation strategies
	C	Integrating mindfulness into daily life
	Unit 5	Happiness Activities
	A	Expressing gratitude and positive thinking; Love and kindness; Avoiding

		overthinking and social comparison
	B	Identifying signature strengths; Achieving happiness with “Flow”.
	C	The concept well-being; Self-determination and motivation
	Mode of examination	