



**GLA**  
**UNIVERSITY**  
**MATHURA**  
Recognised by UGC Under Section 2(f)

Accredited with

**A**

Grade by **NAAC**

# **COURSE STRUCTURE**

**(UNDER CBCS)**

**OF**

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)**

**[BBA (H)]**

**I, II & III YEAR**

**(I YEAR EFFECTIVE FROM BATCH 2021-24)**

**(II YEAR EFFECTIVE FROM BATCH 2020-23)**

**(III YEAR EFFECTIVE FROM BATCH 2019-22)**

## First Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBHC0001	Essentials of Management	CORE	4	0	0	4	4
2	BBHC0002	Economic Concepts & Practices	CORE	3	1	0	4	5
3	BFBC0002	Quantitative Aspects of Business	CORE	3	1	0	4	5
4	BBAC1002	Fundamentals of Accounting	CORE	3	1	0	4	5
5	BCHS0102	Environmental Studies	AECC	2	0	0	2	2
6	BBHC0800	Developing Competitive Edge – I	SEC	0	0	4	2	4
7	BBHC0801	Managerial Aptitude – I	SEC	0	0	4	2	4
		<b>Total</b>					<b>22</b>	<b>29</b>

## Second Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBHC0003	Organisation and Administration for Business	CORE	4	0	0	4	4
2	BBHC0004	Managing Equality & Diversity	CORE	4	0	0	4	4
3	BFBC1005	Accounting for Managers	CORE	3	1	0	4	5
4	BBAO1102	Human Values and Professional Ethics	GE	4	0	0	4	4
	BEL00011	Remedial English						
5	BBAC0015	Fundamentals of Computers and Data Handling	AECC	2	0	0	2	2
6	BBHC0802	Developing Competitive Edge – II	SEC	0	0	4	2	4
7	BBHC0803	Managerial Aptitude – II	SEC	0	0	4	2	4
		<b>Total</b>					<b>22</b>	<b>27</b>

### Third Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBAC0006	Marketing Management	CORE	4	0	0	4	4
2	BBAC1012	Human Resource Management	CORE	4	0	0	4	4
3	BFBC0008	Financial Management of Business	CORE	3	1	0	4	5
4	BFBC0009	Entrepreneurship & Management of Family Business	CORE	4	0	0	4	4
5	BBAC0010	Business Research	CORE	4	0	0	4	
6	BAL00105	Mercantile Law	GE	4	0	0	4	4
	BAL00103	Patent and Copyright Law						
7	BBHC0804	Developing Competitive Edge - III	SEC	0	0	4	2	4
8	BBHC0805	Managerial Aptitude – III	SEC	0	0	4	2	4
		<b>Total</b>					<b>28</b>	<b>29</b>

### Fourth Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBHC0005	Hospitality Management	CORE	4	0	0	4	4
2	BBAC0013	International Business Management	CORE	4	0	0	4	4
3	BBHC0006	Event Management	CORE	4	0	0	4	4
4	BBHC0007	Mass Communication	CORE	4	0	0	4	4
5	BAL00106	Company Laws	GE	4	0	0	4	4
	BAL01108	Consumer Protection Laws						
6	BBA00101	Internet & E-Commerce	GE	4	0	0	4	4
	BBA00105	Management Information System						
7	BBHC0806	Developing Competitive Edge – IV	SEC	0	0	3	2	3
8	BBHC0807	Managerial Aptitude – IV	SEC	0	0	3	2	3
		<b>Total</b>					<b>28</b>	<b>30</b>

### Fifth Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBHC0008	Business Analytics	CORE	4	0	0	4	4
2		Specialization Elective 1 (Group A)	DSE	4	0	0	4	4
3		Specialization Elective 2 (Group A)	DSE	3	1	0	4	5
4		Specialization Elective 1 (Group B)	DSE	4	0	0	4	4
5		Specialization Elective 2 (Group B)	DSE	3	1	0	4	5
6	BBHC0808	Developing Competitive Edge – V	SEC	0	0	4	2	4
7	BBHC0809	Managerial Aptitude – V	SEC	0	0	4	2	4
8	BBHJ0961	Summer Training Project Report & Presentation	DIS/PROJ	0	0	0	3	-
		<b>Total</b>					<b>27</b>	<b>30</b>

### Sixth Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBHC0009	Business Policy and Strategic Management	CORE	4	0	0	4	4
2		Specialization Elective 3 (Group A)	DSE	4	0	0	4	4
3		Specialization Elective 4 (Group A)	DSE	4	1	0	4	5
4		Specialization Elective 3 (Group B)	DSE	4	0	0	4	4
5		Specialization Elective 4 (Group B)	DSE	4	1	0	4	5
6	BBHC0810	Developing Competitive Edge - VI	SEC	0	0	4	2	4
7	BBHC0811	Managerial Aptitude – VI	SEC	0	0	4	2	4
8	BBHJ0962	Research Project Report & Presentation	DIS/PROJ	0	0	0	3	-
		<b>Total</b>					<b>27</b>	<b>30</b>

### ELECTIVES - Fifth Semester

S. No.	Code	Subject	Cat	L	T	P	C
<b>GROUP 1: HUMAN RESOURCE</b>							
1	BBAE0101	Training & Development	DSE	4	0	0	4
2	BBAE0102	Industrial Relations	DSE	4	0	0	4
3	BBAE0103	Group Dynamics & Team Building	DSE	4	0	0	4
4	BBAE0104	Compensation & Reward Management	DSE	4	0	0	4
<b>GROUP 2: MARKETING</b>							
5	BBAE0201	Sales & Distribution Management	DSE	4	0	0	4
6	BBAE0202	Rural Marketing	DSE	4	0	0	4
7	BBAE0203	International Marketing	DSE	4	0	0	4
8	BBAE0204	Digital Marketing	DSE	4	0	0	4
<b>GROUP 3: FINANCE</b>							
9	BBAE0301	International Financial Management	DSE	3	1	0	4
10	BBAE1302	Management of Financial Institutions & Services	DSE	3	1	0	4
11	BBAE0303	Cost Accounting for Business Managers	DSE	3	1	0	4
12	BBAE0304	Working Capital Management	DSE	3	1	0	4
<b>GROUP 4: ENTREPRENEURSHIP &amp; FAMILY BUSINESS</b>							
13	BFBE0301	Managing Small & Family Business	DSE	4	0	0	4
14	BFBE0302	Project Planning & Management	DSE	4	0	0	4
15	BFBE0303	e-Business	DSE	4	0	0	4
16	BFBE0304	Modern Office Management	DSE	4	0	0	4
<b>GROUP 5: BANKING &amp; INSURANCE</b>							
17	BBAE0401	Principles and Practices of Life Insurance	DSE	4	0	0	4
18	BBAE0402	Functional Aspects of Banking	DSE	4	0	0	4
19	BBAE0403	Insurance Laws and Environment	DSE	4	0	0	4
20	BBAE0404	e-Banking	DSE	4	0	0	4
<b>GROUP 6: INTERNATIONAL BUSINESS</b>							
21	BFBE0201	International Business Environment	DSE	4	0	0	4
22	BCME0401	Management of International Trade	DSE	4	0	0	4
23	BCME0402	International Logistics	DSE	4	0	0	4
24	BCME0403	International Treaties and Conventions	DSE	4	0	0	4
<b>GROUP 7: HOSPITALITY MANAGEMENT</b>							
25	BBHE0101	Emerging Trends in Hospitality	DSE	4	0	0	4
26	BBHE1102	Legal & Social Practices in Hospitality	DSE	4	0	0	4
27	BBHE0103	Hospitality Marketing & Sales	DSE	4	0	0	4
28	BBHE0104	Strategic Hospitality Management	DSE	4	0	0	4
<b>GROUP 8: EVENT MANAGEMENT</b>							
29	BBHE0201	Event Management Planning	DSE	4	0	0	4
30	BBHE0202	Event Production Process	DSE	4	0	0	4
31	BBHE0203	Event Cost Accounting & Finance Management	DSE	4	0	0	4
32	BBHE0204	Event Marketing & Sponsorship	DSE	4	0	0	4

### ELECTIVES - Sixth Semester

S. No.	Code	Subject		L	T	P	C
<b>GROUP 1: HUMAN RESOURCE</b>							
1	BBAE0105	Negotiation & Counseling	DSE	4	0	0	4
2	BBAE0106	International Human Resource Management	DSE	4	0	0	4
3	BBAE0107	Leadership Skills & Change Management	DSE	4	0	0	4
4	BBAE0108	Labour Laws	DSE	4	0	0	4
<b>GROUP 2: MARKETING</b>							
5	BBAE0205	Marketing of Services	DSE	4	0	0	4
6	BBAE0206	Retail Management	DSE	4	0	0	4
7	BBAE0207	Product & Brand Management	DSE	4	0	0	4
8	BBAE0208	Customer Relationship Management	DSE	4	0	0	4
<b>GROUP 3: FINANCE</b>							
9	BBAE0305	Investment Management	DSE	3	1	0	4
10	BBAE0306	Taxation Laws	DSE	3	1	0	4
11	BBAE0307	Personal Financial Planning	DSE	3	1	0	4
12	BBAE0308	Corporate Accounting	DSE	3	1	0	4
<b>GROUP 4: ENTREPRENEURSHIP &amp; FAMILY BUSINESS</b>							
13	BFBE0305	Creativity & Innovation	DSE	4	0	0	4
14	BFBE0306	Materials Management	DSE	4	0	0	4
15	BFBE0307	Social Responsibility of Business	DSE	4	0	0	4
16	BFBE0308	Export Procedure and Documentation	DSE	4	0	0	4
<b>GROUP 5: BANKING &amp; INSURANCE</b>							
17	BBAE0405	Principles and Practices of General Insurance	DSE	4	0	0	4
18	BBAE0406	Banking Laws & Environment	DSE	4	0	0	4
19	BBAE0407	Marketing of Financial Products and Services	DSE	4	0	0	4
20	BBAE0408	Management of Commercial Bank	DSE	4	0	0	4
<b>GROUP 6: INTERNATIONAL BUSINESS</b>							
21	BCME0404	Cross Cultural Issues in International Business	DSE	4	0	0	4
22	BCME0405	International Ethical and Legal Issues	DSE	4	0	0	4
23	BBAE0203	International Marketing	DSE	4	0	0	4
24	BFBE0202	International HR & Strategic Issues	DSE	4	0	0	4
<b>GROUP 7: HOSPITALITY MANAGEMENT</b>							
25	BBHE0105	Tourism & Travel Management	DSE	4	0	0	4
26	BBHE0106	Hotel & Catering Management	DSE	4	0	0	4
27	BBHE0107	Leisure Management	DSE	4	0	0	4
28	BBHE0108	Health & Wellness Management	DSE	4	0	0	4
<b>GROUP 8: EVENT MANAGEMENT</b>							
29	BBHE0205	Managing Special Events	DSE	4	0	0	4
30	BBHE0206	Event Team & Crew Management	DSE	4	0	0	4
31	BBHE0207	Event Resource Management	DSE	4	0	0	4
32	BBHE0208	Event Hospitality & Media Management	DSE	4	0	0	4



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# DETAILED SYLLABUS

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## BBHC0001: ESSENTIALS OF MANAGEMENT

**Introduction:** This course would give insights into the basics of management which any student needs to have while studying a course in management.

**Objective:** Make the students aware of the essentials of management thereby enabling them to understand the basic theories and concepts of management.

**Credits: 04**

**Semester I**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Nature of Management:</b> Meaning, Definition, nature &amp; purpose, importance &amp; Functions, Management as Art, Science &amp; Profession, Management as social System Concepts of Management-Administration-Organization.</p> <p><b>Development of Evolution of Management Thought:</b> Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barhard &amp; Peter Drucker to the management thought. Japanese vs. American Management, Modern Thoughts of Management</p> <p><b>Management Process and Skills:</b> Management Functions, Management Skills, Levels of Management, SWOT Analysis</p> <p><b>Planning:</b> Concept, Nature, Importance, Steps in Planning, Types of Plan, Barriers to Effective Planning, levels –advantages &amp; limitations, MBO.</p> <p><b>Decision Making:</b> Concept, Process of rational Decision Making, Techniques of Decision Making</p>	23
II	<p><b>Fundamentals of Organising:</b> Concept, Departmentation, Matrix Organisation Structure</p> <p><b>Authority:</b> Delegation of Authority, Centralization and Decentralization</p> <p><b>Staffing:</b> Meaning &amp; Importance, Factors affecting Staffing</p> <p><b>Fundamentals of Directing:</b> Concept, Nature, Importance, Principles</p> <p><b>Communication:</b> Types &amp; Importance</p> <p><b>Leadership:</b> Meaning, Styles, Qualities &amp; Function of leader</p> <p><b>Fundamentals of Controlling:</b> Need, Nature, importance, Process &amp; Techniques, Essentials of Effective Control System, Causes of Resistance to Control</p> <p><b>Coordination:</b> Need – Importance</p>	22

### Reference Books/ Text Books / Cases:

- \* Gupta, C. B. Management concept & practices. New Delhi: Sultan Chand & Sons.
- \* Koontz, H. & Weibrich, I. Essential of management. Singapore: McGraw-Hills International.
- \* Stoner, Freeman, Gilbert Jr. "Management" Prentice Hall.
- \* Robins "Fundamentals of Management" Pearson Education Asia.
- \* Prasad, L. M. Principles and practice of management. New Delhi: Chand & Sons.
- \* Tripathi, P. C. & Reddy P. N. Principles of management. New Delhi: Tata McGraw Hill.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Discuss the basic concepts and principles of management.
- \* Understand about new developments in management.
- \* Explain the fundamentals of components of POSDCORB.
- \* Discuss the various aspects of communication, leadership and controlling function of management.



## BBHC0002: ECONOMIC CONCEPTS & PRACTICES

**Introduction:** *The subject aims to enable the students to grasp the details as to how things function at the economic front for any economy*

**Objectives:** *To make students understand concepts related to economy and make them aware of how decisions are taken for the betterment of the same.*

**Credits: 04**

**Semester I**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Economics:</b> Definition &amp; Scope of Economics, Basic Assumptions – Ceteris Paribus &amp; Rationality, Types of Economic Analysis, Kinds of Economic decisions, Economic Principles relevant to Managerial Decisions.</p> <p><b>Demand and Supply Analysis:</b> Concept, Types of Demand, Determinants of Demand and Supply, Law of demand and Supply, Elasticity of demand, Types of elasticity of demand – Price, Income and Cross elasticity, Elasticity of Supply. Demand Forecasting</p> <p><b>Production Concepts:</b> Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of variable proportion, Law of returns to a scale through the use of ISOQUANTS.</p> <p><b>Cost Concepts:</b> Concept and Types of Cost, Long Run and Short Run Cost, Economies and Diseconomies of Scale</p> <p><b>Money Supply and Inflation:</b> Demand and Supply of money, Concept of money supply. Inflation – Types of inflation, causes of Inflation</p>	22
II	<p><b>Revenue Curve:</b> Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation</p> <p><b>Market Structure and Market Morphology: Perfect Competition-</b>Features, Determination of Price and Output. <b>Monopoly-</b> Features, Determination of Price and Output, Concept of Price Discrimination. <b>Monopolistic Competition-</b>Features, Determination of Price and Output. <b>Oligopoly-</b>Features, Determination of Price and Output, Price Rigidity Model.</p> <p><b>Macro Economic Aspects of Managerial Decisions</b> – Introduction to Macroeconomics, Concept of National Income, GDP, GNP, NDP, NNP, Methods of Measuring National Income, Circular flow of economic activities and Income, Concept of Saving, Income and Investment.</p> <p><b>Business Cycles:</b> Definition, Features and Phases of Business cycles, Effects of Business cycles and Controlling Business cycles</p>	23

### Reference Books/ Text Books / Cases:

- \* Geetika, Ghosh, P., & Chodhury, P. R. *Managerial economics*. New Delhi: Tata McGraw Hill.
- \* Dwivedi, D N. *Macro economics*. New Delhi: Tata McGraw Hill.
- \* Mehta, P L. *Managerial economics*. New Delhi: Sultan Chand & Sons.

- \* Varshney, R. L. & Maheswari, K. L. *Managerial economics*. New Delhi: Sultan Chand & Sons.
- \* Gupta, Managerial Economics, Tata McGraw Hills
- \* Koutsoyiannis, A Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.
- \* H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.
- \* G.S Gupta, Managerial Economics, Tata McGraw Hill.
- \* K.K .Dewett, Modern Economic Theory, S. Chand Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Explain the micro and macroeconomic concepts related to making prudent business decisions.*
- \* *Interpret the application of economic principles in the field of business management*
- \* *Outline the application of various revenue cost and production theories in business management.*
- \* *List different types of market structures.*

## BFBC0002: QUANTITATIVE ASPECTS OF BUSINESS

**Introduction:** *The course will enable the students in terms of understanding the quantitative aspects related to business thereby enhancing their skills.*

**Objective:** *Studying this subject would improve the mathematical abilities and statistical skills of the students and help them in understanding related concepts.*

**Credits: 04**

**Semester I**

**L-T-P : 3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Matrices:</b> Addition, Subtraction, Multiplication of matrices, Inverse of matrices, Solution of systems of linear equations and its applications.</p> <p>Linear Programming: Formulation of Linear Programming Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Applications of Linear Programming. Role of Statistics in Business, Classification &amp; presentation of data with the help of MS-Excel.</p> <p>Application of measures of central tendency -Mean, Mode, Median, and measures of dispersion Range, Quartile Deviation, Standard deviation in business decision making, Skewness Kurtosis.</p>	22
II	<p>Time Series - Components of time Series -Additive and multiplicative models, Measurement of Trend - Semi Average method - Moving Average method - Method of Least Squares - Measurement of Seasonal Variations - Simple Average Method - Ratio to Moving Average Method, ratio-to-trend method, Index Numbers - Un weighted Index Numbers, weighted Index Numbers: Laspeyres, Paasche, Fisher, Bowley's and Marshall - Edgeworth's method, Cost of Living Index Number - Test on index Numbers. MS-excel based application to address the issues of Time series. Correlation - Karl Pearson's Correlation - Rank Correlation. Regression- Fitting regression equations, Uses of Regression in Business Problems.</p>	23

### Reference Books/ Text Books / Cases:

- \* Sharma, J. K. Business Mathematics. New Delhi: Ane Books (P) Ltd.
- \* Bajpai, N. Business Statistics. New Delhi: Pearson Education (P) Ltd.
- \* Levin, R. I. Statistics for Management. New Delhi: Pearson Education (P) Ltd.
- \* Beri, G. C. Business Statistics. New Delhi: Tata McGraw Hill Publishing Company Ltd.
- \* Gupta, S.C. Fundamentals of Statistics. New Delhi: Himalaya Publishing House

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* Analyse the basic concepts of business statistics and its use in different business-related issues.
- \* Interpret and solve a real-life business problem using the concepts of statistics.
- \* Understand the business & industry problems, along with working out their solutions in the current scenario.
- \* Understand the statistical tool and techniques used through SPSS software.

## BBAC1002: FUNDAMENTALS OF ACCOUNTING

**Introduction:** This subject of financial accounting has been designed in such a way that the students get a first-hand exposure to the fundamentals of accounting principles

**Objective:** To enable the students gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

**Credits: 04**

**Semester I**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Accounting:</b> Theoretical framework (meaning, scope and usefulness of Accounting, Accounting Principles &amp; Conventions) Glossary associated with modern factors of Accounting.</p> <p><b>Recording:</b> Double Entry System, Recording of Cash and Bank Transactions, Practical Numerical of different entities.</p> <p><b>Ledger:</b> Preparation of Ledger Accounts, Modern Numerical Problem of Ledger Posting procedure.</p> <p><b>Trial Balance:</b> Numerical Problems on Preparation and rectification of errors. Modern used methods for the correction of Trial Balance, its interpretation and usefulness.</p> <p><b>Subsidiary Books:</b> Books of Prime Entries, Measurement and Valuation of Accounting Estimates, Numerical associated with the respective books.</p>	22
II	<p><b>Concept of Depreciation:</b> Depreciation Policy, Methods, Computation and Accounting Treatment, Different Substantial Methods followed by modern industries.</p> <p><b>Final Accounts:</b> Preparation of Final Accounts of a Profit Making Concern, Not-for-Profit Making Concern, and Under Single Entry System including conversion of single entry system into double entry system, and Accounting for Special Transactions.</p> <p><b>Shares and Share Capital:</b> Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Re-issue of Shares.</p> <p><b>Debentures:</b> Classification of Debentures, Issue of Debentures, Accounting Entries with respect to debentures and bonds.</p>	23

### Reference Books/ Text Books / Cases:

- \* Gupta, P. C. Financial Accounting. Agra: Jawahar Publications
- \* Tulsian, P. C. Financial accountancy. New Delhi: Pearson Education.
- \* Maheswari, S. N. Financial accounting for management. Mumbai: Vikas Publishing House
- \* Naseem, A. Fundamentals of financial accounting. New Delhi: Ane Publication

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand fundamental concepts and principles of accounting
- \* Classify the techniques for preparing and presenting the accounts.
- \* Discussion of the roles of accounting plays in the overall set-up of a business
- \* Demonstrate the fundamentals of shares (and share capital)





**BCHS 0102: ENVIRONMENTAL STUDIES**

Credits: 02

Semester: I / III

L-T-P: 2-0-0

**Objective:** To create awareness in every Graduating student about the importance of environment, the effect of technology on the environment, eco-balance and make them sensitive towards environmental concerns for their Professional Endeavors.

Module No.	Content	Teaching Hours
I	<b>Introduction &amp; Concept of Ecosystem</b> Environment: Definition, Scope, Importance, Natural Resources Ecosystem: Concept, Structure & Function, Producers, Consumers & Decomposers; Energy Flow in the Ecosystem, Ecological Succession, Food Chains, Food Webs & Ecological Pyramids.	8
II	<b>Types of Ecosystem &amp; Environmental Pollution:</b> Introduction, Types, Characteristics, Features, Structure & Functions of - Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem & Aquatic Ecosystems- Ponds, Streams, Lakes, Rivers, Oceans, Estuaries. <b>Definition, Causes, Effects &amp; Control Measures of - Air Pollution, Water Pollution, Land/ Soil Pollution, Noise Pollution, Thermal Pollution.</b> <b>Solid Waste Management: Causes, Effects &amp; Control Measures of Urban &amp; Industrial Wastes.</b>	10
III	<b>Human Population &amp; the Environment:</b> Family Welfare Programme, Environment & Human Health, Human Rights Role of Information Technology in Environment & Human Health From Unsustainable to Sustainable Development, Urban Problems Related to Energy. <b>Climate Change:</b> Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents & Holocaust; Water Conservation, Rain Water Harvesting, Watershed Management Environmental Protection Act, Air (Prevention & Control of Pollution) Act, Water (Prevention & Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.	10

**Text Book:**

\* K.M. Gupta, (2009), "Environmental Studies, Umesh Publications, New Delhi, 2nd ed.

**Reference Books:**

- Devendra S. Bhargava (2005), "Foundation of Environmental Studies", Galgotia Publications Pvt. New Delhi, 1st ed
- S. Deswal & A. Deswal (2010), "Environmental Ecology", Dhanpat Rai & co. New Delhi.
- M. Anji Reddy (2008), "Textbook of Environmental Science & Technology", BS Publications, Hyderabad.

**Intended Outcome:** At the end of this course, the student is expected to understand about the constitution of environment, precious resources in the environment and their conservation & role of human being in maintaining eco-balance by promoting practices for sustainable development.

*Approved*

## BBHC0800: DEVELOPING COMPETITIVE EDGE-I

**Introduction:** This subject has been designed keeping in mind the quantitative and reasoning requirements of those students who intend to pursue higher education in various fields

**Objective:** To enable students in terms of appearing successfully for management and other entrance exams by focusing upon quantitative and reasoning aspects.

**Credits: 02**

**Semester I**

**L-T-P: 0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Quantitative Aptitude: Speed Mathematics:</b> Short and effective techniques for basic calculation, Vedic math tricks , Divisibility Rules,</p> <p><b>Percentage:</b> Meaning, Short cut approach, converting “%” to fractions, Comparing fractions, Successive change method.</p> <p><b>Profit, loss :</b> Basic approach , Percentage based method, effective Discounts , offers,</p> <p><b>Reasoning Ability: Blood Relation:</b> General approach, family tree method, relation puzzles, coded relation</p> <p><b>Logic Games: Quantitative Aptitude: Sudoku:</b> Number based</p> <p><b>Partnership:</b> Ratio of division of profit when investment duration is same /different</p> <p><b>SI and CI:</b> Short cut method , Installment Calculation under Simple Interest, , Installment Calculation under Compound Interest</p>	22
II	<p><b>Reasoning Ability: Brain Teasers:</b> Riddles,</p> <p><b>Direction sense:</b> Cardinal directions , inter cardinal directions, compass based problems , shadow based problems</p> <p><b>Simple Equation:</b> Problem on ages, problems on distributions, one and two variable based questions.</p> <p><b>Ratio Proportion and Variation:</b> Ratio proportion basics, Chain rule , Traditional method , Direct and Inversely proportional method,</p> <p><b>Reasoning Ability: Non Verbal(Pictorial):</b> pattern recognition , finding missing picture, Odd one out</p> <p><b>Puzzles:</b> Logic based puzzles</p> <p><b>Calendar:</b> Leap year and ordinary year “odd days” concept , repetition of calendar, Finding the weekday of a date when a reference date is given.</p>	23

### Reference Books/ Text Books / Cases:

- \* How to prepare for Quantitative aptitude test for CAT , by Arun Sharma, Fifth edition, T.M.H publication
- \* How to Crack Test of Reasoning: In All Competitive Exam , by jaikishan and premkishan, Arihant publication
- \* Analytical Reasoning Revised Edition by, M.K pandey, BSC publication
- \* Quantitative aptitude by R.S aggarwal for Bank P.O/I.B.P.S P.O/A.A.O / Railways , S. chand publication
- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication

- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Able to use speed mathematics for taking decisions in personal as well as professional life*
- \* *Learn the techniques which will able to enhance their logical as well as reasoning ability*
- \* *Learn use of Quantitative techniques in investment decision making.*
- \* *Understand the implication of logical reasoning for self assessment and creativity.*



## BBHC0801: MANAGERIAL APTITUDE-I

**Introduction:** This subject of Managerial Aptitude-I features sections on verbal ability, reading comprehension, general awareness and related aspects.

**Objective:** To enable the students in terms of appearing for competitive exams whereby they understand how to have better vocabulary and general awareness.

**Credits: 02**

**Semester I**

**L-T-P: 0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Newspaper/magazine Analysis</b> Discussions on various news/articles/editorials <b>Enhancement of Speaking Skills</b> Vocabulary enrichment, word usage, synonyms-antonyms, idioms, phrases <b>Classroom Discussion</b> – Discussion on the latest trends in the fields of technology, day-to-day innovations and developments <b>Role Plays</b> Classroom situations for role plays on relevant issues <b>Reading Comprehension &amp; Passage Writing</b> Class-room exercises on reading comprehension, passage writing <b>Enhancing Competitive Acumen</b> Understanding the competitive scenario with regard to various exams such as CAT, XAT, SNAP, MAT, etc.	22
II	<b>Public speaking</b> – on industrial visits, fair visits, events attended, meetings attended, guest lecture attended, etc <b>General Awareness</b> Current affairs-international, national, sports, economics, society, politics, trade, business, famous personalities, environment, etc. <b>Effective Individual Classroom Presentations</b> Individual classroom presentation on concurrent topics <b>Correct English Usage</b> Correct spelling, words usage and appropriate punctuations <b>Dialogue-building exercises</b> Dialogue process on host of issues with an eye on competitive exams <b>Personality Grooming</b> Introductory sessions based on various personality traits	23

### Reference Books/ Text Books / Cases:

- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication
- \* Garner, E., The A To Z of Presentations, bookboon.com (online)
- \* Presentation Skills for Managers, [www.exploreHR.org](http://www.exploreHR.org)
- \* Effective Presentation Skills for Managers and Executives, [www.welearnindia.wordpress.com](http://www.welearnindia.wordpress.com)

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Developing command over English vocabulary*
- \* *Understand the competitive scenario with regard to various exams such as CAT, XAT, SNAP, MAT, etc.)*
- \* *Enhance personality skills to present in interviews/seminars/events etc.*
- \* *Learn advanced communication skills and interaction ability*

## BBHC0003: ORGANISATION AND ADMINISTRATION FOR BUSINESS

**Introduction:** This course on business organization and administration for business would help the students in getting an outlook of how business organizations function.

**Objective:** To enable the students in terms of understanding the various concepts related to business organizations and administrative aspects.

**Credits: 04**

**Semester II**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Business &amp; Business System:</b> Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade, Scope of business, Classification of Business Activities, Modern Business, and Business &amp; Profession.</p> <p><b>Factors affecting Launching of a Business Unit:</b> Business Unit, Establishing a new business unit. Features for business, Plant location, Plant Layout &amp; size of business unit, feasibility and preparation of business plan</p> <p><b>Forms of Ownership:</b> Sole Proprietorship, Partnership, Joint Stock Companies &amp; Co-operatives, Multinational corporations, Choice of Ownership</p> <p><b>Functional Aspects of Business:</b> Marketing, HR, Finance, Operations and Information Systems</p> <p><b>Micro, Small &amp; Medium Enterprises:</b> Meaning &amp; Definition, Characteristics of Small Business, Areas of activity for Small Business, Need &amp; Significance, Role of Small Business in Indian Economy, Problems of Small Business, District Industry Center</p>	23
II	<p><b>Public Enterprise:</b> Concept, Rationale, Objectives, Forms of Public Enterprises, Role of Public Sector in India, Problems of Public Enterprises</p> <p><b>Business Risk:</b> Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk</p> <p><b>Business Combinations &amp; Associations</b> – Concept and causes of business combinations, Types &amp; Forms of Combination, Stock Exchange in India, Chambers of Commerce and Industry in India: FICCI, CII, ASSOCHAM, AIMO, etc.</p> <p><b>Emerging Trends in Business:</b> Outsourcing, Service Sector, e-Business, Corporate Social Responsibility</p>	22

### Reference Books/ Text Books / Cases:

- \* Basu, C. R. Business organization and management. New Delhi: Tata McGraw Hill.
- \* Bhatia, R. C. Business organization and management. New Delhi: Ane Books.
- \* Bhushan, Y. K... Fundamental of Business Organisation and Management. New Delhi: Sultan Chand & Sons.
- \* Gupta, C. B. Business organization and management. New Delhi: Sultan Chand & Sons.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Application of management and business concepts*
- \* *Understand day-to-day business set-up.*
- \* *Understand the basic concepts used in commerce, trade and industry.*
- \* *Analysis of modern business practices and functioning of various business organizations.*

## BBHC0004: MANAGING EQUALITY AND DIVERSITY

**Introduction:** This subject introduces the students to the various ideas related to how human processes are influenced by diverse cultures.

**Objective:** To enable students in terms of understanding the underlying principles of equality and how to manage diversity in an effective manner.

**Credits: 04**

**Semester II**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to basic human processes individual process:</b> Personality: Meaning &amp; Importance, Determinants of Personality. Perception: Meaning, Perceptual Process, Factors influencing Perception, Perceptual Distortion. Attitude: Meaning, Components, Factors in Attitude Formation. Learning: Meaning, Factors affecting Learning, Theories of Learning Motivation: Meaning &amp; Concept, Primary &amp; Secondary Motive, Theories, Concept of Morale.</p> <p><b>Inter-personal and team process:</b> Group Dynamics- Formal &amp; Informal Groups, Stages of Group Development, Group v/s Team, Types of Team, Creating Effective Teams, Group Decision Making</p> <p><b>Organizational culture:</b> Perspective Of Organizational Culture, Definition And Core Characteristics, Culture Within Organizations,</p>	22
II	<p>Underlying Dimensions Of Organizational Culture, Types Of Organizational Cultures, Effect Of Organizational Culture, Components Of Individual And Team Creativity, Components Of Innovation.</p> <p><b>Organizational diversity:</b> Introduction to Managing Diversity, Dimensions of Diversity: Race, Religion, and Disability, Psychological Bases of Discrimination and Exclusion, Performance Outcomes of a Diverse Workforce, Legislative and Trade Union Approaches to Diversity, Policy Approaches to Diversity, Recruiting and Selecting a Diverse Workforce, Retaining a Diverse Workforce, Dealing with Resistance to Diversity.</p> <p><b>Competencies for Managing Culturally Diverse Teams:</b> Managing Culturally Diverse Teams Skills for Building Trust and Communication.</p>	23

### Reference Books/ Text Books / Cases:

- \* Jai B.P.Sinha. Culture and Organizational Behaviour. Sage India
- \* Robin Fincham. Principles of Organizational Behavior: Oxford University Press.
- \* Jerald Greenberg, Robert A. Baron. Behavior in Organizations: Understanding and Managing the Human Side of Work:

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Analyzing the basic concepts in human processes, organizational culture and diversity.
- \* Interpreting the skills about managing individual and teams in diverse contexts.
- \* Identifying how to manage various issues related to cultural diversity.
- \* Creating an insight into organizational culture.

## BBHC1005: ACCOUNTING FOR MANAGERS

**Introduction:** This subject has been designed to enable the students to understand the calculation of ratios and their analyses and preparation of budget.

**Objective:** To enable students in terms of preparing management reports thus facilitating better decision making on their part for the organization.

**Credits: 04**

**Semester II**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Nature of Accounting, Branches of Accounting, Types of ownership and their users. Roles and responsibilities of management accountant with respect to financial accountant.</p> <p><b>Financial Statement Analysis:</b> Preparation of Companies Financial Statements: as per Revised Schedule III Income Statement Balance Sheet Accounting for Depreciation, Accounting for Dividend and Retained Earnings, Statement of changes in equity. Numerical case studies.</p> <p><b>Ratio Analysis:</b> Meaning, utility of ratios, classification of ratios, calculation and interpretation of profitability {Du-Pont analysis}, Activity and leverage ratio.</p>	22
II	<p><b>Analysis of working capital:</b> Meaning, concept, type and determinants of working capital. Estimation of working capital requirement in working capital management.</p> <p><b>Budgetary control:</b> Concept of budget, budgeting and budgetary control objectives, preparation of Functional budgets and dynamic budgets procedure followed by different government.</p> <p><b>Decision Making:</b> latest development trends and practices used for differential analysis, modern case studies followed in different organizations.</p>	23

### Reference Books/ Text Books / Cases:

- \* Jhamb, H. V. Management Accounting, ANE Books Pvt. Ltd. New Delhi.
- \* Khan, M.Y. and P.K. Jain. Management Accounting. Tata McGraw Hill, New Delhi.
- \* Lal, J. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
- \* Maheshwari, S. N. and Mittal, S. N. Cost Accounting, Theory and Problems. Shri Mahabir Book Depot, New Delhi.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Show the use of costing data for planning, control and decision making.
- \* Understand the various tools of management accounting.
- \* Understanding the decisions with regard to costing
- \* Explain various ratios and working capital

## BBA01102: HUMAN VALUES AND PROFESSIONAL ETHICS

**Introduction:** This course is intended to help students to distinguish between values and skills to ensure sustained happiness and prosperity which are the core aspirations of human beings

**Objective:** It would enable students to understand harmony at all the levels of human living and live accordingly thereby helping them to connect with inner selves.

**Credits: 04**

**Semester II**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction: Human Values &amp; Value Education</b> -Meaning & Importance of value education, Definition of Human values; Need, Basic Guidelines, Content & Process of value education Self Exploration- Content and Process 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration, <b>Understanding the Harmony:</b> Understanding the Human Being as a Co-existence of self 'I' and 'Body', Harmony in the-Self (I)- Understanding Myself, Harmony with the Body-Understanding Sanyama and Svasthya,	22
II	<b>Understanding the harmony in the society (society being an extension of family):</b> Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family. <b>Harmony and Professional Ethics:</b> Meaning and scope of professional ethics, Theories of ethics: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Ensuring Competence & Issues in Professional Ethics, Typical Case Studies-Holistic Technologies & Systems.	23

### Reference Books/ Text Books / Cases:

- \* Tripathi, A. N. *Human values*, New Delhi: New Age International (P) Limited, Publishers
- \* Gaur, R.R., Sangal R., Bagaria G.P, *A Foundation Course in Human Values and Professional Ethics*, New Delhi: Excel Books Private Limited

### Text Books:

- \* Gogate, S. B., *Human Values and Professional Ethics*, New Delhi: Vikas Publishing
- \* HouseGovindarajan M., *Professional Ethics & Human Values*, New Delhi: Publisher: Phi Learning
- \* Ghosh, B. *Ethics in Management and Indian Ethos*, Noida: Vikas Publishing House Pvt. Ltd.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the concept of values and harmony in human life.
- \* Discuss the importance of value education in society at large.
- \* Understand the concept of Self and Body, Intention and Competence of an individual.
- \* Discuss the concept of professional ethics and Holistic systems and its application



## BELO0011: REMEDIAL ENGLISH

**Introduction:** The course will include intensive reading, writing, and some listening practices thereby helping the students in improving their English.

**Objective:** The course will include intensive reading, writing, and listening practices. Special emphasis will be given on finding out the most frequent mistakes committed by students. The effort is to enable them to overcome these mistakes. In writing section, the focus will be on making correct sentences, guided writing, guessing word meaning in context. In reading and listening sections, the focus will be on understanding long sentences, studying the complex sentence structures and understanding main idea. The objective of the course is to help students attain a basic proficiency in reading and writing skills.

**Credits: 04**

**Semester: II**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours
I	<p><b>STRUCTURE</b></p> <p><b>A.1. Tense and Voice:</b> Introducing the tenses; Use of tenses in different situations; Usage of forms of verbs in tenses; Introduction of Voice; Active and Passive Voice in tenses; Voice Change.</p> <p><b>A.2. Reading Comprehension</b></p> <p><b>i. Analyzing a Text:</b> Introducing the story 'Monkey's Paw' by W. W. Jacobs; Showing the video of the story 'Monkey's Paw'; Reading of the story 'Monkey's Paw' by W.W. Jacobs; Analysis of the form of the text: sentence structures &amp; vocabulary; Analysis of the content of the text: interactive session.</p> <p><b>ii. Analyzing Unseen Passages:</b> Reading a specimen text; Contextualizing the text; Vocabulary and sentence structure.</p> <p><b>B.1 Parts of Speech:</b> Noun: countable and uncountable; Pronoun: Personal Pronoun; Adjective; Adverb; Preposition</p> <p><b>B.2. Reading Comprehension</b></p> <p><b>i. Analyzing a Text</b></p> <p>Introducing the story 'The Last Leaf' by O. Henry; Showing the video of the story 'The Last Leaf'; Reading of the story 'The Last Leaf' by O. Henry; Analysis of the form of the text: sentence structures &amp; vocab; Analysis of the content of the text: interactive session.</p> <p><b>ii. Analyzing Unseen Passages</b></p> <p>(a) Reading a specimen text</p> <p>(b) Contextualising the text</p> <p>(c) Vocabulary and sentence structure</p>	23
II	<p><b>C.1. Narration:</b> Introducing direct and indirect speech; Transformation: direct and indirect, different types of sentences; Situation of 'No change' in speech.</p> <p><b>C.2. Reading Comprehension:</b></p> <p><b>i. Reading an Essay:</b> Reading of the essay 'On Saying Please' by A. G. Gardiner; Textual Analysis of the essay; Discussion with the students: interactive session; Sample question and answers.</p> <p><b>ii. Analyzing Unseen Passages:</b> Reading a specimen text; Contextualising the text; Vocabulary and sentence structure</p> <p><b>C. 3.THEME BASED WRITING</b></p> <p><u>Adjectives for People, Adverbs of Time, Animals, Bank, Baseball, Body,</u></p>	22

	<u>Buildings and Places, Car Parts, City, Classroom, Clothes, The Basic Colors (American Spellings) (gray), The Basic Colours (British Spellings) (grey), Cooking, Desserts, Dinner Table, Family Members, Fruit, Geography, House, Restaurant, Tools, Transportation, Vegetables, Weather</u>	
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### Text Books:

- \* Murphy, Raymond, Intermediate English Grammar. Cambridge University Press.
- \* Robert J. Dixon. Complete Course in English. A new revised edition

### References:

- \* Hornby, A.S., Advanced Learners' Dictionary of Current English, OUP
- \* Greenberg, Rondinone & Wiener. The Advancing Writer Book I, Harper Collins, College Publishers.
- \* Liz and Soars. Headway Pre-Intermediate. OUP
- \* Sharma, SD. A textbook of professional Communication Skills & ESP for Engineers and Professionals, Sarup & Sons, Delhi

### Intended Outcomes: *After completion of the course, student will be able to:*

- \* *Comprehend a text and answer the questions based on it clearly.*
- \* *Understand the importance of the use of tenses & voices in writing*
- \* *Remember the vocabulary & Apply them in terms of contextual and situational conversation.*
- \* *Enhance theme base writing skills.*

## BBAC0015: FUNDAMENTAL OF COMPUTERS AND DATA HANDLING

**Introduction:** This would ensure that the students get real-time insights into the fundamentals of computers as business tools and how to handle data.

**Objective:** To make students acquainted with handling of the computers with regard to day-to-day learning. Also, it would enhance their data-related abilities.

**Credits: 02**

**Semester II**

**L-T-P :2-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> Meaning, Characteristics, Classification & Generations. Application of Computers in Modern Society. Computer architecture. <b>Storage Devices:</b> Primary & Secondary Storage devices, <b>Hardware &amp; Software:</b> Meaning, Difference between system software and application software. <b>Operating System:</b> Meaning, Functions and Types of Operating Systems.	12
II	<b>Programming Languages:</b> Machine Language, Assembly Language & High level Language. <b>Virus and Worms:</b> Meaning & Types of virus. Concept of Internet of Things(IoT)- Application and its use. <b>Internet &amp; Browsing:</b> Meaning, Concept, ISP, Uses of Internet. <b>Networks:</b> Objectives, Network Topologies and its types, <b>Cloud Computing:</b> Advantage of Cloud Computing, Application and scope of cloud computing.	12

### Reference Books/ Text Books / Cases:

- \* Jain, P., & Arora, S. Window based computer courses. Jalandhar: S. Vikas& Co.
- \* Norton, P. Introduction to computers. New Delhi: Tata McGraw Hill.
- \* Sinha, P. K., & Sinha, P. Computer fundamentals. New Delhi: BPB Publications.
- \* Singh, V. Simplified MS-Office 2007. New Delhi: Computech Publications Ltd.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand computers and related terms such as operating systems
- \* Discuss computer-related aspects such as hardware and software
- \* Describe the origin, advancement and function of internet
- \* Explain the concept of storage devices and Cloud computing

## BBHC0802: DEVELOPING COMPETITIVE EDGE-II

**Introduction:** This subject builds upon the learning of quantitative and reasoning abilities of those students who intend to pursue higher education in various fields

**Objective:** To enable students in terms of appearing successfully for management and other entrance exams by focusing upon quantitative aptitude and reasoning aspects.

**Credits: 02**

**Semester II**

**L-T-P: 0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b><u>Quantitative Aptitude:</u></b>  <b>Average :</b> Concept of average , weighted average , deviation method , other ways of finding average , application of average in other topics.  <b>Mixture and Alligation:</b> Alligation method, weighted avg. method , mixtures and replacement  <b><u>Reasoning Ability:</u></b>  <b>Alpha numeric puzzles:</b> Crypt based,  <b>Coding and Decoding:</b> Letter coding, Number coding, Number to letter coding, Substitution coding, mixed letter coding, mixed number coding.  <b>Numbers:</b> Types of numbers, numbers basic properties, solving linear equations in integers, base system, L.C.M and HCF, Finding Factors of number, even and odd factors.  <b>D.I :</b> Tables and Line Chart</p>	22
II	<p><b><u>Quantitative Aptitude:</u></b>  <b><u>Reasoning Ability:</u></b>  <b>Series :</b> Number series , Alphabet series, Letter series  <b>Analogy:</b> Simple analogy , analogous pair , Number analogy, alphabet analogy , detect analogies  <b>Numbers:</b> Remainder theorem , Finding the unit digit, N.o. of zeros in a factorial  <b>D.I :</b> Bar chart ,Histogram, Pie chart(basic)  <b><u>Reasoning Ability:</u></b>  <b>Clocks:</b> angle between the two hands, problems on meeting of two hands, gaining or losing time types clocks, mirror image.  <b>Analytical reasoning:</b> Sitting Arrangement</p>	23

### Reference Books/ Text Books / Cases:

- \* How to prepare for Quantitative aptitude test for CAT , by Arun Sharma, Fifth edition, T.M.H publication
- \* How to Crack Test of Reasoning: In All Competitive Exam , by jaikishan and premkishan, Arihant publication
- \* Analytical Reasoning Revised Edition by, M.K pandey, BSC publication
- \* Quantitative aptitude by R.S Aggarwal for Bank P.O/I.B.P.S P.O/A.A.O / Railways , S. chand publication
- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Learn the techniques to solve problems related to logical interpretation*
- \* *Enhance their reasoning and aptitude skills*
- \* *Develop attributes relate to time management*
- \* *Understand implication of reasoning techniques to solve problems*

## BBHC0803: MANAGERIAL APTITUDE-II

**Introduction:** This subject of Managerial Aptitude-II has been designed in such a way that it carries forward the learning of the previous semester.

**Objective:** The students would be able to further improve their English so that they could apply it better in a competitive scenario.

**Credits: 02**

**Semester II**

**L-T-P: 0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Knowledge-based Practical Exercises</b> based on certain themes like market trends, interview and linking them with competitive exams</p> <p><b>Practicing English-</b> telephonic conversation, board meetings, brainstorming, etc.</p> <p><b>Current Happenings-</b> continuing on the various aspects related to current affairs and how they feature in competitive exams</p> <p><b>Critical thinking-</b> understanding, benefits, arguments and counter-arguments (to be explained with scenario analysis) with view point on competitive exams</p> <p><b>Frequently used words and phrases</b> of international languages such as German, French, Spanish, Greek, Japanese, Mandarin as used in day-to-day conversation and found in common discussions</p> <p><b>Group Discussion</b> – Introduction to what is Group Discussion. Suggestions for improving group discussion skills: Observe, Practice and Participate.</p>	22
II	<p><b>Mock Interviews</b> – Sessions as per the interviews conducted by popular b-schools and other organizations</p> <p><b>Discussion on Budget</b> and its features as asked during various competitive exams</p> <p><b>Debate on Current Issues-</b> Analyzing the various trends and contemporary issues and linking them with competitive scenarios</p> <p><b>Improving English-</b> continuing on such exercises like Reading Comprehension, Enhanced Vocabulary, Day-to-day terms in English, etc.</p> <p><b>Group Presentations-</b> building on the individual presentation skills featuring leadership and team abilities</p> <p><b>Extempore</b> –on-the-spot speaking ability, it being a part of the selection process in many b-schools</p> <p><b>Videos</b>-related to interview skills, group discussion abilities, famous personalities, examination scenarios</p>	23

### Reference Books/ Text Books / Cases:

- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication
- \* Strategies for Developing Effective Presentation Skills, www.amanet.org

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Application of various terminologies as found in day-to-day conversation*
- \* *Discussion of the current affairs better understanding of business scenario*
- \* *Prepare and face various competitive examinations.*
- \* *Develop communication and personality skills*



## BBAC0006: MARKETING MANAGEMENT

**Introduction:** This subject of marketing management has been designed to give insights into the subject so as to prepare the students about the various concepts related to it.

**Objectives:** To enable the students get insights into the fundamentals of marketing as well as the significance of 4 Ps in the success of any organization.

**Credits: 04**

**Semester III**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Basics of Marketing:</b> Marketing and its Core Concepts, Marketing Management Definition, Scope and Functions of Marketing, Sales v/s Marketing, Classification of Market Marketing Environment- Micro and Macro, Market Segmentation, Targeting and Positioning. <b>Managing the 4 Ps: Product:</b> Basic Concepts, Product Classifications, Product Differentiation, Product Mix, Product Life Cycle, Packaging, Labeling & Branding. <b>Pricing:</b> Objectives & Significance of Pricing, Factors affecting Pricing, Methods, and Strategies.	23
II	<b>Managing the 4 Ps: Distribution:</b> Defining Channels, Levels/Types of Channels, Functions & Importance of Channels, Factors affecting Choice of Distribution Channels. <b>Promotion:</b> Significance, Elements of Promotion Mix, 5 Ms of Advertising, Factors affecting Promotion Mix Decisions <b>The Evolving Concepts in Marketing:</b> Introduction to Services Marketing, Basics of International Marketing, Introduction to Marketing Information System, Marketing Research, Introduction to Strategic Marketing, Introduction to Rural Marketing, Introduction to e-Marketing including social media marketing/ digital marketing, Introduction to Retail Marketing, Introduction to Green Marketing	22

### Reference Books/ Text Books / Cases:

- \* Chhabra, T. N., Principles of Marketing, New Delhi: Sun India
- \* Kumar, A., & Meenakshi, N. Marketing Management. New Delhi: Vikas Publishing House Pvt. Ltd.
- \* Etzel, M. J., Walker, B. J. & Stanton, W. J. Fundamentals of Marketing. New Delhi: Tata McGraw Hill.
- \* Gopal, V. Marketing Management. New Delhi; Sage Publication.
- \* Kotler, P. Marketing Management. New Delhi: Prentice Hall Of India.
- \* Ramaswamy, V.S., Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India.
- \* Saxena, R. Marketing Management. New Delhi: Tata McGraw Hill.

**Intended Outcomes:** By the end of the session, student will be able to:

- \* Learn fundamental concepts of marketing management
- \* Comprehend various elements of marketing mix as well as their influence on functioning of an organization
- \* Identify various components of Marketing Environment.
- \* Discuss various evolving marketing concepts

## BBAC1012: HUMAN RESOURCE MANAGEMENT

**Introduction:** This course in human resource management will give insights to the students so as to make them understand the concept underlying this subject. It will be helpful for them to develop a broad view of the subject.

**Objectives:** To acquaint the students with the basic concepts which characterize the field of human resource management. The course will help them in understanding how a company arrives at the best possible fit for its employees vis-à-vis the tasks given to them.

**Credits: 04**

**Semester III**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> Meaning, Definition, Nature & Scope of Human Resource Management, HR Functions, External & Internal Forces of HR Environment, Concept & Importance of HR Planning, Concept of Human Resource Development and Difference between HRM & HRD. <b>Acquiring &amp; Training Human Resource:</b> Meaning, Process & Sources of Recruitment, Meaning, Definition & Process of Selection, Barriers to Effective Selection, Concept of Placement & Induction.	22
II	Meaning, Nature, Need, Importance and Types of Training, Methods & Techniques of Training, Principles of Effective Training, Meaning, Nature and Objectives of Compensation Management, Components of Remuneration. <b>Developing &amp; Managing Human Resource:</b> Meaning, Concept, Objectives & Process of Executive Development, Meaning, Purpose, Principles, Dimensions and Process of Performance Management, Meaning & Methods of Performance Appraisal, Barriers to Performance Appraisal, Fundamental Concept of Potential Appraisal, Career Planning.	23

### Reference Books/ Text Books / Cases:

- \* Aswathappa, K. Human Resource & Personnel Management - Text & Cases. New Delhi: Tata McGraw-Hill.
- \* DeCenzo, D. A., & Robbins, S. P. Personnel / Human Resource Management. New Delhi: Prentice-Hall of India .
- \* Dessler, G. Human Resource Management. New Delhi: Person Education.
- \* Pareek, U., & Rao, T. V. Designing & Managing Human Resource Systems. New Delhi: Oxford & IBH Publishing Co. Pvt. Ltd.
- \* Pattanayak, B. Human Resource Management. New Delhi: Prentice-Hall of India

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the basic concepts of Human resource Management (HRM), HR functions, external and internal forces influencing the HRM practices.
- \* Describe how human resource is acquired and trained.
- \* Define the concept of placement & induction, type of training etc.
- \* Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them.
- \* State the role human resource management plays in an organization with fundamental concept of potential appraisal and career planning.

## BFBC0008: FINANCIAL MANAGEMENT OF BUSINESS

**Introduction:** The subject aims to acquaint the students in grasping the details as to how things function at the financial part and how decisions are taken for the betterment of the same.

**Objectives:** Students would be able to develop a basic understanding about financial management and the role it plays in the overall performance of a Business.

**Credits: 04**

**Semester III**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Financial Management:</b> Finance Function, Aims of Finance Function, Modern challenges of Financial Management.</p> <p><b>Financial Planning:</b> Objectives and Principles of Sound Financial Planning, Long Term and Short Term Financial Plan, Factors Affecting Financial Plan.</p> <p><b>Financing Decisions:</b> Capital Structure: Meaning and Theories, Factors Influencing Capital Structure, Leverage. Numerical Problems associated with modern financial units. <b>Cost of Capital:</b> Concept, Relevance of Cost of Capital, Specific Costs and Weighted Average Cost, Rationale of After Tax Weighted Average Cost of Capital, Marginal Cost of Capital procedure followed in different financial organizations.</p>	22
II	<p><b>Investment Decisions:</b> Meaning and Definition of Capital Budgeting, Nature of Investment Decisions, Types of Investment Decisions, Investment Evaluation Criteria, Pay-Back Period Method, Accounting Rate of Return Method, Modified Internal Rate of Return, Net Present Value Method, Profitability Index Method, Internal Rate of Return Method. Practical Case Studies followed by Industrial and Financial Units for the purpose of financial incentive.</p> <p><b>Dividend Policy:</b> Meaning, Nature and Types of Dividend, Factors Affecting Dividend Policy Decision, Dividend Decision Models: Walter Model, Gordon Model and MM Approach. Best Procedural approach for the selection of these models of dividend policy.</p> <p><b>Financial Intermediaries:</b> Venture Capital, Merchant Banking and Factoring associated with financial intermediaries and units.</p>	23

### Reference Books/ Text Books / Cases:

- \* Arnold, Glen. Corporate Financial Management. Pearson Education.
- \* Khan, M. Y., & Jain, P. K. Financial Management. New Delhi: Tata McGraw-Hill.
- \* Kishore, R. M. Financial Management. New Delhi: Tata McGraw-Hill.
- \* McMillan, Edward J. Not-for-Profit: Budgeting & Financial Management. John Wiley & Sons.
- \* Pandey, I. M. Financial Management. New Delhi: Vikas Publishing House.
- \* P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Define the principles and practices of financial management*
- \* *Show financial decision making*
- \* *Understand the composition of different securities in the total capital structure.*
- \* *Describe the cost of capital and investment decisions and dividend decisions*

## BFBC0009: ENTREPRENEURSHIP & MANAGEMENT OF FAMILY BUSINESS

**Introduction:** This course exposes the students to the objectives, challenges, and requirements for effectively managing the small to mid-sized business

**Objectives:** To enable the students to take key decisions required of the entrepreneur/manager. To make the students aware of the driving forces of the small/family business.

**Credits: 04**

**Semester III**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Entrepreneur and Entrepreneurship:</b> Evolution of the concept of entrepreneurship, Meaning and definition, Nature and characteristics of an entrepreneur, role and importance of entrepreneurs in economic growth, classification and types of entrepreneurs.</p> <p><b>Entrepreneurship:</b> Meaning and definition, risks involved with entrepreneurship, barriers to entrepreneurship, women entrepreneurship: concept, functions, growth problems and remedial measures, different factors affecting the entrepreneurial growth: psychological, Cultural, Social, Economic and personality factors. <b>Management of Small and Family Business:</b> Small business: Meaning, importance and role of small business in developing a nation's economy</p> <p><b>Family business:</b> The nature, importance, and uniqueness of family business, challenges before family business, The family's relationship with the business: developing a strategic vision &amp; building teamwork, Professional Management of the Family business firm</p>	22
II	<p>Managing succession: the leadership challenge, Model of Succession in Family Business and Wealth management in family business firms. <b>Business Opportunity Identification:</b> Business idea generation Techniques: Identification of Business Opportunities, Internal and external analysis to identify a business opportunity, Feasibility Study: Marketing Feasibility, Financial Feasibility, Technical, Legal, Managerial and Locational Feasibility, Preparation of Business Plan: Content of a Business Plan, Project Report preparation, Starting up an enterprise: Franchising and Acquisition, Strategies for venture promotion: Product Strategies, Pricing Strategies, Distribution Strategies, Promotional Strategies.</p>	23

### Reference Books/ Text Books / Cases:

- \* Chandra, P. Project Preparation-Appraisal & Implementation. New Delhi: Tata McGraw Hill.
- \* Gupta, C.B. & Srinivas, Entrepreneurial Development. New Delhi: Sultan Chand & Sons.
- \* Arora, R. and Sood, S.K. Fundamentals of Entrepreneurship and Small Business Management. Ludhiana: Kalyani Publishers.
- \* Desai, Vasant. Small-Scale Industries and Entrepreneurship. Mumbai: Himalayan Publishing House.
- \* Ramachandaran, K. Managing a New Business Successfully, New Delhi: Global Business Press.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Define a business strategy that leverages the unique aspects of the business,*
- \* *Understand the opportunity it is pursuing and the businesses position in the market.*
- \* *Develop a business plan and model that supports the strategy as envisaged by the entrepreneur*
- \* *Identify the issues associated with succession planning, and develop plans to address them.*
- \* *Identifying the psychology of people and adopting COA accordingly to resolve the issues for better future growth.*

## BBAC0010: BUSINESS RESEARCH

**Introduction:** This course in business research has been designed keeping in mind the significance of it in management studies and how it can be used in business scenarios.

**Objectives:** To enable the students to gain insights into how research is carried out in business and how they can benefit from it

**Credits: 04**

**Semester III**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction of Research Methodology:</b> Meaning, Objective, Types and Significance of Research,</p> <p><b>Nature and Scope of Business Research</b> –Role of Business Research in decision making. Applications of Business Research</p> <p><b>The Research process</b> –Steps in the research process; the research proposal; Problem Formulation: Management decision problem vs. Business Research problem.</p> <p>Concept of Research Problem, Defining Research problems, Literature Review, Formation of Hypothesis, Research Design: Types of Research Design, Research design in case of different research studies</p> <p><b>Sampling:</b> Concept, Census vs. Sampling, Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non- probability sampling techniques, Probability sampling techniques, Sampling and non sampling errors, Criteria of a Good Sampling Design.</p> <p><b>Measurement and Scales:</b> Levels of measurement—Nominal, Ordinal, Interval and Ratio, Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques</p>	23
II	<p><b>Questionnaire Designing:</b> Types, Guidelines for developing a good questionnaire. Creation of online questionnaire.</p> <p><b>Data Preparation And Analysis: Data collection:</b> primary and secondary data collection, observation methods and survey method Methods for data collection. Data preparation &amp; preliminary analysis, practices through Excel (Basic Concepts) and SPSS, Statistics in Research, Data Presentation using Charts and Diagrams</p> <p><b>Report Writing:</b> Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.</p>	22

### Reference Books/ Text Books / Cases:

- \* Cooper, D. R., & Schindler, P. S. Business Research Methods. New Delhi: Tata McGraw-Hill.
- \* Kothari, C. R. Research Methodology -Methods & Techniques. New Delhi: New Age Publishers.
- \* Sachdeva, J. K. Business Research Methodology. New Delhi: Himalaya Publishing House.
- \* Sekaran, U. Research Methods for Business -A Skill Building Approach. New Delhi: Wiley India Pvt. Ltd.
- \* Srivastava, T. N., & Rego, S. Business Research Methodology. New Delhi: Mc. Graw-Hill.
- \* RajendraNargundka Marketing Research : Text & Cases, Tata McGraw Hill
- \* Zikmund, Essentials of Marketing Research, Cengage Learning.



**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Familiarize themselves with various concepts of Business Research*
- \* *Understand the principles of business research for various applications in research .*
- \* *Understand the nuances involved in Research & Data Analysis*
- \* *Discuss various aspects of research planning and execution*

## BAL00105: MERCANTILE LAW

**Introduction:** *This subject intends to acquaint the students with the basics of the mercantile law which characterize the business scenario in our country*

**Objective:** *To enable the students to grasp the details as to how things function with regard to the various contracts and acts which are essential for running a business.*

**Credits: 04**

**Semester III**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Indian Contract Act – 1872:</b> Introduction, Definition & essential elements of a valid contract, Classification of contracts, Offer and legal rules regarding a valid offer, Acceptance & legal rules regarding a valid acceptance, Capacity to contract, Free Consent, Contingent Contracts, Quasi Contracts, Breach of Contract, Remedies for Breach of Contract <b>The Sale of Goods Act – 1930:</b> Definition & essential characteristics of a valid contract of sale, Difference between sale & other analogous terms	22
II	<b>The Sale of Goods Act – 1930 ( Continued) :</b> Goods and their classification, Conditions and Warranties, Doctrine of caveat emptor, Sale by non-owners, Unpaid seller and his rights. <b>Indian Partnership Act:</b> Definition, Nature and characteristics of partnership, Difference between partnership & company, Advantages & disadvantages of partnership, Types of partnership, Types of partners, Meaning and contents of partnership deed, Registration of partnership firm and effect of non-registration, Rights & duties of partners, Dissolution of partnership firm, Limited Liability Partnership	23

### Reference Books/ Text Books / Cases:

- \* Bulchandani, K.R., Business Law for Management. Mumbai: Himalaya Publishing House.
- \* Gulshan, S. S., & Kapoor, G. K. Business Law. New Delhi: New Age International Pvt. Ltd.
- \* Kuchhal, M. C. Business Law. Noida: Vikas Publishing House Pvt. Ltd.
- \* Mathur, Satish, Business Law.
- \* Tulsian, P. C. Business Law. New Delhi: Tata McGraw Hill Pvt. Ltd.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the significance of principles of mercantile law and its application in Industry.*
- \* *Infer knowledge as to how such legislations regulate a business set up*
- \* *Understand the basics of the sales of goods Act, partnership Act and Law of Contract.*
- \* *Explore various legal remedies available under the Acts*

### BALO0103: PATENT AND COPYRIGHT LAW

**Introduction:** This course on patent and copyright law would help the students in getting an outlook of Intellectual property laws and its importance

**Objective:** To enable the students in terms of understanding the various concepts related to Patents and copyrights and general Intellectual property rights aspects.

**Credits: 04**

**Semester III**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	Introduction: Intellectual property: Meaning, Nature and significance, Historical and philosophical background of patents and other intellectual property, Various forms of intellectual properties: copyright, patent, trademark, design, geographical indication, semiconductor and plant variety, Major international instruments relating to the protection of intellectual properties: the Paris Convention, 1883, the Berne Convention, 1886, the WIPO Convention, 1967, the TRIPs Agreement, 1994 etc. The Copyright Act, 1957 : Copyright: Meaning, scope, Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings, Ownership of copyright	22
II	Assignment and license of copyright, Infringement and exceptions of infringement of copyright and remedies against infringement of copyright: civil, criminal and administrative, An overview of the Copyright Amendment Act 2012 The Patent Act, 1970 : Meaning, Criteria for patentability and non-patentable inventions, Procedure for registration and term of protection Grants of patent, rights of patentee and revocation of patent, Compulsory licence and government use of patent, Infringement, exceptions to infringement of patent and remedies, Patent office and Appellate Board., An overview of The Patent (Amendment) Act, 2005	23

#### Reference Books/ Text Books / Cases:

- \* W.R.Cornish and D. Llewelyn, Intellectual Property: Patents, Copyrights, Trade Marks and Allied Rights, Sweet & Maxwell.
- \* Lionel Bently and Brad Sherman, Intellectual Property Law, Oxford University Press
- \* P. Narayanan, Intellectual Property Law, Eastern Law House
- \* B.L. Wadehra, Law Relating to Intellectual Property, Universal Law Publishing Co.
- \* V.K. Ahuja, Law Relating to Intellectual Property Rights, LexisNexis

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand that without patent and copyright protection in the start-up phase, there would have been many copiers and the company and the individual in the long run cannot survive.
- \* Recognise the way of filing patent and copyright laws
- \* Understand the basic concepts of Intellectual property laws
- \* Learn modern strategies of the companies related to copyrights and patents

### BBHC0804: DEVELOPING COMPETITIVE EDGE-III

**Introduction:** This subject of Developing Competitive Edge-III has been designed keeping in mind the requirements of those students who intend to pursue higher education in management and to prepare them to successfully achieve this target and making them understand the significance how quantitative and reasoning ability helps a person in every aspect of decision making in life and by focusing on use of information technology to get required information to achieve this task.

**Objective:** Knowledge of Aptitude is to enhance a person ability to develop skill which determines a person's ability in a particular field. The purpose of this course is to make them agile in solving these problems on basis of sound logics and to develop a habit of doing this so they can achieve their target.

**Credits: 02**

**Semester III**

**L-T-P: 0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Quantitative Aptitude: Permutation &amp; Combination:</b> Basic theory of Selection and Arrangement, Relation between Permutation and Combination, Problem of forming number and words with and without repetition, Circular Permutation.</p> <p><b>Reasoning Ability: Input and Output:</b> Rearrangements based on Ordering, Rearrangements based on Interchanging the Positions of Words and Numbers, Rearrangements based on Mathematical operations</p> <p><b>Time and Work:</b> People working with same efficiency, People working with different efficiencies, Negative Work Concept, Pipe and Cistern.</p>	22
II	<p><b>Quantitative Aptitude: Reasoning Ability: Venn Diagram</b> :Problem Based on different situation of Two Field, Three Field</p> <p><b>Coordinate Geometry:</b> Cartesian System, Distance Formula, Section Formula, Slope of a line, Different Forms of Equation of line, Condition of perpendicularity and parallelism, Different Geometric Centre, Condition of Collinearity, Area of triangle</p> <p><b>Reasoning Ability: Sitting Arrangement-I:</b> People viewing in different direction, Advance problem including blood relation, Ranking Test</p>	23

#### Reference Books/ Text Books / Cases:

- \* How to prepare for Quantitative aptitude test for CAT , by Arun Sharma, Fifth edition, T.M.H publication
- \* How to Crack Test of Reasoning: In All Competitive Exam , by jaikishan and premkishan, Arihant publication
- \* Analytical Reasoning Revised Edition by, M.K pandey, BSC publication
- \* Quantitative aptitude by R.S aggarwal for Bank P.O/I.B.P.S P.O/A.A.O / Railways , S. chand publication
- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC 2nd Edition, New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions(Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Develop the Endeavour for finding solution to tricky problems.*
- \* *Enhance the ability to visualize the problem*
- \* *Develop decision making ability using quantitative techniques*
- \* *Learn quantitative techniques to solve problems*

### BBHC0805: MANAGERIAL APTITUDE-III

**Introduction:** This course of Managerial Aptitude-III carries forward the learning of the previous semesters. The topics would help the students in numerous ways thereby enhancing their overall learning ability and understanding things in a better manner.

**Objective:** To make the students aware of the current affairs, as well as competitive environment thus helping them in more ways than one such as improve their grammatical ability and understanding on career-related aspects

**Credits: 02**

**Semester III**

**L-T-P: 0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Current Affairs Discussion:</b> Deliberation on contemporary happenings from various fields</p> <p><b>Competitive Environment:</b> Awareness Enhancing the understanding with regard to various competitive exams conducted for graduate students</p> <p><b>Internet-readiness and Computer Familiarity:</b> Knowing about such terms as SEO, handling of mails, Editing word and ppt., documents, etc. Create a questionnaire through Google docs.</p> <p><b>Enhancing Reading Ability:</b> Making the students familiar with reading letters with exercises as found in various exams such as appointments, invitations and product descriptions.</p> <p><b>Understanding Group Dynamics:</b> Class-room exercises on developing group equations thereby leading to better coordination skills</p> <p><b>Improved Grammatical Ability:</b> Exercises which would help the students to improve their grammar skills</p>	22
II	<p><b>Word Power Enhancement:</b> Exercises to improve the word power of students such as synonyms and antonyms, better use of regular words, etc.</p> <p><b>Improved Leadership &amp; Presentation Skills:</b> To be done through such exercises as Johari's window, management games, power point presentations etc. Students divided in group of 5 students each. Students identify 4 leaders at different levels from industry, prepare their profiles and present in the class.</p> <p><b>Motivating Experiences:</b> To be done through informative videos and interviews of business tycoons.</p> <p><b>Identifying Self-Goals &amp; Objectives:</b> Making students understand the significance of self-goals and objectives and how to make their persona better</p>	23

#### Reference Books/ Text Books / Cases:

- \* Lawndes, L., How to Talk to Anyone, New York , McGraw Hill Education
- \* Lewis, N, Word Power Made Easy. New York, Pocket Books
- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Develop their communication skills to the next level.*
- \* *Able to face public speaking scenarios with confidence and ease*
- \* *Develop self assessment and leadership quality*
- \* *Understand and express current and economic news*



## BBHC0005: HOSPITALITY MANAGEMENT

**Introduction:** The course provides an introduction to various components related to the hospitality industry and the role they have come to play in the betterment of an economy.

**Objective:** Students will receive an overview of the careers that encompass the management of foodservices, transportation, lodging, attractions, and recreation events. Develop an understanding about travel related services in hospitality and tourism.

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Overview of Hospitality Industry</b> The Nature of the Hospitality Industry, Components of Hospitality Industry, Overview and classification of Hotel Industry, Overview of Transportation Industry (Airlines, Railways, Cruisers), Overview of Tourism Industry, Relationship between hospitality and tourism, The tangible and intangible nature of hospitality Industry, Associations-FHRAI, ITDC, FAITH, FIA, Career prospects in Hospitality Industry, Customer Focus in Hospitality Industry. <b>Introduction to Accommodation Sector:</b> Introduction to the Accommodation Sector, Classification of Accommodation Establishment, The Accommodation Product, Housekeeping Operations, Housekeeping Department, In-room Guest Supplies and Amenities, Room Status Codes, Types of Guest Requests, Security Procedures.	23
II	<b>Introduction to the Hotel Operations:</b> Hotel Ownership, The Functions and Departments of a Hotel, Introduction to the Rooms Division, Front Office Operations, Guest Cycle, Front Office Department, Types of Hotel Guest, <b>Food and Beverage Sector/Role of Technology in Hospitality Sector</b> Introduction to the Food and Beverage Sector, Food and Beverage Operations(Hotel), Classification of Food Service Establishments, Types of Food and Beverage Services, Food and Beverage Service Principles, Basic Knowledge of Menus, Food and Beverage Services and Kitchen Operations, Ambience of an Establishment, The Importance of Employing Up-to-date Information Technology, The Ways Technological Changes Improve the Operational Efficiency of the Hospitality Industry for Customers, Tourists and Staff, The Property Management System (PMS) in Hotels.	22

### Reference Books/ Text Books / Cases:

- \* Walker, J R. Introduction to Hospitality. United States: Prentice Hall
- \* Chon, K. & Sparrowe, R T. Welcome to Hospitality an Introduction. United States: Thomson Learning.
- \* Kotschevar, L. H., & Tanke, M. L. Managing Bar and Beverage Operations. Michigan: Educational Institute of the American Hotel & Lodging Association.
- \* Marchiony, A. Food-Safe Kitchens. New Jersey: Pearson Education Ltd.
- \* Andrews, Sudhir. Food & Beverage Service Training Manual: Tata McGraw Hill.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Recognize the meaning, concept, origin and development of hospitality industry*
- \* *Learn the new trends and dimensions of hospitality industry.*
- \* *Understand the customers and their importance in hospitality industry.*
- \* *Learn about famous hotel chains, Airlines and Tourism Services in India and world-wide.*

## BBAC0013: INTERNATIONAL BUSINESS MANAGEMENT

**Introduction:** *This course would give insights into the basics of management which any student needs to have while studying a course in management*

**Objectives:** *Make the students aware of the management concepts and practices thereby enabling them to understand the basic theories and concepts of management.*

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to International Business Management:</b> An Overview of International Business, Why Go International?; Domestic v/s International Business. International Business Environment, Stages in Globalization Process, Theories of International Trade, Porter's Diamond Model – Implications for International Business, International Organizational Structures, <b>Modes of Entry and International Institutions</b> International Market Entry strategies, Market Selection and Barriers to it, FDI and FII. Multilateral Trade Agreements & TRIPs; Multilateral Environmental Agreements (MEAs);	22
II	<b>International Finance, HR, Production and Related Concepts</b> Introduction to International Financial Management, Balance of Trade and Balance of Payment, Determination of Exchange Rate; Financial Markets and Instruments, Methods of Payment in International Trade, International Production & Logistics Management, International Human Resource Management, India' Foreign Trade Policy, International Trade Blocks – NAFTA, ASEAN, SAARC, EU. International Institutions - WTO, GATT, IMF, Asian Development Bank and World Bank. FEMA, FERA Acts.	23

### Reference Books/ Text Books / Cases:

- \* Apte, P. G. International Financial Management. New Delhi: Tata McGraw Hill.
- \* Cherunilam, F. International Business. New Delhi: Prentice Hall of India.
- \* Paul, J. International Business. New Delhi: Prentice Hall of India.
- \* Rao, P. S. International Business: Text and Cases. New Delhi: Himalaya Publishing House

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the nuances of international business as a field of study.*
- \* *Get an exposure to the basic concepts in international business*
- \* *Learn the behavior of customers and other related terms vis-à-vis international business*
- \* *Outline the role of various domains of business in international trade*

## BBHC0006: EVENT MANAGEMENT

**Introduction:** This course on Event Management would help the students in getting an outlook of how to manage event efficiently and effectively. The purpose of this course is to impart to the students an understanding about organizing and managing events at individual as well as corporate levels and in a professional business set-up

**Objectives:** Understand the basic concepts of event management. Understand the importance of methodical planning and organizing for the success of an event

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Principles of Event Management:</b> Introduction to event Management-Historical Perspective, Practices in Event Management- Key steps to a successful event.</p> <p><b>Event Planning &amp; Team Management:</b> Aim of event, Establish Objectives, Preparing event proposal, Use of planning tools.</p> <p>The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management– Managing People and Time–Site and Infrastructure Management. <b>Designing an Event</b>-Client Needs, The Role of a Planner-Typical Planning Department Structures, Pre-Event Responsibilities, On- Site Responsibilities,</p>	22
II	<p>Post-Event Responsibilities, Protocols, Dress codes, staging, staffing. Event Presentation–Event Evaluation–<b>Case Studies</b> of events of National and International importance.</p> <p><b>Event Marketing and Advertising:</b> Event Marketing– Customer care – Marketing equipment and tools – Promotion , Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication.</p> <p><b>Event Safety and Security:</b> Security, Occupational safety, Crowded management, Major risks and emergency planning, Incident reporting, emergency procedures.</p>	23

### Reference Books/ Text Books / Cases:

- \* Avrich Barry, Event and Entertainment Marketing, Vikas, Delhi.
- \* Bhatia A.K., Event Management, Sterling Publishers, New Delhi.
- \* Joe Gold Blatt, Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
- \* Panwar J.S., Marketing in The New Era, Sage, New Delhi.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the basic and advanced concepts of event management.
- \* Analyze new and innovative developments in event planning & team management.
- \* Understand and apply fundamentals related to designing an event.
- \* Understand and utilize innovative event marketing and advertising strategies

## BBHC0007: MASS COMMUNICATION

**Introduction:** The course in mass communication intends to acquaint the students with the basics of mass communication and various concepts associated with media management.

**Objectives:** To enhance the knowledge of students about the fundamental of mass communication and its different forms along with a deep understanding of media. To acquaint the students with the contemporary and emerging trends in media

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	Introduction to Mass Communication: Concept & features, Objectives, functions and scope of mass communication. Effects of Mass communication, Limitations of Mass Communication, Theories of Mass Communication: Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory. Public Relations: Concept and Need, Ability and Responsibilities of Public Relations, Publics and its Types. Mass Media: Concept and Objectives, Historical Development and Origin of Media in India, Classification of Media. Media Ethics. Media as a Fourth Pillar of Democracy.	23
II	Digital Media and Development Communication – mobile, cyberspace & online apps. Relevance of Multi-Media Campaigns & cyber-media. Trends in Journalism: Social & Technological. Prospects of Global Media. Recent trends in Social media: blogging, LinkedIn, Facebook, Twitter etc. Media Management: Definition and Concept of Media Management, Principles and Significance of Media Management, Media as Industry and Profession. Brief Idea of Government Media Organizations - Publication division, Photo division, Film Division, Press information Bureau (PIB) and Central board of film certification (CBFC). News Agency: Press Trust of India (PTI) and United News of India (UNI), their set up and functions	22

### Reference Books/ Text Books / Cases:

- \* Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- \* ShymaliBhattacharjee, Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- \* Jethwaney, JaishriCorporate Communication – Principles and Practice. Oxford University Press.
- \* Helen Katz .The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. Routledge
- \* VanitaKohli-Khandeka. The Indian Media Business. SAGE Publications India Pvt Ltd

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the local and global mass media communication system, structure and operations.
- \* Memorize the concepts of mass communication for the betterment of society.
- \* Develop an understanding about Digital Media and its importance
- \* Discuss the concepts of media management as a professional

## BAL00106: COMPANY LAWS

**Introduction:** This course in company law has been prepared to make the students aware of the role which it plays in the day-to-day functioning of an organization.

**Objectives:** To enable the students with regard to gaining insights into conduct of any business organization and how its sound knowledge helps a firm to perform in a smooth way.

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Fundamental Issues:</b> Meaning, Nature and Characteristics of Company, Classification of Companies, Formation of company: Promotion, Incorporation and Registration of a Company including Introduction of E-Registration process. Memorandum of Association, Articles of Association, Prospectus, Types of Prospectus, Misstatement in Prospectus.</p> <p>Highlights of Recent amendment in company laws,</p> <p><b>Functional Aspects:</b> Meaning and Types of Shares and share capital, Dematerialization of shares, Issue &amp; Allotment of Shares, Debentures and its types.</p> <p>Some Landmark case laws.</p>	22
II	<p>Directors: Definition, kinds of directors, Appointment, Powers, Rights and Duties of directors, Meetings, kinds of meetings, Resolutions.</p> <p><b>Management &amp; Control:</b> Prevention of Oppression and Mismanagement in Company, Lifting of Corporate Veil, Doctrine of Constructive Notice, Doctrine of Indoor Management, Constitution of NCLT &amp; its functions, A brief introduction of the provisions of IBC, 2016 (Insolvency &amp; Bankruptcy code), Winding up of Company, Leading judicial pronouncements related to corporate veil, NCLT &amp; IBC etc.</p>	23

### Reference Books/ Text Books / Cases:

- \* Bagrial, A. K. Company Law. Noida: Vikas Publishing House Pvt. Ltd.
- \* Gogna, P. P. A Textbook Of Company Law. New Delhi: S. Chand Publisher
- \* Gulshan, S. S. Company Law. New Delhi: Excel Books.
- \* Gulshan, S.S., & Kapoor, G. K. Business Law including Company Law. New Delhi: New Age International Pvt. Ltd.
- \* Singh, A. Company Law. New Delhi: Eastern Book Company

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Recognise the fundamentals about the formation and types of companies.
- \* Understand the procedure of issue of shares and SEBI Guidelines
- \* Understand the role which company law plays in the affairs of a business firm.
- \* Identify how various laws prevent any sort of mismanagement in a company



## BAL01108: CONSUMER PROTECTION LAWS

**Introduction:** The subject aims to acquaint the students in grasping the details as to consumer protection law and right of consumer for the betterment of the same.

**Objectives:** Students would be able to develop a basic understanding about Consumer protection and law in relation of their protection.

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> Consumer relations, market development, consumerism and globalization, <b>Legislative Framework:</b> Evolutionary steps of Consumer Protection Laws in India- Historical Approach; <b>Consumer Protection Act, 2019-</b> Legislation objectives, Definitions, Rights of consumer, Consumer Dispute Redressal Forum: Three tier system (grievance redressal), Jurisdiction, Complainants under Consumer Protection Act. Appeals and adjournments, Relief to consumer, limitations and other procedures. Role of UN in consumer rights.	23
II	Features of Competition Act, 2002; Highlights of Food Safety and Standards Act, 2006; Features of Legal Metrology Act, 2009. <b>Case Studies of Consumer Protection:</b> Goods – laws on manufacturing defects; Service – Airlines, Banking & Insurance, Medical & Lawyers negligence <b>Emerging Issues In Consumer Protection And Law:</b> Role of Civil Society in Consumer Protection, E-Commerce and Consumer Rights, ADR in resolution of Consumer disputes.	22

### Reference Books/ Text Books / Cases:

- \* Consumer Protection Act,: object and purpose of the Act and need to avoid references of consumers' complaints to civil courts, T.N. Pandey.
- \* Law of Consumer Protection in India, D.N. Saraf, N.M. Tripathi.Comp LJ 10
- \* Law of consumer protection, Singh Avtar
- \* Consumer Protection, Dr. V.K. Agarwal, Bharat Publication.
- \* Consumer Law in the information society, Wilhelm & son et. al.
- \* Consumer Protection in the 21st Century: A Global Perspective, William T. Vukowich,

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Comprehend the prevailing law on consumer protection in India.
- \* Awareness about basic procedures for handling consumer dispute.
- \* Recognizing major international instruments on consumer protection.
- \* Grasping the evolving questions and policy issues in consumer law for future research.
- \* Understand the nuances related to consumer protection & e-commerce



### BBA00101: INTERNET & E-COMMERCE

**Introduction:** This subject focuses on key issues related to e-commerce including strategy development, competitive advantage and related terms necessary for a firm.

**Objective:** To enable students gain insights into current and emerging technologies, pricing, distribution channels, promotion, and advertising related to e-commerce.

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Internet:</b> Evolution, Protocols, Internet Vs Intranet, Growth of Internet, ISP, E-MAIL - Basics of Sending &amp; Receiving, Free Email services. FTP &amp; its usages. Telnet Concept, Internet chatting - Voice chat, Text chat. World Wide Web (www) - History, Working, Web Browsers, Its functions, Concept of Search Engines, Searching the Web, HTTP, URLs, Web Servers.</p> <p><b>Introduction to Electronic Commerce:</b> Concept features, and functions of e-commerce, e-commerce practices v/s traditional practices, scope and limitations of e-commerce</p>	22
II	<p>Potential of E-Commerce, Applications of E-Commerce in manufacturing, wholesaling, retail and service sector.</p> <p><b>Security on Net &amp; Firewall Concept:</b> Meaning, Issues regarding security on internet, The firewall concept, Cryptography, Digital Signatures, Electronic mail security, Security protocols for web-commerce, Laws relating to Online transactions.</p> <p><b>Electronic Payment Systems:</b> Introduction to payment systems, Types of various payment systems.</p>	23

#### Reference Books/ Text Books / Cases:

- \* Kalakota, Ravi, &Whinston.B.Andrew, Electronic Commerce: A Manager's Guide. Pearson Education: New Delhi.
- \* Feinman.M.Todd, & Greenstein. Marilyn, Electronic Commerce: Security, Risk Management & Control. Tata McGraw-Hill Publishing Company Limited: New Delhi.
- \* Mann.Walia.Puja, &Nidhi, E-Commerce. MJP Publishers: Chennai
- \* Bhasker.Bharat, Electronic Commerce: Framework, Technologies & Applications. Tata McGraw-Hill Publishing Company Limited: New Delhi

**Intended Outcomes:**After completion of the course, student will be able to:

- \* Understand the basic concepts and functions of e-commerce
- \* Recognise the various methods and applications of e-commerce
- \* Discuss various security and firewall concepts
- \* Learn about the online payment system and its features

## BBA00105: MANAGEMENT INFORMATION SYSTEM

**Introduction:** This course in management information systems has been designed keeping in mind the significance which this concept plays in the overall scheme of things in a firm.

**Objective:** To enable the students gain insights into the various concepts about information systems and their subsequent management in an organization.

**Credits: 04**

**Semester IV**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels, Location of MIS in the Organization concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS. Concept &amp; Types of Systems – Open, Closed, Deterministic, Probabilistic, etc.</p> <p><b>Information Concepts:</b> Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Assessing Information needs of the Organization</p> <p><b>System Development:</b> Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, Software Processes, Requirement Analysis, Design &amp; Implementation, Testing, MIS Applications in Business.</p> <p><b>Information Technology:</b> Recent Developments in the Field of Information Technology: Hardware and Software, Data Communication Concepts and Internet, Centralized and Distributed Processing, Database, and Multimedia Applications.</p>	23
II	<p><b>Management challenges - Security and ethical challenges:</b> Ethical responsibility of a business – computer crime – privacy issues – health issues – Security management of IT – tools of security management – internetworked security defenses – security measures – Information Technology Act 2000 in India.</p> <p><b>Enterprise and global management of IT:</b> Managing the IS function – failures in IT management – the international dimension in IT management – Cultural, political and geo economic challenges Global business/IT strategies and applications – global IT platforms</p> <p><b>Advanced concepts in information system:</b> Enterprise Resource Planning: Introduction, modules of ERP like Human Resources, Finance, Accounting, Production &amp; Logistics, and E-business</p>	22

### Reference Books/ Text Books / Cases:

- \* Brien, J. O., &Marakas, G. *Management Information Systems - Managing Information Technolgoey in the Business Enterprise*. New Delhi: Tata McGraw-Hill.
- \* Laudon, K., & Laudon, J. *Essentials of MIS*. New Delhi: Pearson Education.
- \* Murdick, R. G., Ross, J. E., &Clagget, J. R. *Information Systems for Modern Management*. New Delhi: Prentic-Hall India.

- \* Parker, C., & Case, T. *Management Information System - Strategy & Action*. New Delhi: Tata McGraw Hill.
- \* PaoloBellavista and Antonio Corradi, "Handbook of Mobile Middleware", Auerbach Publication.
- \* Reza B'Far, "Mobile Computing Principles", Cambridge University Press.
- \* Frank Adelstein, S.K.S. Gupta, Golden G. Richard III and Loren Schwiebert, "Fundamentals of Mobile and Pervasive Computing", McGraw-Hill Professional.
- \* DejanMilojicic, Frederick Douglass, Richard Wheeler, "Mobility: Processes, Computers, and Agents", Pearson Education.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Comprehending and mapping the idea of management information systems*
- \* *Learning the relevance of Information System in current scenario.*
- \* *Understand the impact of IT in an organization.*
- \* *Identify and understand the challenges which one faces while dealing with management information system*

## BBHC0806: DEVELOPING COMPETITIVE EDGE-IV

**Introduction:** This subject of Developing Competitive Edge-IV has been designed keeping in mind the requirements of those students who intend to pursue higher education in management and to prepare them to successfully achieve this target and making them understand the significance how quantitative and reasoning ability helps a person in every aspect of decision making in life and by focusing on use of information technology to get required information to achieve this task.

**Objective:** To help them in developing the capacity for consciously making sense of things, applying logic, establishing and verifying facts and beliefs based on new or existing information get themselves associated with thinking, cognition, and intellect. This will help them to develop a habit of data crunching and to derive to a conclusion in an organized manner which suits the problem best.

**Credits: 02**

**Semester IV**

**L-T-P: 0-0-3**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Quantitative Aptitude: Progressions :</b> Arithmetic Progression, Geometric Progression <b>Reasoning Ability: Syllogism I:</b> Basic Terminology, Venn diagram Approach with three logics intersection, inclusion and exclusion. Introduction of Different Premises. <b>Time Speed and Distance:</b> Relation between Time, Speed, Distance, Problem on Boats, Problem on Trains, Relative Speed (Same Direction and Opposite Direction), Circular Motion, Races	22
II	<b>Quantitative Aptitude:</b> <b>Reasoning Ability: Logical Deduction:</b> Introduction to Primary Statements, Conversion of given statement to basic premises, Introduction to different solving methods <b>Probability :</b> Basic probability, Conditional Probability, Baye's Theorem and Total Probability <b>Reasoning Ability: Problem Solving (Type I):</b> Distribution, Introduction of structure based distribution, Pure Information Based distribution	23

### Reference Books/ Text Books / Cases:

- \* How to prepare for Quantitative aptitude test for CAT , by Arun Sharma, Fifth edition, T.M.H publication
- \* How to Crack Test of Reasoning: In All Competitive Exam , by jaikishan and premkishan, Arihant publication
- \* Analytical Reasoning Revised Edition by, M.K pandey, BSC publication
- \* Quantitative aptitude by R.S aggarwal for Bank P.O/I.B.P.S P.O/A.A.O / Railways , S. chand publication
- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC 2nd Edition, New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

**Intended Outcomes:**After completion of the course, student will be able to:

- \* Enhance logical and visualizing ability.
- \* Identify perseverance to solve problems.
- \* Enhance reasoning ability to solve complex problems
- \* Express inferences from mathematical calculation

## BBHC0807: MANAGERIAL APTITUDE-IV

**Introduction:** This course has been designed for the students to gain insights into their psychological well-being, competitiveness, ability to write and speak well as well as to prepare them better for various competitive exams.

**Objective:** To enable the students towards better reading, writing and speaking skill so as to make sure that they learn to grow in the right manner

**Credits: 02**

**Semester IV**

**L-T-P: 0-0-3**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Better Analysis of Newspapers:</b> Enabling the students towards getting more out of newspapers and other reading contents</p> <p><b>Enhanced Speaking Skills and Interview Skills:</b> To be done with the help of such classroom exercises as extempore and public speaking. Study of Interview modes, List of questions for Interviewers, Personal and Telephonic interview in the class room.</p> <p><b>Writing Ability Improvement:</b> Make students realize the significance of better writing skills through exercises</p> <p><b>Business Style and Professional Image:</b> Dress codes, Guidelines for appropriate Business Attire- Differentiate among the dress sense - casual, semi-formal and formal.</p> <p><b>Learning through Simulation Games:</b> Let students develop their spontaneous and creative self through simulation games</p> <p><b>Improved Understanding of Verbal Ability:</b> To be done through such exercises as jumbled paragraphs, substitute words, completion of sentences, etc.</p> <p><b>Meeting and Board Room Protocol:</b> Guidelines for planning a meeting, before the meeting, On the day of meeting, guidelines for attending a meeting- For the Chairperson, for Attendees and for Presenters.</p>	22
II	<p><b>Psychometric Aptitude Test:</b> Exercises which would make the students aware of their psychological aspect in a better manner</p> <p><b>Understanding Basic Financial, HR and Marketing Knowledge and Terms:</b> Helping the students to understand day-to-day terms as found in financial domain for better grasp</p> <p><b>Case-based Learning:</b> To promote caselet discussion in the class thereby enabling the students towards impromptu thinking and problem solving</p> <p><b>Better Grasp on Words &amp; Phrases:</b> To be made possible with such exercises which would test the students for their ability and command on frequently used words</p> <p><b>Brain Enrichment Exercises:</b> Make the students aware with such exercises as spot the differences, quick response to visuals, etc.</p> <p><b>Role Plays &amp; Ad Mad Shows:</b> To promote the enterprising spirit and creativity in the students by performing on interesting topics and products</p> <p><b>Brain-storming Sessions:</b> To make the students aware of their ability to think and speak, exercises would help them to understand and speak their mind</p>	23

**Reference Books/ Text Books / Cases:**

- \* Lawndes, L., How to Talk to Anyone, New York , McGraw Hill Education
- \* Lewis, N, Word Power Made Easy. New York, Pocket Books
- \* Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication
- \* Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand and Use various terminologies as found in day-to-day conversation*
- \* *Develop a better understanding on the current affairs*
- \* *Enhance personality skills to present in interviews/seminars/events etc*
- \* *Learn to express in public with confidence and ease*

## BBHC0008: BUSINESS ANALYTICS

**Introduction:** This course in business analytics has been designed keeping in mind the significance of it in management studies and how it can be used in business scenarios.

**Objective:** To enable the students to gain insights into how business analytics should be used to reap benefits in real business world scenario

**Credits: 04**

**Semester V**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Business Intelligence:</b> Definitions and Examples in Business Intelligence, Need, Features and Use of Business Intelligence (BI), BI Components- Data Warehouse, Business Analytics, Business Performance Management.</p> <p><b>Business Analytics:</b> Introduction to Business Analytics, Need and Scope, Components (Business Context, Technology, Data Science). Types (Descriptive, Predictive and Prescriptive). Data Sets and Databases, Data reliability and validity; Uncertainty and Risk, Business Intelligence.</p> <p><b>Types of Digital Data:</b> Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data; <b>Data Warehouse:</b> Definition, characteristics, framework, Data Lake. Sampling and Estimation</p>	23
II	<p><b>Data Visualization:</b> Meaning and Significance of Data Visualization as used in modern research, Tools and software for data visualization; Meaning and Usage of Data Dashboards, <b>Regression:</b> Linear Regression, Multiple Regression.</p> <p><b>Data Mining:</b> Scope Concept and applications of Data Mining; Data Exploration and Reduction.</p> <p><b>Big Data Analytics:</b> Definition and characteristics of big data, Fundamentals of big data analytics. Time Series Analysis</p> <p><b>Analytics in Business Support Functions:</b> Sales &amp; Marketing Analytics, HR Analytics, Financial Analytics, Production and operations analytics <b>Application of Business Analytics in Industries:</b> Telecom, Retail, Healthcare, Financial Services. Decision Analysis</p>	22

### Reference Books/ Text Books / Cases:

- \* Albright, S., and Wayne Winston. Business Analytics: Data Analysis & Decision Making. Nelson Education
- \* Anil Maheswari. Data Analytics. Mc Graw Hill
- \* Sandhya Kuruganti&HindolBasu.
- \* Business Analytics: Applications to Consumer Marketing. Tata McGraw Hill
- \* Kadre, Shailendra, and Venkat Reddy Konasani. Practical Business Analytics Using SAS: A Hands-on Guide. Apress,
- \* Rao, PurbaHalady. Business Analytics: An application focus. PHI Learning Pvt. Ltd.,



**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the various terminologies related to technology and its application to facilitates managerial decision.*
- \* *Understand the various measure of business analytics*
- \* *Establish interrelationship among business intelligence, business analytics and its support functions.*
- \* *Explain the various ethical practices and prevention of fraud through technology, theft of data etc.*

## BBAE 0101: TRAINING & DEVELOPMENT

**Introduction:** This course will emphasized the theory of training and development, research to determine needs, types of program, practices as found in an organization

**Objectives:** To enable the students with regard to conducting a training & development session and education of programme in their knowledge.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Training and Development and techniques</b>  <b>Introduction:</b> Concepts of Training &amp; Development, Definition, Meaning, Need for training, Importance of training, Objectives of training, Overview of training functions, Types of training, Training and learning, Principles of learning, Training needs assessment – organizational analysis, operational analysis, person analysis; Designing the training programme, attributes and factors influencing training design Behavioral skills and profile of trainer.</p> <p><b>Techniques &amp; HRD:</b> Types of training, Techniques of on the job training, off the job training. Technology in Training: CBT, Multimedia training, e- learning/online learning.</p>	23
II	<p><b>HRD:</b> Training environment, Areas of training, Training aids, how to improve effectiveness of training programmes by applying learning principles, Human Resource Development concept- HRD at micro and macro levels, Management development programmes.</p> <p><b>Training evaluation:</b> Reasons for evaluating training, Overview of the evaluation process, Outcomes used in the evaluation of training programs, Models of training evaluation ,Considerations in choosing an evaluation design, Measurement of effectiveness of training.</p>	22

### Reference Books/ Text Books / Cases:

- \* Ashwathapa, K. Human Resource Management. New Delhi: Tata McGraw Hill.
- \* Bhatia, S. K. Training & Development. New Delhi: Deep & Deep Publication.
- \* Jankiram, B. Training & Development - Indian Text Edition. New Delhi: Dreamtech Press.
- \* Patnayak, B. Human Resource Management. New Delhi: PHI Learning

### CASE:

- \* VSP Rao page no. 215 “ Poor Sanjay” Excel Books

**Intended Outcomes:**After completion of the course, student will be able to:

- \* Understand the Training & development Importance in an organization.
- \* Describe the scope of Training & Development in employee well-being in corporate world.
- \* Understand the future trends and models related Training & HRD.
- \* Highlighting the core competencies of Behavioral skills trainer.

## BAE0102: INDUSTRIAL RELATIONS

**Introduction:** This course serves as an introduction into the field of industrial relations. Students will learn about the history of the field and an introduction to labour unions.

**Objectives:** To enable the students with regard to various models of dispute resolution, labour-management cooperation, dispute settlement machineries and other Industrial relation issues

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Industrial Relations:</b> Meaning, objectives, scope, determinants of Industrial relations, Factors affecting Industrial relation.</p> <p><b>Approaches to Industrial relation:</b> Psychological, Sociological, Human Relation, Socio-ethical, Gandhian, system Approach.</p> <p><b>Trade Unionism-</b> Concept, objectives of Trade Unions and Methods of achieving the objectives; Features and functions of trade unions.</p> <p><b>Industrial Disputes:</b> Concept, Features, causes, classification of industrial disputes.</p> <p><b>Methods of prevention of Industrial Disputes:</b> Tripartite and Bipartite bodies, Standing orders and grievance procedure, Ethical codes, collective bargaining.</p>	23
II	<p><b>Industrial Dispute Settlement Machinery:</b> (conciliation, arbitration and adjudication) - Work Committees, Conciliation, Board of Conciliation, Court of enquiry, Labour Court, Industrial Tribunal, National Tribunal, Grievance handling.</p> <p><b>Workers' Participation in Management:</b> Concept, purpose and significance of participation; Forms of participation: information sharing, consultation, association of workers, joint decision-making and Board of Directors.</p> <p><b>International Labor Organization:</b> An Introduction to ILO: origin, objectives and structure of ILO.</p> <p>Impact of Globalization &amp; Information Technology on IR, Role of Human Resource Development in Developing Industrial Relation.</p>	22

### Reference Books/ Text Books / Cases:

- \* Mamoria, C. B., Mamoria, S., & Gankar, S. V. Dynamics of Industrial Relations. New Delhi: Himalaya Publishing House.
- \* Monnappa, A. Industrial Relations. New Delhi: Tata McGraw Hill.
- \* Sen, R. Industrial Relation in India. New Delhi: Macmillan India.

### CASE:

- \* CGC limited, Chapter no. 14, Pg No. 440, Ratnam, C.S. Venkata, Industrial Relation, Oxford University Press

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the history and models of the Industrial Relations system.
- \* Discuss genesis of industrial conflicts and disputes.
- \* Describing the functioning of various Industrial conflict settlement machineries.
- \* Discussion on latest issues and challenges in labor laws and welfare facilities of employees in corporate sector.

## BBAE0103: GROUP DYNAMICS & TEAM BUILDING

**Introduction:** This course in group dynamics and team building acquaints the students with the nuances of the subject keeping in mind the perspective that they have.

**Objectives:** To enable the students to develop an understanding about group and team building so that they can utilize the same in their day-to-day conversation

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Overview of Group:</b> Meaning of Group and Group Dynamics; Formation of group; <b>Group Properties-</b> Roles, Norms, Structure, Size and Cohesiveness. <b>Stages of Group Development-</b> The five-stage Model, An alternative Model: for temporary groups for deadlines. <b>Types of Group</b> -Formal groups and Informal groups. Characteristics of an Effective Group. <b>Team Building Process:</b> Overview of team; Difference between Groups and Teams.	22
II	<b>Types of Teams-</b> Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams; <b>Stages of team development:-</b> Storming, Norming, Forming, Performing and Adjourning; Quality circles; Evaluating team performance. <b>Goal Setting of Team:</b> Defining roles and responsibility of team members; External and Internal factors affecting team building; <b>Handling conflicts in a team;</b> Ingredients of Effective teams and Potential team Problems.	23

### Reference Books/ Text Books / Cases:

- \* Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.
- \* Bhattacharya, D. K. Organizational Change & Development. New Delhi: Oxford University Press.
- \* Robbins, S. P., Sanghi, S., & Judge, T. A. Organizational Behavior. New Delhi: Pearson Education.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Outline the importance of managerial capability through team building & group dynamics.
- \* Understand the prerequisites of having an effective group and team building.
- \* Discuss elementary level of understanding of group/team functions.
- \* Discussion on latest trends and future model of team building.

## BBAE0104: COMPENSATION & REWARD MANAGEMENT

**Introduction:** This course is designed to promote understanding regarding issues related to compensation in corporate sector and how the same affects the overall scheme of things

**Objectives:** To enable students impart skills in designing, analysis and restructure compensation management system, policies and strategies.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction of Compensation and Reward:</b> Compensation meaning, Objectives, Principles of Compensation, Types of compensations, Wage concepts, minimum, Fair and Living wage, Compensation Benchmarking, Compensation Administration. Meaning and Types of Reward System, Elements of Employee Rewards. Need, Objectives & Types of Fringe Benefits. <b>Job Design and Job Evaluation:</b> Meaning, Strategies and Techniques of Job Design; Meaning and Methods of Job Analysis; Fundamental Concepts of Job Description and Job Specification;	23
II	Concept, Process, Methods of Job Evaluation; Alternatives Methods of Job Assessment. <b>Strategic Compensation Management and Innovations in Compensation:</b> Meaning of Strategy, Compensation Design and Strategy, Strategic Planning, Strategic Compensation Design, Strategic compensation Policies. Variable Compensation, Retirement Plans, Employees Benefits-Gratuity computation, Provident fund, Dearness allowance.	22

### Reference Books/ Text Books / Cases:

- \* Bhattacharya, D.K., *Compensation Management*, New Delhi: Oxford University Press.
- \* Rao, V.S.P., *Human Resource Management*, New Delhi: Excel Books.
- \* Sharma, A.M., *Personnel and Human Resource Management*, New Delhi: Himalaya Publishing house.

### Case:

- \* New Delhi Shopping Point, Bhattacharya, D.K., *Compensation Management*, Oxford University Press.

**Intended Outcomes:** After completion of the course, student will be able to

- \* Recognize the need and utility of compensation in the organisation.
- \* Understand the concept of compensation and reward management.
- \* Apply skills in designing, analyzing and restructuring compensation packages.
- \* Analyze the impact of compensation and rewards management on organisation.

## BBAE0201: SALES & DISTRIBUTION MANAGEMENT

**Introduction:** The course has been designed to familiarize the students with concepts, procedures, practices and complexities of Sales Management.

**Objectives:** To enable the students to gain insight about the various concerns as related to the fields of sales and distribution management as found in today's organizations.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction &amp; Concept of Sales Management:</b> Nature, meaning, scope and objectives of Sales Management. Concept and Principles of Sales. Distinction between marketing and sales Management. Objectives of sales. Selling Process: Preparation, prospecting, pre-approach, sales presentation, closing of sales. Market identification–sales forecasting – qualitative and quantitative methods. Sales organization its functions and forms. <b>Sales Manager and Sales Force:</b> Qualities, types and their functions/duties. Recruitment, Selection, Training and Remuneration of Sales Force.	23
II	<b>Sales Force Motivation:</b> Motivation of Sales force. Supervision and control of Sales force. Sales force Performance and its Evaluation. Sales Territories, Quota and Reports. <b>Sales Promotion,</b> Demonstrations and Conference. After Sales Service. Prospecting, Objection Handling. <b>Distribution Management:</b> Physical Distribution System Meaning and Organization. Types of Channels of Distribution: functions, Selection & motivation of intermediaries. Transport system elements and management: Features, Types & role of different modes of transport.	22

### Reference Books/ Text Books / Cases:

- \* Davar, R. S. Salesmanship & Publicity. New Delhi: Vikas Publishing House.
- \* Gupta, S. L. Sales & Distribution Management. New Delhi: Excel Books.
- \* Sahu, P. K., & Raut, K. C. Salesmanship and Sales Management. New Delhi: Sangam Books Pvt. Ltd.
- \* Still, R. R., Edward, C. W., & Norman, G. A. Sales Management - Decision Strategy & Cases. New Delhi: Pearson Education

### Case:

- \* Vishal Jhulka's Dilemma: Sales and Distribution Management by TapanK.Panda and Sunil Sachdev, Chapter no. 1 (Introduction to Sales Management), page no. 39-40, Oxford University Press, New Delhi.

**Intended Outcomes:** After completion of the course, student will be able to

- \* Interpret the basic concepts pertaining to Sales and Distribution
- \* Identify the role of a sales manager and sales force
- \* Discuss awareness about the various concepts and principles related to Sales
- \* Discuss sales aptitude as well as attitude

## BBAE0202: RURAL MARKETING

**Introduction:** To develop an understanding about agricultural based rural economy in India and to access the potential of rural markets for durable and non-durable products.

**Objectives:** To enable the students develop an insight about the successful marketing strategies for rural market and how to monitor the same

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Rural Marketing:</b> Concept, Definition, Significance, Scope and Classification of Rural Market, Understanding of Rural Economy, Characteristics &amp; Classification of Rural Consumers,</p> <p><b>Rural Marketing Environment:</b> Geographic, Economic, Socio-cultural, Infrastructural Factors and their Influence on Rural Marketing Operations; Classification of Rural Products, Rural v/s Urban Marketing; Challenges related to Rural Market in India.</p> <p><b>Marketing Mix for Rural Products: Product:</b> Product Categories- FMCG, Consumer Durables, Agricultural Goods and Services; <b>Price:</b> Factors Affecting Pricing, Pricing Strategies in Rural Market.</p> <p>Understanding Rural Retailing</p>	23
II	<p><b>Marketing Mix for Rural Products: Place:</b> Distribution Channels (Innovative Distribution Channels like- ITC, e-chaupal, Godrej Aadhar, HUL Shakti) and Logistics in Rural Market;</p> <p><b>Promotion:</b> Promotion in Rural Marketing, Role of Advertising, Sales Promotion, Publicity and Personal Selling in Rural Marketing. Challenges in Rural Communication.</p> <p>Marketing of Agricultural Products: Meaning and Definition of Agricultural Marketing; Agri-Input products VS Agri-output products; Problems and Limitations of Agri-marketing in India.</p> <p>Bottom of the Pyramid marketing: Concept and evolution; Relevance in rural marketing; Some Successful Firms engaged in BOP marketing</p> <p>Future of Rural Marketing in India and the Role of Government</p> <p>Role of Technology on Rural Consumers and Markets</p>	22

### Reference Books/ Text Books / Cases:

- \* Gupta, K.B., Siddiqui, F. & Alam, I. Rural Management. New Delhi: World Press
- \* Kashyap, P. (2016). Rural Marketing, 3/e. Pearson Education India.
- \* Prahalad, C. K., & Prahalad, C. K. . The Fortune at the Bottom of the Pyramid. Wharton School Pub.
- \* Krishnamacharyulu, C. G. & Ramakrishnan, L. Rural Marketing. New Delhi: Pearson Education

**Intended Outcomes:** After completion of the course, student will be able to

- \* Describe the availability of scope prevailing in rural market
- \* Understand the practices and application of marketing mix in rural market.
- \* Draw the outcomes why rural customers behave in a certain way
- \* Apply the evolving concepts in marketing in rural demography



## BBAE0203: INTERNATIONAL MARKETING

**Introduction:** This course in international marketing would help the students to acquaint themselves with the nuances as related with the subject.

**Objectives:** To assist the students in grasping the fundamentals of doing business in today's global scenario in the context of the marketing aspect of it.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>International Marketing - Introduction and Planning</b> Definition, Scope, Objectives, Domestic v/s International Marketing - Similarities and Differences, Process of Internationalization, Benefits of International Marketing, Challenges, Reasons of Entry in International Markets, Foreign Market Entry Strategies, Marketing Research, Marketing Information System & Sources, Market Analysis. <b>International Market Environment</b> Political Environment – Types of Governance in the Globe, Political Risks & how to Minimize them Cultural Environment – Culture, Its Elements, Its influence on Consumption	23
II	Thinking, and Communication Process, Cultural Changes Legal Environment – Legal Systems, IPRs, Branch v/s Subsidiary, International Dispute <b>International Marketing Decisions related to 4 Ps</b> Product - Global Product, International Product Planning, Strategies, International Branding & Packaging Decisions, Warranties & Services Price – Price Standardization, Transfer Pricing, Financing & Payment Methods, Exchange-related Issues Distribution - Global Channel Structures & Management, Channel Members – Selection & Roles Promotion – Global Advertising Pattern, International Promotion & Communication, Personal Selling & International Sales Negotiation.	22

### Reference Books/ Text Books / Cases:

- \* Cherunilam, F. International Business. New Delhi: Prentice Hall Of India.
- \* Jain, S. International Marketing Management. New Delhi: CBS.
- \* Joshi, R. M. International Marketing. New Delhi: Oxford University Press.
- \* Varshney, R. L. & Bhattacharya, B. International Marketing Management. New Delhi: Sultan Chand & Sons

### Case Study:

- \* Building Indian Brands in the Diamond Jewellery Segment: *International Marketing* by Rakesh Mohan Joshi, Pages 362-64, Oxford University Press, New Delhi

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Acquaint themselves with the nuances of international marketing as a domain.
- \* Understand and explain the basic concepts in international marketing
- \* Analyze the various concepts related to international marketing environment
- \* Demonstrate awareness regarding the international marketing mix elements

## BBAE0204: DIGITAL MARKETING

**Introduction:** This course focuses on key issues related to digital marketing including strategy development, competitive advantage, current and emerging technologies, pricing, distribution channels, promotion, etc. This course aims to familiarize students to create strategic and targeted online campaigns.

**Objectives:** To understand the basic concepts and functions of Digital marketing. To develop awareness about the various methods and applications of Digital marketing.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Digital Marketing:</b> Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.</p> <p><b>Social Media Marketing:</b> Introduction, Process - Goals, Channels, Implementation, Analysis.</p> <p>Tools: Google and other Search Engines, Facebook, Twitter, Pinterest, Instagram, YouTube and LinkedIn.</p> <p>Issues: Credibility, Fake Narrative, Paid Influencers</p> <p><b>Email and Mobile Marketing:</b> Email Marketing: Introduction, email marketing process, design and content, delivery, discovery, Benefits &amp; Limitations.</p>	23
II	<p><b>Mobile Marketing:</b> Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Improving Digital Experiences with Mobile Apps Enhancing, Pros and Cons.</p> <p>Engaging consumers effectively with mobile-based apps.</p> <p><b>Targeted Advertising. Issues:</b> Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas.</p> <p><b>Managing Digital Marketing:</b> Content Production; Video based marketing; Credibility and Digital Marketing; IoT; User Experience;</p> <p>Future of Digital Marketing: Scope &amp; Challenges Ahead.</p>	22

### Reference Books/ Text Books / Cases:

- \* Ian Dodson. The art of Digital Marketing. Wiley
- \* Philip Kotler. Marketing 4.0: Moving from Traditional to Digital
- \* Ryan, Damien: Understanding Digital Marketing. Kogan Page Limited.
- \* Gupta, Sunil: Driving Digital Strategy. Harvard Business Review Press
- \* Bhatia, Puneet S.: Fundamentals of Digital Marketing. Pearson

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Define the concept of digital marketing and its practical implications.
- \* Express innovative insights of digital marketing enabling a competitive edge
- \* To understand and being able to create and run digital media based campaigns
- \* Identify and utilize various tools of digital marketing

## BBAE0301: INTERNATIONAL FINANCIAL MANAGEMENT

**Introduction:** *This subject enables the students to develop awareness about international financial management and related practices as found*

**Objectives:** *To enable the students to gain insights into the role of the various global institutions, their structures as well as international trade in India.*

**Credits: 04**

**Semester V**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> International Financial Management and Domestic Financial Management, Nature and Scope of International Financial Management</p> <p><b>International Monetary System</b> and its evolution – Gold Standard, Bretton Woods System, Exchange Rate Regime.</p> <p><b>International Financial Flows,</b> Balance of Payment – Structure, Disequilibrium and Adjustment.</p> <p><b>Foreign Exchange Market:</b> Introduction, Features, Participants, Exchange Rate Quotation, Segments of Foreign Exchange Market – Spot Market, Forward Market, Futures &amp; Options, Concept of Speculation, Arbitrage and Hedging in Foreign Exchange Market</p>	22
II	<p><b>Exchange Rate Determination:</b> Mechanism, Factors, Theories – PPP &amp; IRP</p> <p><b>Exchange Rate Risk:</b> Concept, Types and Risk Management Techniques – Internal &amp; External.</p> <p><b>International Working Capital Management:</b> Overview, International Cash Management, International Receivables Management, International Inventory Management.</p> <p><b>International Financial Market:</b> Overview, International Equity Market – ADR and GDR, International Bond Market – Foreign Bond &amp; Euro Bond</p> <p><b>Financing of Foreign Trade:</b> Modes of Payments in International Trade – D/A, D/P, Letter of Credit etc. Methods of Trade Financing – Pre-shipment and Post-shipment etc.</p>	23

### Reference Books/ Text Books / Cases:

- \* Apte, P. G. International Financial Management. New Delhi: Tata McGrawHill.
- \* Jain, P. K., Peyrard, J., & Yadav, S. S. International Financial Management. New Delhi: Macmillan Publishers India Ltd.
- \* Srivatava, R. M. Multinational Financial Management. New Delhi: Excel Books.
- \* Varshney, R. L., & Bhashyam, S. International Financial Management. New Delhi: Sultan Chand & Sons.
- \* Vyuptakesh, S. International Financial Management. New Delhi: Prentice-Hall of India

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* Understand the various aspects of international financial management
- \* Learn about the various international economic groups
- \* Discuss about the numerous international institutions
- \* Identify the changing scenario of the international economic environment

## BBAE1302: MANAGEMENT OF FINANCIAL INSTITUTIONS & SERVICES

**Introduction:** The course involves the emphasis on banking and key financial services so that scholar gets an exposure to various dynamics of financial system

**Objectives:** To enable the students to explore Indian financial system and be comfortable in understanding its implications on economic growth

**Credits: 04**

**Semester V**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction of Financial System</b> Characteristics, Significance, Evolution, Regulatory Framework, Major Issues in Indian Financial System. Recent Developments in the Financial System Brief overview of Financial markets and financial instruments <b>Financial institutions:</b> Banking and its Structure in India, Commercial Banking - Operating Aspects, Evolving trends, Management of Assets and Liabilities, Basel Norms, Merchant Banking Functions, Issue Management, Underwriting Non-Banking Financial Company-Meaning, Functioning, Classification – AFC, IC, LC, IFC, CIC-ND-SI, MFI Insurance: Life and Non-Life Insurance (Marine / Motor / Fire / Health / Pension Plan / Annuity / Rural Insurance)	22
II	Operational Aspects Special financial institutions: Development banks (IDBI, ICICI, IFCI), Sectoral financial institutions (EXIM Bank, SIDBI), Investment institutions (UTI, LIC, GIC) and State level institutions (SFCS, SIDCS) <b>Financial Services:</b> introduction, characteristics, functions and its types (a) Fee based Services –Corporate Advisory Services, Credit Rating, Mutual Funds, Debt Securitization. loan syndication, Mergers and acquisitions. (b) Fund based Services – Lease and Hire Purchase, Housing Finance, Credit Cards, Financial Inclusion, Microfinance Venture Capital, Factoring, Forfeiting, and Bill Discounting	23

### Reference Books/ Text Books / Cases:

- \* Frank J. Fabozzi, F. Modigliani, Foundation of Financial Markets & Institutions (Third Edition), Pearson Education.
- \* Kohn, M. Financial Institutions & Markets. TATA McGraw Hill.
- \* Khan, M. Y. Indian Financial System. Fourth Edition. TATA McGraw Hill.
- \* Pathak, Bharti V. Indian Financial System. Pearson Publication

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understanding the various financial institutions and their functions
- \* Observe the various features related to insurance and how to use it
- \* Translate the main concepts of financial services into practical.
- \* Predict the basis upon which they can develop into a financial practitioner

## BBAE0303: COST ACCOUNTING FOR BUSINESS MANAGERS

**Introduction:** *In developing economy like ours, the importance of cost accounting has been acknowledged by all when optimum utilization of resources is the need of the day.*

**Objectives:** *To enable the students to gain insights into the various concepts related to cost accounting and the terms which characterize the phenomenon of costing*

**Credits: 04**

**Semester V**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction</b> – Meaning of Cost, Costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts, Cost Unit, Cost Center.</p> <p><b>Elements of Cost-</b> Concepts of Cost and Classifications of Cost, Preparation of cost sheet, Tenders and Quotations procedure followed in modern set of market.</p> <p><b>Contract Costing</b> – Basic concepts, Types of contract, recording of costs of contract, profit on uncompleted contracts, work in progress, cost plus contract, escalation clause. Practical Industries Numerical problems.</p>	22
II	<p><b>Standard costing</b> – standard cost and standard costing, standard costing and budgetary control, analysis of variances, importance of variances, practical numerical on control and material variances. <b>Process Costing</b> - Meaning, Features, elements of production cost, Process costing, By-products Normal loss/gain and Abnormal Loss/ Gains, Preparation of process accounts. Need for valuation of WIP.</p> <p><b>Job Costing</b> – Meaning, Features, Advantages and Limitation.</p> <p><b>Operating Costing</b> –Meaning, Features, Objectives &amp; Techniques of Costing, modern procedure followed by manufacturing units.</p>	23

### Reference Books/ Text Books / Cases:

- \* Jain, S. P.&Narang, K. L. Cost Accounting. New Delhi: Kalyani Publishing House
- \* Khan, M. Y. & Jain, P. K. Management Accounting. New Delhi: Tata McGraw Hill
- \* Kishore, R. M. Cost accounting. New Delhi: Taxmann Publishing
- \* Maheshwari, S. N. &Maheshwari S. K. Cost and Management Accounting. New Delhi: Vikas Publishing House.

**Intended Outcomes:***After completion of the course, student will be able to:*

- \* *Define the basic cost concepts, element of cost & Preparation of Cost Sheet.*
- \* *Classify the principles and techniques used in recording, analyzing and reporting costs*
- \* *Understand the principles and techniques used in revenues for internal management purposes.*
- \* *Develop applicable cost concepts in making short term decisions and the application of spreadsheets in management accounting.*

## BBAE0304: WORKING CAPITAL MANAGEMENT

**Introduction:** This subject has been designed keeping in perspective the various aspects of working capital management as found in an organization.

**Objectives:** To enable the students to develop understanding about working capital management and its functioning in businesses

**Credits: 04**

**Semester V**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction</b> – Meaning and Components of Working Capital, Gross and Net Working Capital, Permanent and Temporary Working Capital, Positive and Negative Working Capital, Objectives of Working Capital Management.</p> <p><b>Operating Cycle Concept</b> – Reasons for Prolonged Operating Cycle, How to reduce Operating Cycle.</p> <p><b>Working Capital Requirement</b> – Factors determining Working Capital, Working Capital in Seasonal Industries, Working Capital during Inflation, Working Capital in Industries with shift working.</p> <p><b>Inventory Management</b> – Meaning and Nature of Inventory, Purpose / Benefits of Holding Inventory, Risk and Costs of Holding Inventories, Meaning and Objectives of Inventory Management.</p>	22
II	<p><b>Tools and Techniques of Inventory Management</b> - Determination of Stock Levels, Determination of Safety Stocks, Ordering systems of Inventory, Economic Order Quantity, ABC Analysis, VED Analysis, FNSD Analysis, Inventory Turnover Ratios, JIT Control System. Numericals on Stock Levels, Economic Order Quantity.</p> <p><b>Receivables Management</b> – Meaning of Receivables, Cost of Maintaining Receivables, Factors influencing size of Receivables, Forecasting the Receivables, Meaning and Objectives of Receivables Management, Dimensions of Receivables Management: Forming of Credit Policy, Executing the Credit Policy, Formulating and Executing Collection Policy.</p> <p><b>Cash Management</b> – Nature of Cash, Motives of Holding Cash, Cash Management, Managing cash flows, Determining Optimum Cash Balance.</p>	23

### Reference Books/ Text Books / Cases:

- \* Bhattacharya, H. *Working Capital Management*. New Delhi: Prentice-Hall of India.
- \* Kishore, R. M. *Financial Management*. New Delhi: Taxmann Publication
- \* Mathur, S. B. *Working Capital Management & Control*. New Delhi: New Age International.
- \* Rustagi, R. P. *Working Capital Management*. New Delhi: Taxmann Publication

**Case Study:** Case Study – Case on M/S HI-TECH ELECTRONICS related to Management of Cash (Source – Financial Management – M Y Khan & P K Jain; Page no. 14.43-14.46)



**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the basic concepts related to working capital management*
- \* *Discuss the management of receivables and inventory*
- \* *Learn the management of cash by an organization*
- \* *Determine and financing working capital requirements*



## BFBE0301: MANAGING SMALL & FAMILY BUSINESS

**Introduction:** *This subject exposes students to the objectives, challenges, and requirements for effectively managing the small to mid-sized business.*

**Objectives:** *To enable the students to take key decisions required of the entrepreneur/manager, the driving forces of the small/family business*

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Small &amp; Family Business:</b> Entrepreneurship and Small Business, Role and importance of small business; forms of organisation for small business. The nature, importance, and uniqueness of family business, The family's relationship with the business: developing a strategic vision & building teamwork, Professional Management of the Family Firm <b>Getting Started:</b> Type of startup ideas, Using innovative thinking to generate business idea, internal and external analysis to identify business ideas, Setting up a SSI; formalities of launching a new venture	23
II	Human resource management and leadership perspective, the role of balanced board of directors, Cousin companies: family governance in multigenerational family firms <b>Succession Planning:</b> Managing succession: the leadership challenge, Model of Succession in Family Business, Building financial security and relinquishing control, Wealth management: family offices and philanthropy, Ingredients for responsible leadership; Family relations, Marketing research for the new venture	22

### Reference Books/ Text Books / Cases:

- \* Arora, R. and Sood, S.K. Fundamentals of Entrepreneurship and Small Business Management. Ludhiana: Kalyani Publishers.
- \* Desai, V. Small-Scale Industries and Entrepreneurship. Mumbai: Himalayan Publishing House
- \* Jain, R. Governance of Family Firms. New Delhi: Macmillan India Ltd.
- \* Ramachandaran, K. Managing a New Business Successfully, New Delhi: Global Business Press.

### Case Study:

- \* Surendra Kumar Agarwal: Long Way from Brass Utensils to Construction Industry, Entrepreneurial Development by S.S.Khanka, S.Chand & Co. Ltd., New Delhi, Reprint Edition-2010. (Part-VI/Case Studies) Case No.5, Page No.375

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* Develop a business strategy that leverages the unique aspects of the business,
- \* Understand the opportunity it is pursuing and the businesses position in the market.
- \* Design a business plan and model that supports the strategy as envisaged by the entrepreneur
- \* Understanding and identifying the issues associated with succession planning, and develop plans to address them.

## BFBE0302: PROJECT PLANNING & MANAGEMENT

**Introduction:** This course examines project management roles and environments, project life cycle and various techniques of work planning and control and evaluation to achieve project objectives.

**Objectives:** To enable the students gain insights into the various aspects of project related concepts as well as how to go about its planning and management

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> meaning and characteristics of project, meaning, characteristics, scope, need and importance of project management, phases of project life cycle, sources of project financing, code of ethics of project management profession <b>Project planning:</b> Identification of investment opportunity, project screening, pre feasibility project	22
II	<b>Feasibility analysis:</b> Financial appraisal, Technological appraisal, socio cost benefit appraisal, market appraisal Risk analysis and management, detailed project report, human aspects in project, project organization, project direction, project coordination and project control, new trends in project management	23

### Reference Books/ Text Books / Cases:

- \* Nagarajan, K. Project Management. New Delhi: New Age International Publications.
- \* Rao, P. C. K. Project Management and Control. New Delhi: Sultan Chand and Sons.
- \* Chandra, P. Projects: Planning, Analysis, Financing, Implementation and Review. New Delhi: Tata McGraw Hill Education
- \* Choudhury, S. Project Management. New Delhi: Tata Mc Graw Hill Publishing Company

### Cases:

- \* Suitable case from Nagarajan K., *Project Management*, New Age International Publications

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Familiarize themselves with the various aspects of Projects
- \* Understand the issues relating to preparing, appraisal, and monitoring projects
- \* Recognize the development of the skills using simple project management tools
- \* Understand immediate application to the background and needs of a project

## BFBE0303: e-BUSINESS

**Introduction:** This subject focuses on key issues related to e-business such as online aspect of it, CRM, SCM and data warehousing as well as security part of it

**Objectives:** To enable students gain insights into current and emerging technologies and other concepts related to e-business which are redefining the businesses.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Basics of E-Business:</b> Introduction, Concept, Nature and Scope of E – Business, Evolution of E-Business, E-commerce business practices v/s traditional business practices, Principles of E-Business, E-Business Infrastructure, E- Business Models, Advantages and Disadvantages, Reasons for going online business, E-Business and its Solutions, e –business and e-commerce comparison.</p> <p><b>Online Business with technology:</b> Business Operation, Concepts of b2b, b2c, c2c, b2g, g2c etc., Management issues relating to E-commerce.</p>	23
II	<p><b>Internet Security:</b> E- Contract, Digital signatures and Legal Affairs, Securities in E- Payment system. Cyber securities: Introduction, Types and Cyber threats, cyber safety tips.</p> <p><b>CRM, SCM &amp; Data Warehousing:</b> Introduction to CRM, Role of CRM, Importance of CRM, E-business to improve supply chain, SCM &amp; e-business, e-logistics, Data Warehousing for e-business, Introduction to Data Warehousing, Data Mining, Major requirements in E-Business; Emerging trends and technologies in E-Business. E-Business Plan Development.</p>	22

### Reference Books/ Text Books / Cases:

- \* Diwan, P. & Sharma, S. E-commerce-A Manager's Guide to e- Business. New Delhi: Excel Books.
- \* Joseph, P. T. E-Commerce-A Managerial Perspective. New Delhi: Prentice Hall of India.
- \* Kalakota, R. &Whinston A. B. Frontiers of Electronic Commerce. New Delhi: Pearson Education.
- \* Laudon K. C. &Traver, C. G. E-Commerce: Business, Technology, Society. New Delhi: Pearson Education

### Case Study:

- \* Case Study on Walmart.com—eCommerce-Guide.com at <http://www.ecommerceguide.com/news/trends/article.php/1501651>

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the basic concepts and functions of e-business
- \* Get acquainted with the security features of online business
- \* Comprehend how online business is reshaping the business scenario.
- \* Learn about CRM, SCM and data warehousing

## BFBE0304: MODERN OFFICE MANAGEMENT

**Introduction:** This course in modern office management will give insights to the students so as to make them understand the concept underlying this subject.

**Objectives:** To enable the students to develop a broad view on various concepts related to modern office management and how it defines the organizations of today

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Modern Office and Office Accommodation:</b> Meaning & Definitions of office and office management; Elements, Importance & Functions of office management; Qualities, Duties and Responsibilities of Office Manager; Meaning & Principles of office Accommodation; Location of Office; Meaning, Objectives, Principles of office Layout. <b>Office Systems and Procedures:</b> Meaning & Definition of System and Procedure; Objectives, Importance, Advantages & Limitations of Office System.	22
II	Planning Office System; Meaning, Problems and Principles of System Integration; Meaning, Problems and Analysis of Flow of Work. <b>Records Management and Correspondence:</b> Meaning and Definition, Principles, Process of Record Management; Meaning, Characteristics, Classification & Methods of Filing System; Meaning, Types & Steps of Indexing; Modern trends in Record Making. Meaning and Types of correspondence; Handling and Disposal of Mail.	23

### Reference Books/ Text Books / Cases:

- \* Chopra, R. K. & Chopra, A. Office Management. New Delhi: Himalaya Publishing House.
- \* Arora, S. P. Office Organization and Management. New Delhi: Vikas Publishing House .
- \* Nair, R.K. & Banerjee, A. K. Office Management. Meerut: Pragati Prakashan.

### Case Study:

- \* “Left or right”, Rao.V.S.P., *Management Text and Cases*, Excel Books

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Classify the nature and role of modern office management in an organization.
- \* Understand the functioning of modern office.
- \* Explaining and gaining knowledge on the management of Modern Offices.
- \* Understand the modern office systems and procedures

## BBAE0401: PRINCIPLES AND PRACTICES OF LIFE INSURANCE

**Introduction:** *The subject covers the principles as well as practices of insurance as applicable on individuals and organizations within the larger economic system.*

**Objectives:** *To enable the students in getting an outlook of how insurance business works on a day-to-day basis and how various policies are formulated.*

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Life Insurance Introduction:</b> Concept, features, significance, difference between life insurance and other forms of insurance, Parties to the Insurance contract and their Rights and Duties, Insurance Documents, Principles of life insurance and its Application, recent trends in life insurance. <b>Life Insurance Risk:</b> Selection and Classification of risks, Elements in computation of Assurance premium, Factors governing sum assured - Calculation of Premium, Methods of calculating risk in life insurance	22
II	<b>Life Insurance Claims and payments:</b> Surrender value, Sum Assured, policy conditions, life insurance claims and settlement of life insurance claims. <b>Life Insurance Policies:</b> Kinds of Life Insurance Policies, Unit Linked Insurance plans, Life Insurance Annuities. Group Insurance, Legal provisions and procedure of taking life insurance policy, Assignment of Life Insurance Policies, life insurance Agents and Role of Agent.	23

### Reference Books/ Text Books / Cases:

- \* Mishra, M. N. Insurance Principles and Practice. New Delhi: S. Chand & Company.
- \* Panda, G. Principles and Practice of Insurance. New Delhi: Kalyani Publishers.
- \* Periasamy, P. Principles and Practices of Insurance. Mumbai: Himalaya Publishing House.
- \* Sreenivasan, N. M. Principles of Insurance Law. Lucknow: Eastern Book Company.

**Intended Outcomes:** *After completion of the course, student will be able to::*

- \* *Understand about the concept of insurance & its importance.*
- \* *Classify risks covered under the ambit of insurance.*
- \* *Select a theoretical basis upon which they will develop their knowledge in other areas of insurance.*
- \* *Discuss various types of insurance policies.*

## BBAE0402: FUNCTIONAL ASPECTS OF BANKING

**Introduction:** This course introduces the functional aspects of banking, the roles played and services rendered by banks, various types of bank accounts & loan system in Indian Banks.

**Objectives:** To enable the students with regard to gaining insights into the routine and specific functions related to the banking scenario in the country and otherwise

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Banker &amp; Customer:</b> Banking in India, Definition & Roles of Banks, Banking Services & Products. Operational Aspect of commercial banks in India, Organisation of Banking Business – Types of Banks, Relationship of Banker & Customer as Debtor-Creditors, Know Your Customer (KYC) guidelines. Pledgee-Pledgor, Agent-Principles & Lessor-Lessee. <b>Customers' Accounts:</b> Opening & Operations of Different Kinds of Bank Accounts & their Special Features - Saving Account, Current Account, Fixed Deposit Account, Recurring Deposit Account and other Accounts Closing of Bank Account. RBI & its role. Recovery of loan- legal process and RBI guidelines. Types of cheques-drawing-alteration-marking and crossing of cheques. how to apply for loan, documents required, eligibility, calculation of EMI, concept of credit score	22
II	<b>Day-to-day- Cash &amp; Non-cash Operations in Banking:</b> Cash Deposits, Cheque Withdrawals and Fund Transfers. <b>Loans &amp; Advances:</b> Various Forms of Landings – Loans, Cash Credit, Overdraft, calculation of interest on loan & deposits, EMIs. Meaning & Characteristics of Secured Advantages, Types of securities, Types of Collateral Securities, General Principles of Sound Lending. <b>Payment and Collection of Cheque:</b> Cheque / DD & MC and its features. Role and Duties of Paying and Collecting Banks. Concept of rural banking	23

### Reference Books/ Text Books / Cases:

- \* Gopinath, M. N. Banking Principles & Operations. Mumbai: Snow White Publications Pvt. Ltd.
- \* Guruswamy, S. Banking Theory Law & Practice, New Delhi, Tata McGrawHill
- \* Shekhar, K. C. & Shekhar, L. Banking Theory and Practice. Noida: Vikas Publishing House Pvt. Ltd.
- \* Varshney, P. N. Banking Law and Practice. New Delhi: Sultan Chand and Sons

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Have fundamental knowledge of the prevailing banking system in India.
- \* Summarize various functional aspects of banking.
- \* Discuss operating system of banks for accounts & loans.
- \* Explain the mechanism behind payment and collection of cheques



## BBAE0403: INSURANCE LAWS AND ENVIRONMENT

**Introduction:** *This course introduces insurance business and legal framework of insurance laws and regulations and insurance business environment in the country.*

**Objectives:** *To enable the students gain insights into the insurance sector in the country as well as various laws associated with it along with the prevailing environment*

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction of Insurance:</b> Definition, History and development of Insurance in India, Insurance sector reforms, Role of insurance in Indian market, Need for Globalization, Global Picture of Insurance, Globalization and its impact on India <b>Legal Framework:</b> Legal Framework of Insurance Business, Registration and Licensing of Insurance Industry, introduction to IRDA,	22
II	<b>Laws regulating insurance business</b> – Life Insurance Corporation Act, 1956 – General Insurance Business Nationalization Act, 1972 – Insurance Act, 1938 <b>Insurance Business Environment:</b> Business environment – Internal environment – external environment, Legal and economic Environment – Financial environment – commercial environment –Environmental impact on Insurance business, Role of Insurance Companies.	23

### Reference Books/ Text Books / Cases:

- \* Gupta, P. K. Fundamentals of Insurance. Mumbai: Himalaya Publication.
- \* Mishra, S. B. and Mishra M. N. Insurance Principles and Practice. New Delhi: S. Chand Publishers.
- \* Murthy K. S. N. and Sharma K. V. S. Modern Law of Insurance in India. New Delhi: N M Tripathi Pvt. Ltd.
- \* Sreenivasan, M. N. Principles of Insurance Law. Lucknow: Eastern Book Company.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* Understand about the Insurance Business in India
- \* Classify the various types of environment on the growth of Insurance sector.
- \* Outline the growth of insurance sector in India.
- \* Identify the global insurance environment.



## BBAE0404: e-BANKING

**Introduction:** This subject focuses on introducing the students to the key issues related to e-banking such as electronic payment system and cyber security

**Objectives:** To enable students gain insights into current and emerging technologies, issues (legal and otherwise) related to e-business.

**Credits: 04**

**Semester V**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> Concept, Definition & Origin of E-Banking, Scope and Type of E-Banking – Internet Banking, Mobile Banking etc., Issues and Challenges in E-Banking, Advantages and Limitations of E-Banking, Future of E-Banking in India. Role and uses of technology upgradation. <b>Electronic Payment System:</b> Concept of Electronic Payment, Basic elements of electronic payment system, Types of Electronic Payment Systems – Electronic Cash, Electronic Cheque, EFT, RTGS, Credit Card, Smart Card,	22
II	Concept of Payment Gateway and Paypal, Concept & Working of ATM, Anywhere anytime banking- home banking (Corporate and personal), microfiche, note and coin counting devices. SWIFT payment, Currency card, travel card, RBI Rules for sending/ receiving money to/ from abroad? <b>Cyber Security and Legal Issues:</b> Cyber Crimes & Security, Cyber Attacks – Trojan, Virus, Worm, Spam, Hacking – Phishing, IP Spoofing, Safety Measures – Firewalls, Intrusion Detection Systems, Secure Sockets Layer, Authentication & Assurance of Data Integrity, Cryptography, Digital Signatures. Global developments in banking technology. Information Technology in finance & service delivery. <b>Overview of Information Technology Act – 2000</b>	23

### Reference Books/ Text Books / Cases:

- \* Bajaj, K. K. & Nag, D. E-Commerce. New Delhi: Tata McGrawHill
- \* Diwan, P. & Sharma, S. E-commerce-A Manager's Guide to e- Business. New Delhi: Excel Books.
- \* Kalakota, R. &Whinston A. B. Frontiers of Electronic Commerce. New Delhi: Pearson Education.
- \* Kaptan S. S. &Choubey, N. S. Indian Banking in Electronic Era. New Delhi: Sarup& Sons.
- \* Sharma, K. C. Modern Banking in India. New Delhi: Deep & Deep Publications.

**Intended Outcomes:** After completion of the course, student will be able to::

- \* Describe the basic concepts and functions of e-banking
- \* Discuss the role of information, security and technology in e-banking.
- \* Understand & Summarize various important elements of e-banking system.
- \* Understand & Summarize online payment system and its features

## BFBE0201: INTERNATIONAL BUSINESS ENVIRONMENT

**Introduction:** This course on international business environment would help the students in getting a fair understanding of the international business related issues by various firms.

**Objectives:** To enable the students learn nature, scope and structure of international business, To make students understand the influence of environmental factors on international business

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to International Business:</b> Importance, nature and scope of International Business; Process and Modes of entry into International Business and its managerial implications; MNCs and their involvement in International Business; Issues in foreign investments, technology transfer, pricing and regulations;</p> <p><b>International Business Environment:</b> Economic, Political, Cultural and Legal Factors affecting environments in International Business.</p> <p><b>Balance of Payment Account:</b> Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment deficits and correction policies.</p>	22
II	<p><b>Global Trading and Investment Environment:</b> World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.</p> <p><b>International Economic Institutions and Agreements:</b> WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements.</p> <p><b>Global Human Resource Management:</b> Selection, Development, Performance Appraisal and Compensation, Motivating employees in global context and managing groups across cultures, Multicultural management.</p> <p><b>Contemporary Issues in International Business:</b> Labor and Environmental Issues. Recent development in Corporate Social Responsibility and Policy Implications</p>	23

### Reference Books/ Text Books / Cases:

- \* Bennet, Roger, *International Business*, Financial Times, Pitman Publishing, London.
- \* Bhattacharya, B., *Going International: Response Strategies of the Indian Sector*, Wheeler Publishing, New Delhi.
- \* Czinkota, Michael R., et. al., *International Business*, the Dryden Press, Fortworth.22
- \* Danoes, John D. and Radebaugh, Lee H., *International Business: Environment and Operations*, Addison Wesley, Readings.
- \* Hill, Charles W. L., *International Business*, McGraw Hill, New York.
- \* K Aswathappa, *International Business*, McGraw Hill.
- \* Cherunilam Francis, *International Business PHI*
- \* Agarwal Raj - *International Trade*, Excel
- \* Jaiswal Bimal - *International Business*, Himalaya Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Discuss international business as adopted by the companies*
- \* *Elaborate the response which organizations give to environmental changes.*
- \* *Estimate how international business environment responds to the various dynamics.*
- \* *Test the various theories of international business*

## BCME0401: MANAGEMENT OF INTERNATIONAL TRADE

**Introduction:** This course would help the students in developing the understanding of the international trade concepts and its impact on the growth of an economy.

**Objective:** To acquaint the students with the theoretical foundations of international trade To enable them to learn the pattern, structure and policy framework of India's foreign trade.

**Credits: 04**

**Semester V**

**L-T-P: 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Theoretical Foundations of International Trade:</b> Reasons for international trade: Mercantilist and neo-mercantilist view; Theories of international trade: Absolute and comparative advantage theories: Modern theories of trade; Gains from trade; Foreign trade multiplier; Terms of trade.</p> <p><b>Direct Investment:</b> FDI in the world economy, Cost and Benefit analysis of FDI to Host and Home Countries, Government Policy Instruments and FDI; Foreign debt situation.</p> <p><b>Instruments of Commercial Policy:</b> Tariffs quotas and other measures and their effects; Arguments for and against protection; Trade regulations and WTO; Trade policy and developing countries.</p>	22
II	<p><b>Factor Movements and International Trade in Services:</b> Capital flows-Types and theories of foreign investments, Barriers to foreign investments; Labor migration; Theory of international trade in services.</p> <p><b>Regional Economic Integration:</b> Levels of Regional Economic Integration; Free trade area, customs union, economic union, and common market; NAFTA,EU, SAARC, ASEAN,BRICS,G-20.</p> <p><b>Policy Framework and Promotional Measures:</b> India's foreign trade and investment policy; Policy making body and mechanism; Export promotion measures and infrastructure support – export and trading, houses, export promotion schemes and incentives; Institutional arrangements for export promotion.</p>	23

### Reference Books/ Text Books / Cases:

- \* *Economic Survey*, Govt. of India.
- \* *Export-import Policy and Other Documents*, Govt. of India.
- \* Hazari, R. Bharat, *Micro Economic Foundations of International Trade*, Croom Helm, London and Sydney.
- \* Letiche, John M., *International Economics: Policies and Theoretical Foundations*, Academic Press, New York.
- \* Mannur, H.G., *International Economics*, Vikas Publishing House, New Delhi,
- \* Salvatore, D., *International Economics*, John Wiley and Sons.
- \* Sodersten, BO, *International Economics*, McMillan, London.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Identify and understand the theoretical foundation of international trade.
- \* Remember the instruments related to commercial policy.
- \* Explain the importance of regional economic integration.
- \* Discuss the various factor movements in international service

## BCME0402: INTERNATIONAL LOGISTICS

**Introduction:** This course will help the students in developing understanding of the inventory management concept and various modes related to international logistics.

**Objectives:** To acquaint the students with the general and clear idea of international logistics system  
To make the students aware of the various aspects related to its management.

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Concept of International Logistics Management:</b> Concept, evolution and development; Importance of logistics management to international business, International Logistics functions and intermediaries. Issues involved in movement of goods</p> <p><b>Transportation:</b> Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out –sourcing;</p> <p><b>Various modes of logistics management:</b> The general structure of shipping industry; cargo types; vessels and vessel characteristics; freight structure and practices; coordination; role of intermediaries' .forwarding and clearing agents; freight brokers; stevedores and shippers agents. Containerization</p>	23
II	<p><b>Air transportation and its scope</b> Air transportation, advantages, disadvantages, freight structure and operations, carrier and consignee liabilities.</p> <p><b>Warehousing:</b> Warehousing and marketing strategy; Objectives and functions of warehousing; Warehouse strategies; Material handling equipment and Material mobility Warehousing evaluation and requirements.</p> <p><b>Inventory management</b>-inventory categories, EOQ, LT, ICC; Inventory levels; Material planning and sourcing of procurement; Methods of cost reduction.</p>	22

### Reference Books/ Text Books / Cases:

- \* James F. Robbison & William C Copaciano (editors): *The Logistics Hand Book*.
- \* Donald F Wood et.al : *International Logistics*
- \* Douglas Lambert and James R Stock: *Strategic Logistics Management*
- \* Bowersor, Donald J and David J Closs, *Logistics Management and Integrated Supply Chain Management*, Tata McGraw Hill.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the importance of inventory management for its efficient utilization.
- \* Learn the various logistic mechanism for prompt supplies
- \* Enhance the concept of material planning
- \* Explain the methods of cost reduction, cost management

## BCME0403: INTERNATIONAL TREATIES AND CONVENTION

**Introduction:** This course would help the students in developing understanding of the international laws and treaties and their impact on the growth of economy.

**Objectives:** To acquaint the students with the theoretical foundations of international treaties and conventions

To enable them to learn the pattern, structure and policy framework at trade blocks.

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Development of international law, Nature of international laws, Legality of international laws: Positive morality, Treaties as to the basis of international law, Article 253, Relationship between international law and state law, Article 51(7), Article 37</p> <p><b>Concept of treaties:</b> Kind of Treaties, Binding force of Treaties, PACTASUNT SERVANDA, JUS CUGENS, Enforcement of Treaties, compliance with Treaty obligations,</p>	22
II	<p>Parties of treaty and convention, Formation of Treaties, Reservation invalidity and termination of Treaty,</p> <p><b>Laws of Treaties and convention:</b> Vienna convention on law of Treaties, interpretation of Treaties, Dispute settlement for breach of Treaties, Policy framework for FDI in India, Policy on counter trade agreement, Indian joint ventures, Indian double tax avoidance, Agreement comprehensive economic co-operation agreement, Economic co-operation and integration between countries, Integration between countries, NAFTA, ASEAN, SAARC, SAPTA, NAFTA</p>	23

### Reference Books/ Text Books / Cases:

- \* By Andrew T. Guzman: *How international Law works: A rational choice theory*
- \* Czinkota, Michael R., et. al., *International Business*, the Dryden Press, Fortworth.22
- \* Danoes, John D. and Radebaugh, Lee H., *International Business: Environment and Operations*, Addison Wesley, Readings.
- \* Hill, Charles W. L., *International Business*, McGraw Hill, New York.
- \* *Economic Survey*, Govt. of India.
- \* *Export-import Policy and Other Documents*, Govt. of India.
- \* Hazari, R. Bharat, *Micro Economic Foundations of International Trade*, Croom Helm, London and Sydney.
- \* Letiche, John M., *International Economics: Policies and Theoretical Foundations*, Academic Press, New York.
- \* Mannur, H.G., *International Economics*, Vikas Publishing House, New Delhi,
- \* Salvatore, D., *International Economics*, John Wiley and Sons.
- \* Sodersten, BO, *International Economics*, McMillan, London.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the theoretical foundation of international treaties
- \* Identify the role played by international conventions
- \* Comprehend the laws of treaties and conventions
- \* Learn the importance of the grievance handling mechanism



## BBHE0101: EMERGING TRENDS IN HOSPITALITY

**Introduction:** This course on business policy and strategic management would help the students in getting an understanding of the corporate level policy and strategy formulation areas.

**Objectives:** To equip the students with necessary insight in to designing for an organization  
To assist the students understand the organizational strategy with the changing environment.

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Hospitality Industry:</b> Introduction to hospitality & hotel industry-Hospitality and its origin-Hotels, their evolution and growth- Brief introduction to hotel core areas. Organization chart of a five star hotel. Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms. <b>Hotel Organization:</b> Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc..	22
II	<b>Room Reservations: Registration</b> - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints. <b>Evaluating hotel Performance:</b> Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest. <b>Yield Management:</b> Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management.	23

### Reference Books/ Text Books / Cases:

- \* JagmohanNegi, *Hotels for Tourism Development*, S. Chand, New Delhi.
- \* Jatashankar R Tewar, *Hotel front office operations and Management*, Oxford publication New Delhi.
- \* Gray and Ligouri, *Hotel and Motel Management and Operations*, PHI, New Delhi.
- \* Sudheer Andrews, *Hotel Front Office Training Manual*, Tata McGraw Hill, Bombay.
- \* John Cousins David Foskett&Cailein Gillespie, *Food and Beverage Management*, Pearson Education, England.
- \* Arthur & Gladwell, *Hotel Assistant Manager* (London communicate, Barril, Jenkins)

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the various strategies adopted by the tourism industry in response to environmental changes.
- \* Getting familiar with the manner in which strategic and competitive advantage is developed.
- \* Comprehending the basics of hotel organization and Guest Services techniques
- \* Learning about the strategies adopted by the industry those are sustainable, responsible and pragmatic..



## BBHE1102: LEGAL & SOCIAL PRACTICES IN HOSPITALITY

**Introduction:** This course introduces the students to the service industry laws. It is necessary for students those who have to work in environments which deal with many legal aspects.

**Objectives:** To enable the students know the regulations of government related to hospitality  
To make students aware about service industry related laws

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p>Laws Related to Hotel Operations in India: Doing Hotel Business in India, Business Contracts, Hotel Insurance policies.</p> <p><b>Licenses and permits for hotels and catering establishments</b> – Hotel Licenses and Regulations, Procedure for procurement. Tourism related laws – VISA, Passport, Foreign exchange management Act</p> <p>Consumer Protection: Objectives, Definitions, Global Scenario, Evolution of Consumer Protection in India, Consumer Protection Act, 2019, Product Safety Standards and Liability, E-Consumer Protection</p> <p>Food Safety Ecosystem: General understanding of food safety ecosystem- National (FSSAI, BIS, Commodity Boards, EIC, AGMARK), Indian Food Safety law, FSSAI roles and functions, Eat Right India and other initiatives of FSSAI</p> <p>Shop and Establishment Act in India: Introduction, Objectives of the Act, Applicability of the Act, Key provisions of the Act, Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants etc</p>	22
II	<p>Protection of Water, Air and Environment in India: The Water (Prevention and Control of Pollution) Act of 1974, The Air (Prevention and Control of Pollution) Act of 1981, The Environment Protection Act (EPA) of 1986</p> <p>Fundamental Principles of International Environmental Law: Sustainable Development; Precautionary Principle; Polluter Pays Principle.</p> <p><b>Laws Related to Employees, Guests, Public Health &amp; Safety:</b> <b>Introduction and Overview of Labour Laws:</b> The Employees State Insurance Act, The Provident Funds Act, The Apprentices Act, Factory Act&amp; Industrial Disputes Act</p>	23

### Reference Books/ Text Books / Cases:

- \* Bulchandani, K.R., *Business Law for Management*. Mumbai: Himalaya Publishing House.
- \* Gulshan, S. S., & Kapoor, G. K. *Business Law*. New Delhi: New Age International Pvt. Ltd.
- \* Kuchhal, M. C. *Business Law*. Noida: Vikas Publishing House Pvt. Ltd.
- \* Mathur, Satish, *Business Law*.
- \* Tulsian, P. C. *Business Law*. New Delhi: Tata McGraw Hill Pvt. Ltd
- \* Goswami, V. G. *Labour and Industrial Law*. Allahabad: Central Law Agency.
- \* Kapoor, N.D. *Elements of Merchantile Law*. New Delhi: Sultan Chand& Sons.
- \* Devendra, Amitabh, *Hotel Law*, Oxford University Press

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Discuss the various legal measures adopted by the tourism industry.*
- \* *Understand the social practices for the benefit of the stakeholders in tourism and hospitality.*
- \* *Develop personally as well as professionally in the said area.*
- \* *Learn the practical approach related to legal and management skills alongside theoretical business knowledge.*
- \* *Understand the various facets of the hospitality industry.*

## BBHE0103: HOSPITALITY MARKETING & SALES

**Introduction:** The course provides an introduction to marketing and sales functions of the hospitality industry and how the same are being used by numerous organizations.

**Objectives:** To assist students how to develop a strategic marketing  
To help students apply techniques and strategies to a variety of service businesses

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Foundation of Hospitality Marketing</b> Introduction to Hospitality, The Nature of the Hospitality Industry, Components of Hospitality Industry, Classification of Hospitality Product and Services, Characteristics of Hospitality Services, Overview and classification of Hotel Industry, Basics of Hotel Marketing, Marketing and selling of Hotel services, Customer Focus in Hospitality Industry, A general Description of a Hotel Customer, Customer Behavior and Lifestyle, Motivational Factors making people buy or spend money. Customer behavior and decision making process, Segmentation, Selection of segmentation variables, Effective segmentation- measurable, sustainable and accessible, Selecting the Target Market, Positioning.</p> <p><b>Marketing Mix of Hospitality Industry</b> Introduction to Seven P's of Hospitality Marketing, Total Product Concept by Levitt, Classification on Tangibility Spectrum, Product Life cycle, Branding the hospitality services, Formulation of Hotel Product mix, Pricing Decisions, Pricing Strategies adopted in Hotels, Different types of Room Tariffs, Channels of distribution, Factors influencing distribution, Distribution strategy of Hotels</p>	23
II	<p>Promotion mix in Hotels, WOM as a promotional tool, event promotions in hotels, examples of Integrated marketing communications for hotel industry. Expanded Marketing Mix : An Overview, Process – Blueprinting Examples in Hotels, Essential considerations for physical evidence, People – Role of Front line staff in Hotels, Recruitment, selection and Training of staff; Relationship marketing, Steps of service delivery, Benefits of Service Blueprint</p> <p><b>Hospitality Sales and Service Quality</b> Professional Sales, Sales Process in Hotels, Sales forecasting Methods in Hospitality Business, Sales Territory, Sales Quotas, Sales Presentations, Public Relations and Sales Promotion, Types of sales promotion, Motivating the sales force, sales force compensation, Customer Relationship Management through PMS. Introduction to service quality, Importance of Service quality and its management, SERVQUAL and SERVPERF in Hotel, Service quality Gap Model, Service Quality factors in hotel, Zone of Tolerance. Customer Loyalty and its determinants, Loyalty programs in Hotels.</p>	22

**Reference Books/ Text Books / Cases:**

- \* Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. *Marketing for Hospitality and Tourism*.
- \* Reid, R. D., & Bojanic, D. C. *Hospitality Marketing Management*. John Wiley and Sons.
- \* Walker, J. R. *Introduction to Hospitality*. United States: Prentice Hall
- \* Chon, K. & Sparrowe, R. T. *Welcome to Hospitality...an Introduction*. United States: Thomson Learning
- \* D. Bowie and F. Buttle, *Hospitality Marketing: Principle and Practices*. UK: Elsevier Butterworth-Heinemann.
- \* K. Prasanna, *Marketing of Hospitality and Tourism Services*. New Delhi: Tata McGraw Hill Education Private Limited.

**Cases:**

- \* Oberoi Hotels: Train Whistle in the Tiger Reserve, Reference No: 9-615-043, Authors – Ryan W Buell; Ananth Raman; Vidhya Muthuram (Harvard Business School-HBS)
- \* Taj Hotels, Resorts and Palaces, Reference No: 9-511-039, Authors – Rohit Deshpande, Mona Sinha (Harvard Business School-HBS)
- \* Uniqueness of the Hospitality Product, Reference no. BEP2986, Authors- Betsy Bender Stringham; Charles Partlow (European Case Clearing House-ECCH)

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the concept, origin and development of hospitality industry.*
- \* *Discuss the various applications of Marketing and sales concepts in Hospitality Industry.*
- \* *Understand the marketing mix of hospitality industry.*
- \* *Identify and understand the functioning of hospitality marketing in India and the world.*

## BBHE0104: STRATEGIC HOSPITALITY MANAGEMENT

**Introduction:** This course on business policy and strategic management would help the students in getting an understanding of the corporate level policy and strategy formulation areas.

**Objectives:** To enable students understand the concept and process of strategic management  
To make students aware how the same could be adopted in the hospitality and tourism industries.

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to strategic hospitality management:</b> Strategic Management-Origin, Concept, Scope and Process; Strategic Thinking; Global competitiveness; Key Players in Indian Hospitality and Tourism Industry.</p> <p><b>Micro and macro strategic environment:</b> The Environment and External Stakeholders - Assessment of the Broad Environment, Analysis of External Stakeholders - Internal Analysis and Competitive Advantage.</p> <p><b>Strategic direction &amp; formulating basic strategies :</b> Strategic Direction-Creating a Strategic Direction, Mission Statements, Organizational Vision, Organizational Values; Strategy Formulation at the Business-Unit Level-Generic Business Strategies, Competitive Dynamics</p>	23
II	<p>Corporate-Level Strategy and Restructuring - Concentration Strategies, Vertical Integration Strategies, Diversification Strategies, Mergers and Acquisitions, Strategic Restructuring.</p> <p><b>Implementing strategies and establish control systems :</b> Inter-organizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- Organizational Structures design, Organizational Control, power and politics.</p> <p><b>Strategies for hospitality entrepreneurship:</b> Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Emerging Trends; Strategic issues in not-for-profit organization.</p>	22

### Reference Books/ Text Books / Cases:

- \* Enz, C. A. *Hospitality Strategic Management: Concepts and Cases (2nd ed.)*. Wiley.
- \* Okumus, F., Altinay, L., & Chathoth, P. *Strategic Management for Hospitality and Tourism (1st ed.)*. Butterworth-Heinemann.
- \* Olsen, M., & Zhao, J. (Eds.). *Handbook of Hospitality Strategic Management*. Butterworth-Heinemann.
- \* David, F. R. *Strategic Management (13th ed.)*. Prentice Hall.
- \* Hill, C. W. L., & Jones, G. R. *Strategic Management: An Integrated Approach (9th ed.)*. South-Western College Pub

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Assess the core areas of business strategy relevant to hospitality industry.
- \* Analyze the relationship between the global business environment and strategic decisions made by hospitality industry.
- \* Employ analytical skills to choose appropriate structures and cultures for the successful implementation of business strategies
- \* Evaluate the appropriateness and effectiveness of various strategic evaluation methods intended for hospitality industry.

## BBHE0201: EVENT MANAGEMENT PLANNING

**Introduction:** This course would make the students aware of what it takes to plan an event successfully as well as the different factors one needs to consider while planning an event.

**Objectives:** To assist the students what undergoes in planning an event  
To make the students aware of different processes required to plan an event successfully.

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Event Planning-</b> Significance, Advantages, Tools, Phases in event planning - Pre Event, Execution, Post Event, Event management in 21<sup>st</sup> century, <b>Event Sponsorship</b> – Introduction, Importance, Organizer, Partners, Associates, , Type of Sponsorship, sponsor role, Sponsorship database, proposal, Closing a sponsorship, Sponsorship Research, Sponsorship or Partnership.</p> <p><b>Event planning &amp; team management:</b> Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Stage Lighting Needs, Projection, Sound, Protocols, Dress codes, Photography, staffing</p>	23
II	<p><b>Leadership:</b> Introduction, traits, characteristics, motivation and leadership, Cash Flow In Events - Importance, Expenses &amp; it's types, Accounting Pattern, Evaluation Analysis As Applied To Event Management And Tactical Decisions</p> <p><b>Crisis Management</b> -Crisis planning, precautionary measures, preparation, provision, implementation, handling negative publicity, <b>Budget And Events</b> - Introduction, Budget Preparation , Guidelines in preparing budget, Contingency Budget, Budget Monitoring, Budget Evaluation, Income Categories for an Event, Expenses, <b>Venue</b>-Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound &amp; Lights, Generators, walkie – talkie, Pyros, Advertising / PR, Print, Hoardings, Buses, Public Relations, Performers.</p>	22

### Reference Books/ Text Books / Cases:

- \* Event Marketing second edition by C.A. Preston
- \* Experiential Marketing by Schmitt, Bernd H.
- \* The Complete Guide to Successful Event Planning - Shannon Kilkenny
- \* Human Resource Management for Events - Lynn Van der Wagen (Author)
- \* The Art of Professional Connections by Gloria Petersen

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Recognize the importance of event planning in current scenario.
- \* Discuss the approaches and strategies that can be used to deal while filtering out the sponsorship and management of team in an effective manner.
- \* Acquire the information and skills necessary for preparing an event.
- \* Provide an overview of the skills and abilities required to plan budgets for events and take preventative steps during crisis..

## BBHE0202: EVENT PRODUCTION PROCESS

**Introduction:** The course in event production process will introduce the students to the nuances of production management for an event and how the same is used by various organizations.

**Objectives:** To explain the students about the nuances of producing a successful event  
To explain the students the process and bottlenecks of producing an event.

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	Concept of event production, Developing the concept, analysis of concept, Types and categories of events, Role of manager in event production, event proposals, designing of an event product. Event flow, team delegation, terms and condition, branding and coordination. Feasibility of an event, phases of product development with reference to events, break even analysis for events (some numerical are expected)	23
II	Customized events, designing niche events for privileged customers. Sponsorship; definition and requirements. Arranging sponsorship for events. Event production process, essential requirement of a successful event product, common terms used in event production process, key ingredients of producing a successful event, barriers of producing a successful event. Role of facilities, Cost associated with facilities	22

### Reference Books/ Text Books / Cases:

- \* *Event Management, an Integrated & Practical Approach* By Razaq Raj, Paul Walters & Tahir Rashid
- \* *Event Management, A Professional Approach* By Ashutosh Chaturvedi
- \* *Event Management* By Lynn Van Der Wagen & Brenda R Carlos

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Explore various nuances related to event production.
- \* Recognize the strategies and impediments in arranging an event.
- \* Gain an understanding of the product development process through events and a feasibility analysis of the event.
- \* Specify the essential criterion for successful event.



## BBHE0203: EVENT COST ACCOUNTING & FINANCE MANAGEMENT

**Introduction:** This course would help the students in getting understanding of the Generally Accepted Cost Accounting Principles and Techniques to facilitate managerial decision making.

**Objectives:** To acquaint the students with Generally Accepted Cost Accounting Concepts and Techniques

To facilitate students towards managerial decision making related to financial management

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> Event Cost Accounting: Objectives and scope of Event Cost Accounting, Event Cost centres and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations. <b>Event Costing:</b> Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point, B.E.P. Analysis for Events.	22
II	<b>Budget and Events:</b> Introduction, Making the Budget, do's, don'ts, Contingency, Monitoring the budget, Budget Review, Budget Control & Variance. Event Market Analysis, Technical Analysis, Financial Analysis, Key issues in Project Analysis, Project Appraisal, financial appraisal, Application for financial assistance, Ratio Analysis for Events, Means of Financing, Profitability & Cash Flow, Managing Cash Flow in Events Significance, types of Expenses, Accounting Pattern, Evaluation.	23

### Reference Books/ Text Books / Cases:

- \* *Advanced Accountancy* - R.L.Gupta and Radhaswamy
- \* *Management Accounting* - Brown and Howard
- \* *Management Accounting* - Khan and Jain
- \* *Management Accounting* - S.N.Maheswari
- \* *Management Accounting* - Antony and Recece
- \* *Management Accounting* - J.Batty

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the conceptual framework of Cost & Management Accounting.
- \* Show the application of Cost & Management Accounting in terms of Event Management.
- \* Rephrase the basic concepts and processes in determination of products and services cost.
- \* Identify and understand the various methods of event market analysis.

## BBHE0204: EVENT MARKETING & SPONSORSHIP

**Introduction:** This course on Event Marketing & sponsorship would help the students in getting the depth knowledge of a range of specialist marketing strategies.

**Objectives:** To develop students' knowledge of a range of specialist marketing strategies  
To develop students' skills required to identify attendees' and sponsors' motivation

**Credits: 04**

**Semester V**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Event Marketing:</b> Objectives of Event Marketing, Advertising as a part of Marketing. Brand Name, Product Design, Expectations and Goals Event Marketing an added dimension, Event and the Marketing Communications Environment, Social Responsibility towards society.</p> <p><b>Marketing of Events:</b> The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, Process of developing Event Marketing Plan, Marketing Research: Market Analysis, Competitors' Analysis</p>	23
II	<p><b>Event Pricing:</b> Meaning, Strategies and Basis of Pricing, time of Payment, Mode of Payment, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix.</p> <p><b>Future of Event Marketing:</b> Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, what is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.</p> <p><b>Event Sponsorship:</b> Sponsorship Concept: Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Types of Sponsorship, Research of sponsorship, Evaluating parameters of Sponsorship, Sponsorship Proposal development, Closing a Sponsorship, Considerations for Sponsors' Objections,</p>	22

### Reference Books/ Text Books / Cases:

- \* *The Event Marketing Handbook* – Saget Allison
- \* *Event Marketing - The Wiley Event Management Series* - Leonard H. Hoyle
- \* *Event Marketing and Event Promotion Ideas* - Eugene Loj

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Comprehend basic concepts of event marketing
- \* Discuss key elements of effective event marketing strategies
- \* Understand various dimensions of event sponsorships
- \* Interpret and Review sponsorship proposals.

## BBHC0808: DEVELOPING COMPETITIVE EDGE-V

**Introduction:** This course has been designed keeping in mind the requirements of those students who intend to pursue higher education and appear for competitive exams.

**Objectives:** To help students develop the skill of analyzing different types of functions  
 To help students develop an idea of managing things on the basis of specified conditions

**Credits: 02**

**Semester V**

**L-T-P :0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b><u>Quantitative Aptitude:</u></b>  <b><u>Real Function-I:</u></b>            Definition of Functions, Domain, Range, Codomain, Problems on finding Domain and Range of functions, Classification of functions on the basis of Domain and Codomain, Defining inverse of function ,Problem on finding Inverse of function, Graphing of algebraic function, Shifting of Curves.  <b><u>Reasoning Ability:</u></b>  <b><u>Selections:</u></b>  <b>Problems related to selection of people and group of people from large groups on predefined set of conditions.</b>  <b><u>Real Function-II:</u></b>            Study of different types of functions- 1) Logarithmic, 2) Modulus,3) Exponential,4) Greatest integer Function,5) Trigonometric function.            Problem related to Composite functions and Iterative functions.</p>	22
II	<p><b><u>Quantitative Aptitude:</u></b>  <b><u>Games and tournament:</u></b>            1. Questions based on Seed or Rank (Knockout tournament)            2. Questions based on scheduling of tournament or who won/lost against whom            3. Questions based on goals for /goals against etc.  <b><u>Geometry &amp; Mensuration:</u></b>            Geometry: Different types of triangles and their properties, Square, rectangle, parallelogram, trapezium, Rhombus, Circle and Cyclic Quadrilateral.            Mensuration: Area of plane figures, Problem related to finding areas and Packaging of circle inside squares, triangles and polygons.  <b><u>Reasoning Ability:</u></b>  <b><u>Routes/Network:</u></b>            Designing of Routes and Network, finding out the Shortest Route, Routes covering maximum places.</p>	23

**Reference Books/ Text Books / Cases:**

- \* How to prepare for Quantitative aptitude test for CAT, by Arun Sharma, Fifth edition, T.M.H publication
- \* How to prepare for Logical Reasoning test for CAT, by Arun Sharma, Fourth/Fifth edition, T.M.H publication
- \* How to Crack Test of Reasoning: In All Competitive Exam, by Jaikishan and Premkishan, Arihant publication
- \* How to prepare for Verbal & Non-Verbal Reasoning by Disha Publication

- \* *Quantitative Aptitude* by R.S Aggarwal for Bank P.O/I.B.P.S P.O/A.A.O / Railways , S. Chand publication
- \* *Quantitative Aptitude for Competitive Examination* by AbhijitGuha

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Discuss the various simplification techniques based on decimals and statement questions.*
- \* *Describe that how to increase logical and visualizing ability towards various problems.*
- \* *Identify and analyze problems and provide alternative solutions*
- \* *Understand implication of reasoning ability to solve problems with ease*

## BBHC0809: MANAGERIAL APTITUDE-V

**Introduction:** This course focuses upon the ability of the students to go ahead with regard to developing a perspective towards happenings around them which forms the core of this course.

**Objectives:** To make the students gain insights about the contemporary events.  
To improve the students' competence towards verbal ability and personality exercises

**Credits: 02**

**Semester V**

**L-T-P :0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Discussions on Recent Changes in Corporate Issues</b> Deliberation on how the corporate environment has underwent major changes in recent times</p> <p><b>Better Newspaper Reading and Analysis</b> Enhancing the usefulness of newspaper reading and analyzing the articles effectively for various purposes</p> <p><b>Familiarity with Various Competitive Exams</b> Throwing light on the numerous competitive examinations for higher studies and job opportunities</p> <p><b>Better Presentability and Confidence-building Measures</b> Classroom exercises which would enrich the students' ability to present themselves in public domain as well as help them in building their confidence level</p>	22
II	<p><b>Learning Through Caselets</b> Facilitate learning based on caselets thereby analyzing various situations and the probable outcomes</p> <p><b>Enhancing General Awareness &amp; Vocabulary</b> Familiarize with the recent developments taking place in various domains as well as putting words into practice</p> <p><b>Social Media and Its Proper Usage</b> Awareness regarding how social media could be optimally utilized for career advancement (LinkedIn, etc.)</p> <p><b>Group-based Exercises to Enhance Communication Skills</b> Exercises to enhance the communication skills thus highlighting the significance of groups</p> <p><b>Corporate / Management Lessons</b> To be done through informative videos, ppts highlighting business empires and tycoons</p>	23

### Reference Books/ Text Books / Cases:

- \* Barker, A. *Improve Your Communication Skills (Vol. 39)*. Kogan Page Publishers.
- \* Kawasaki, G., & Fitzpatrick, P. *The Art of Social Media: Power Tips for Power Users*. Penguin.
- \* Lewis, N. *Word Power Made Easy*. New York, Pocket Books
- \* Lynch, P. *Time Power: A Proven System for Getting More Done in Less Time Than You Ever Thought Possible. Applied Management and Entrepreneurship* New York, McGraw Hill Education
- \* Saxena, V, Bhatia, V, *Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants)*, New Delhi, Disha Publication

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Discuss how to manage stress and time in a better manner and perform simulation-based tasks.*
- \* *Identify the various methods of grammar to effective writing skills and learn vocabulary in an improved way.*
- \* *Develop understanding and use of social media for career advancement*
- \* *Learn and analyze current national and international scenario*

## BBHC0009: BUSINESS POLICY AND STRATEGIC MANAGEMENT

**Introduction:** This course on business policy and strategic management would help the students in getting an understanding of the corporate level policy and strategy formulation areas.

**Objectives:** To equip the students with necessary insight in to designing for an organization  
To assist students link the organizational strategy with the changing environment.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Business Policy:</b> Business Policy-Meaning, Nature, Importance. <b>Strategy-</b> Meaning, Definition. <b>Strategic Management-</b> Meaning, Definition, Importance, Strategic management; Process & Levels of Strategy and Concept and importance of Strategic Business Units(SBU's); Strategic Intent – Mission, Vision, Goals, Objective, Plans. <b>Environment Analysis</b> and Scanning (IFAS, EFAS, SWOT, ETOP). <b>Synergy:</b> Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. <b>Change Management</b> – Elementary Concept	23
II	<b>Strategy Formulation:</b> Corporate Level Strategy, Business Level Strategy, Functional Level Strategy. <b>Strategic Implementation:</b> Models of Strategy making, Strategic Analysis & Choices: BCG Matrix, GE 9 Cell, DPM, PIMS, SPACE matrix, Hofer's Product market evolution Matrix, Porter 5 Forces, 7S Frame Work. Implementation at Structural, Behavioral, Functional level. <b>Strategic Evaluation &amp; Control:</b> Meaning, Steps of Evaluation & Techniques of Control.	22

### Reference Books/ Text Books / Cases:

- \* KazmiAzhar, *Business Policy & Strategic Management*, Tata McGraw Hill.
- \* P.K. Ghosh: *Business Policy, Strategy, Planning and Management*
- \* Christensen, Andrews Dower: *Business Policy- Text and Cases*
- \* William F. Glueck: *Business Policy – Strategy Formation and Management Action*
- \* Bongee and Colonan: *Concept of Corporate Strategy*

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the basic concepts related to business policy and strategic management.
- \* Explore various policy and strategic measures available for environment analysis, strategic formulation and its implementation
- \* Discuss the various strategies adopted by the companies in response to environmental changes.
- \* Understand the tools and technique for strategic analysis to understand different business strategies



## BBAE 0105: NEGOTIATION & COUNSELING

**Introduction:** This course is designed to help the student understand the skills and attributes required to conduct counseling by practicing and improving their listening skills

**Objectives:** To enable the students with an insight on understanding the principles of negotiation and the key aspects of successful mediation alongwith role of counseling in crisis mediation.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Negotiation:</b> Meaning, Nature, Process and types of Negotiation, Strategy and planning for negotiation, Agenda setting, Bargaining, ZOPA, Expectations & Concessions, Compromise, Collaboration & Multi-tasking, Seven pillars of negotiation. <b>Communication and Negotiation:</b> Economical and Socio-Psychological dimensions of negotiation, Contextual nature of negotiation,	23
II	Role of communication in negotiation, Qualities & Skills of effective negotiation, Interpersonal negotiation. <b>Counseling:</b> Meaning, Nature, Goals and Process of Counseling, Approaches to counseling, Importance of counseling, Variables affecting the counseling process, Evaluation of counseling, Modern trends in Counseling process.	22

### Reference Books/ Text Books / Cases:

- \* Cohen, S. Negotiation Skills for Managers. New Delhi: Tata Mc Graw Hill.
- \* Rao, S. L. Negotiation Made Simple. New Delhi: Excel Books.
- \* Rao, S. N. Counseling and Guidance. New Delhi: Tata Mc Graw Hill.
- \* Singh, K. Counselling Skills for Managers. New Delhi: PHI

### Case Study:

- \* Role Negotiation at Bokaro Steel Plant (Understanding Organizational Behaviour. By UdaiPareek, Oxford, Second Edition Page 410-415)

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Recognize the meaning and necessity of negotiation in the organisation.
- \* Understand different stages, approaches and styles of negotiations.
- \* Recognize the role of communication in negotiation.
- \* Understand the nature, process and importance of counseling.

## BBAE 0106: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

**Introduction:** This subject enables the students to give more emphasis on broader HR issues by experiencing, verbalizing, and writing thoughtfully about different cultures and human resource issues

**Objectives:** To enable students with regard to gaining insights into how international human resource management has played a crucial role in the overall scheme of things for an organization

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Introduction to IHRM Definition, Approaches to IHRM, Difference between IHRM and Domestic HRM. Traditional and modern perspectives in HRM; Themes in HRM; Contemporary global trends in International- HRM, IHRM trends-Complexities, challenges, and choices in future.</p> <p><b>Recruitment, Selection and staffing in International context:</b> International Managers- parent country nationals, third country nationals, host country nationals, Selection strategies for overseas assignments, International transfers;</p>	22
II	<p>Expatriate Management- Problems of repatriation of overseas expatriates and strategies to tackle these problems. Recruitment methods using head-hunters, e-recruitment, international staffing issues.</p> <p><b>Performance Management:</b> performance and appraisal in IHRM appraisal of expatriate, third and host country employees, issues and challenges in international performance management,</p> <p><b>Training and development in international context:</b> training &amp; development of international staff, types of expatriate training, HCN training.</p> <p><b>International Compensation:</b> Forms of compensation, Approaches to international compensation.</p>	23

### Reference Books/ Text Books / Cases:

- \* Aswathappa, K. International Human Resource Management. New Delhi: Tata McGrawHill.
- \* Gupta, S. C. International Human Resource Management. New Delhi: Macmillan Publishing.
- \* Rao, P. L. International Human Resource Management. New Delhi: Excel Books.
- \* Rao, P. S. International Human Resource Management. Mumbai: Himalaya Publishers.
- \* Tayeb, M. H. International Human Resource Management. New Delhi: Oxford University Press.

### Case Study:

- \* Conflicting expectations: where pay and performance collide Page no. 299, IHRM: managing people in a multinational context- Peter J. Dowling, Denise E Welch

### Intended Outcomes: After completion of the course, student will be able to:

- \* Understand the Concept and trends of IHRM and appreciate how and why it has become so critical.
- \* Describe the significance of IHRM with regard to competitiveness.
- \* Define issues that impact recruitment, selection and staffing in international context.
- \* Understand the future challenges related to IHRM.
- \* Highlighting the core concepts of Human Resource Management in International context.

## **BBAE 0107: LEADERSHIP SKILLS & CHANGE MANAGEMENT**

**Introduction:** This course will focus on individual, team, and organizational leadership and will provide learners with the foundation for examining and developing their own individual leadership style.

**Objectives:** To enable the students gain insights into the various skills with regard to the phenomenon of leadership and change management.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Leadership:</b> Definition, Importance of Leadership, Role of Leader, How is leadership differentiated from Management? <b>Theories of Leadership:</b> Contingency & Situational theories of leadership, Leadership Model, Leadership Competencies. <b>Managing Change:</b> The nature of organizational change, How change emerges in organizations, Strategies of change and its communication,	22
II	Enablers and obstacles to change, Successful processes of organizational change, Change implementation and its performance. <b>Leading people to Change:</b> Social identity of organizational system: how to investigate it, Individual dimensions of the change process Individual reaction to the change process, Groups dynamics in changing, Learning process, change , monitoring, A changing future – preparing for progressive and continual change, Innovation and trends for the future.	23

### **Reference Books/ Text Books / Cases:**

- \* Haldar, U. K. Leadership and Teambuilding. New Delhi: Oxford University.
- \* Heighes, R. L. Leadership: Enhancing the Lessons of Empowering. New Delhi: Tata McGraw Hill.
- \* Swailes, S. Organizational Chang. New Delhi: Prentice Hall International

### **Case Study:**

- \* Experience at GlaxoSmithKline (GSK) – McCalman James, Paton A. Robert, Change Management – A guide to effective implementation, New Delhi: Sage Publications

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the concept of leadership in an organizational context
- \* Understand the concept and different approaches to manage change in an organization.
- \* Understand the concept and different theories of leadership and summarizing its importance for effective management.
- \* Identifying the different roles of change agent and understand the threats.

### BBAE 0108: LABOUR LAWS

**Introduction:** The course aims to provide rather, it attempts to give the student a strong, critical grasp on some of the important issues which arise in the area.

**Objectives:** To enable the students with a solid grounding in labour law so that they have an idea as to how the various laws are implemented in the Indian context for the labor force.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to labour Legislation:</b> Labour Laws- Concept, Origin, Objectives and Classification, Philosophy of Labour Laws, Labour Policy, Emerging Issues and Future Trends.</p> <p><b>The Factories Act, 1948-</b>Scope definition, approval of licensing and registration of factories, the inspection staff- Powers of Inspectors, certifying surgeons, healthy, safety and welfare provisions, working hours of adults, employment of women and young persons, annual leave with wages, penalties and procedure.</p> <p><b>Wages and Labour Laws: The payment of Wages act, 1936-</b> Application of the act, rules for the payment of Wages, Deductions from Wages, maintenance of registers and records, Inspectors, Appeal.</p> <p><b>The Minimum Wages act, 1948-</b> Object, fixation and revision of wages, advisory board and central advisory board, safeguards in payment of minimum wages.</p>	22
II	<p><b>Labour Welfare and Social Security:</b> An overview of Employee State Insurance Act 1948 for <b>The workmen' compensation Act, 1923-</b> Defences available to employers before passing the act, scope and coverage of the act, rules regarding workmen's compensation, Amount of compensation, Distribution of compensation.</p> <p><b>Industrial Relations Law: The Trade union act, 1926-</b> Trade unions, registration of trade unions, cancellation of registration and appeal, Rights and privileges of registered Trade union, Amalgamation and Dissolution of trade union, regulations and penalties.</p> <p><b>The Industrial Dispute act, 1947-</b> Object, what is an Industrial Dispute, Strikes and Lock-out- Prohibition of strikes and lockouts, lockout in public utility services, strike and lockout in industrial establishments, illegal strikes and lockouts, Lay-off, retrenchment. Brief introduction of Conciliation Machinery, Adjudication Machinery and Voluntary reference of Disputes to Arbitration, Employee Provident Fund Act 1952.</p>	23

**Reference Books/ Text Books / Cases:**

- \* Goswami, V. G. Labour and Industrial Law. Allahabad: Central Law Agency.
- \* Kapoor, N. D. Elements of Merchantile Law. New Delhi: Sultan Chand & Sons.
- \* Saiyed, I. A. Labour Laws. Mumbai: Himalaya Publication House.
- \* Srivastava, S. C. Industrial Relations and Labour Law. Noida: Vikas Publishing House
- \* Taxmann. Labour Law. New Delhi: Taxmann Publications Limited.

**Case Study:**

- \* MGK union vs Balkrishnan- Saiyed, I.A, Labour Laws, Himalaya Publishing House

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Outline the legal framework within which Indian labour law operates.*
- \* *Understand concepts such as industrial relations, employment practice, Labour conditions and social welfare.*
- \* *Discuss the importance of ensuring the health, safety and welfare of the workmen.*
- \* *Describe the Industrial and Labour system of the country.*
- \* *Explain the importance of legal institutions and their application.*

## BBAE0205: MARKETING OF SERVICES

**Introduction:** *Services add more economic value than any other means, in developed countries. This course intends to explain the various concepts related to the marketing of services*

**Objectives:** *To enable students gain insights into the field of marketing of services and how it has come essential in the overall scheme of things for a business organization*

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Services Marketing:</b> Definition, Concept & Characteristics of Services, Difference between goods & Service Marketing. Classification of services. Importance of Services Marketing. <b>Extended Service Marketing Mix:</b> Service Products, Pricing Decisions of Services, Service Promotion, Place(distribution) in services, People & Internal marketing in services, Processes, Managing Physical Evidences in services. Challenges & issues in services marketing, Service Blueprint	23
II	Service Marketing Strategies: Segmentation, Targeting, positioning. Understanding customer expectation & zone of tolerance. <b>Delivering Quality Service:</b> Challenges faced while measuring service quality, the customer expectation Vs perceived service gap, Measures of service quality, SERVQUAL & GAP model. Application of elements of service marketing mix in BFSI sector, Education, Telecom, Hospitality (Travel, Tourism & hotels), Health (Hospitals). Role of IT and emerging technologies in service marketing	22

### Reference Books/ Text Books / Cases:

- \* Apte, G. Services Marketing. New Delhi: Oxford University Press.
- \* Bhattacharya, C. & Shanker, R. Service Marketing. New Delhi: Excel Books.
- \* Bitner, Z. Service Marketing. New Delhi: Tata McGraw Hill.
- \* Lovelock, C., Service Marketing: People, Technology & Strategy. New Delhi: Pearson Education.
- \* Nargundkar, R. Service Marketing. New Delhi: Tata McGraw Hill.
- \* Rao, K. R. M. Service Marketing. New Delhi: Pearson Education.

### Case Study:

- \* Bharat Sanchar Nigam Limited, Christopher Lovelock, Pearson

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Identify the concepts & practical applications of service marketing.*
- \* *Outline the role of people, physical evidences & processes in service marketing.*
- \* *Highlight the skills required in service communication that differs substantially from those of goods marketing.*
- \* *Infer the concept of service quality model and highlights the gaps in service delivery*
- \* *Interpret applications of elements of service marketing mix in banking, education, telecommunication and hospitality industry.*



## BBAE0206: RETAIL MANAGEMENT

**Introduction:** Share of organized retail is increasing at a great pace in India, therefore, it becomes important to make students understand the concepts related to retail management.

**Objectives:** To enable students to gain insights into the various developments which are taking shape in the retail landscape in the country and how it is influencing business

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction</b>—Retailing concept, nature, scope, and functions, Retailing scenario in India and its future prospects. Types of Retail Outlets. MNC's role in organized retailing.</p> <p><b>Situational Analysis:</b> Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, nonstore-based, and Other forms of nontraditional retailing.</p> <p><b>Retailer Relationship:</b> Customer Relationship &amp; Channel Relationship.</p> <p><b>Retail Location &amp; Site Selection:</b> Factors affecting location decision, importance of location to a retailer, types of retail location, trading area analysis, Location based retail Strategies &amp; Site Selection.</p>	22
II	<p><b>Store Design:</b> Interior &amp; Exteriors, Store layout, Types of layouts, Factors affecting store layout &amp; Display.</p> <p><b>Store Administration:</b> Space management, Managing store inventories and display.</p> <p><b>Merchandise Management:</b> Concept, Importance, devising merchandise plans &amp; implementation of these plans</p> <p><b>Pricing in Retailing:</b> Factors affecting retail price, retail pricing objectives &amp; developing retail price strategy.</p> <p><b>Retail Communication Mix:</b> elements of retail promotional mix, Planning retail promotional strategy &amp; significance of retail image.</p>	23

### Reference Books/ Text Books / Cases:

- \* Bajaj, C., Tow, R. & Srivatsava, N. V. Retail Management. New Delhi: Oxford University Press.
- \* Berman, B. and Evans, J. R. Retail Management. New Delhi: Pearson Education.
- \* Nair, S. Retail Management. New Delhi: Himalaya Publishing House Pvt. Ltd.
- \* Newman, A. J. and Cullen, P. Retailing: Environment and Operations

### Case Study:

- \* Mall Retailers: The search for growth, Berman B & Evans JR, Pearson Education

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Identify the basic concepts of retail management.
- \* Classify the various factor affecting location, site and store designing.
- \* Report the plans for merchandise management.
- \* Recognize the various elements of retail price and promotional mix.



## BBAE0207: PRODUCT & BRAND MANAGEMENT

**Introduction:** This course should develop the basic understanding about the concept related to Product and Brand Management.

**Objectives:** To enable the students gain insights into what goes into the making of a successful brand by formulating policies which create reliable products

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Product Management:</b> What is a Product-Product Personality, Types of Products- Product Line, and Product Mix. Factors influencing design of the product.</p> <p><b>Developing Product Strategy:</b> PLC, Launching Strategies, Portfolio Management-BCG, GE, Porter's Model, Competitor's Analysis, Market potential, Product Demand pattern and Trend Analysis.</p> <p><b>New Product Development-</b> Product Differentiation and Positioning strategies, Market Potential &amp; Sales Forecasting- Forecasting target market potential and sales- Methods of estimating market and sales potential, planning for involvement in international market.</p>	23
II	<p><b>Pricing the Offer:</b> Price Elasticity of Demand, Costs, Pricing Strategies. Concept of Product Testing. Test Marketing. Product Launch.</p> <p><b>Brand Management-</b> What is a Brand, Types, Brand Development: Extension, Re launch-Product Vs Brands, Goods and services, Retailer and distributors, Brand challenges and opportunities, The brand equity concept, Identity and image, Building global brands, Branding failures, Packaging, Labeling</p>	22

### Reference Books/ Text Books / Cases:

- \* Chunawalla, S. A. Product Management. Mumbai: Himalaya Publishing House.
- \* Chunawalla, S. A. Brand Management. Himalaya Publishing House.
- \* Kapferer, J. The New Strategic Brand Management. New Delhi: Viva Books.
- \* Pati, D. Branding Concepts. New Delhi: Macmillan Publishing.
- \* Sengupta, S. Brand Positioning Strategies for Competitive Advantage. New Delhi: Tata McGraw Hill.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Compare the relationship between Corporate Strategy, Product and Brand Management.( To understand the fundamental concepts of product and brand development and management)
- \* Interpret the various dimensions of product management (Interpret Tools and metrics for developing product strategies.)
- \* Apply an understanding in pricing the product
- \* Infer the various aspects related to the evolution of a brand
- \* Discuss a framework to understand the new product development process

## BBAE0208: CUSTOMER RELATIONSHIP MANAGEMENT

**Introduction:** *This course highlights as Technologies and Customer Expectations rapidly change, Business realizes the value of Long Term Relationships with Customers and the need for CRM.*

**Objectives:** *To enable the students gain insights into how companies go about maintaining long term relationships with customers based on CRM*

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction and Significance of CRM:</b> CRM Concepts; benefits of CRM; challenges for CRM; CRM Model; CRM: success factors, the three levels of Service / Sales; The Myth of Customer Satisfaction; Understanding Principles of Customer Relationship; Relationship Building Strategies; Building Customer Relationship; Management by Customer Retention; Stages of Retention; Understanding Strategies to Prevent Defection and Recover Customers; CRM as a strategic marketing tool; CRM significance to the stakeholders.</p> <p><b>CRM Process :</b> Introduction and Objectives of a CRM Process; an Insight into CRM; The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM(sales force automation and call center), 4C's (Elements) of CRM Process; CRM Process for Marketing Organization; CRM Affiliation in Retailing Sector.</p>	23
II	<p><b>CRM in Marketing:</b> One-to-one Relationship Marketing, Cross Selling &amp; up Selling, Behavior Prediction, Customer Profitability &amp; Value Modeling, Channel Optimization, Event-based marketing.</p> <p><b>Implementation and Trends in CRM:</b> Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects; Development of Customizations; power user Beta Test and Data Import; Train and Retain; Roll out and System Hand-off;</p> <p>CRM Current Trends: e-CRM/online CRM, Key e-CRM features, Data Warehousing – Data mining for CRM,an introduction to CRM software packages.</p>	22

### Reference Books/ Text Books / Cases:

- \* Kumar, V. & Werner, J. Customer Relationship Management - A Database Approach. New Delhi: Wiley India.
- \* Mohammed, H. P. & Sagadevan, A. Customer Relationship Management. Noida: Vikas Publishing House.
- \* Paul, G. CRM-Essential Customer Strategies for the 21st Century. New Delhi: Tata McGraw Hill.
- \* Rai, A. K. Customer Relationship Management – Concept and Cases. New Delhi: PHI Learning

### Case:

- \* CRM case study:AMAZON.COM; John W.Gosney and Thomas P. Boehm 2001, cutomer relationship essentials, Prentice Hall Of India

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand about the concept and significance of CRM.*
- \* *Identify and understand about the various tools and techniques for implementing CRM*
- \* *Describe the concept of CRM cycle.*
- \* *To understand marketing aspects of Customer relationship management*
- \* *Discuss To understand about the various current trends in CRM.*

## BBAE0305: INVESTMENT MANAGEMENT

**Introduction:** *The course is intended to develop familiarity with the theory and empirical evidence related to investment analysis and portfolio management.*

**Objectives:** *To enable the students to gain insights into how to become professional investors or researchers in the field of finance and investment*

**Credits: 04**

**Semester VI**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Investment – Nature, Objectives and Process, Investment, Speculation &amp; Gambling, Factors influencing selection of investment, Alternatives for Investment, Capital Market and its classification</p> <p><b>New Issue Market:</b> Concept, Function, Role, Concept of Underwriting, Methods of Floating New Issue, Pricing of New Issue.</p> <p><b>Secondary Market:</b> Stock Exchanges in India – BSE &amp; NSE, Functions of Stock Exchange, Trading System – Parties Involved, Mechanism of Price Quotes, Types of Order, Settlement, Concept of Dematerialization, Online Trading.</p>	22
II	<p><b>Market Indices</b> – SENSEX &amp; NIFTY, Introduction to Future &amp; Options Segment, Concept of Mutual Funds.</p> <p><b>Fundamental Analysis:</b> Economy Analysis, Industry Analysis, Company Analysis</p> <p><b>Technical Analysis:</b> Assumptions, Dow Theory, Support &amp; Resistance Level, Indicators, Charts – Point &amp; Figure Chart, Bar Chart, Chart Patterns, Limitations, Overview of Efficient Market Theory.</p>	23

### Reference Books/ Text Books / Cases:

- \* Bhalla, V. K. Investment Management. New Delhi: S. Chand & Company Ltd.
- \* Bhat, S. Security Analysis and Portfolio Management. New Delhi: Excel Books.
- \* Chandra, P. Investment Analysis and Portfolio Management. New Delhi: Tata McGrawHill.
- \* Khatri, D. K. Investment Management and Security Analysis. New Delhi: Macmillan Publishers India Ltd.
- \* Pandian, P. Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House Pvt. Ltd.
- \* Ranganatham, M., & Madhumathi, R. Investment Analysis and Portfolio Management. New Delhi: Pearson

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Comprehend the investment alternatives that exist in the financial markets.*
- \* *Understand the market for investment assessment.*
- \* *Remember the ways of analysis of secondary markets.*
- \* *Recognize fundamental and technical analysis with regard to investment*

### **BBAE0306: TAXATION LAWS**

**Introduction:** This course in taxation laws and practices-I is designed to help students to appreciate the importance of direct tax (Income Tax) in India.

**Objective:** To enable the students with regard to giving insight into the various heads of income along with computation of Tax liability of an individual.

**Credits: 04**

**Semester VI**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Income Tax Act, 1961:</b> Basic Concepts: Income, Agricultural Income, Casual Income, Assessee, Assessment Year, Previous Year, Gross Total Income. Tax Evasion, Avoidance, and Tax Planning. Mutual relationship between Income tax Act and Finance Act. Interpretation of tax laws. <b>Heads of Income:</b> Residential Status and Tax Liability, Income From House Property, Simple Numericals. Income From Business & Profession-Simple Numericals, Income From Salaries-Meaning,	22
II	<b>Heads of Income:</b> , Allowances, Perquisites, Valuation of Perquisite s, Provident Fund, Retirement Benefits. Simple Numericals. Income From Capital Gains, Income from other sources. Determination of Gross Total Income and tax liability of an individual. Simple Numericals. Deductions under section 80 C to 80 U.	23

#### **Reference Books/ Text Books / Cases:**

- \* Singhanian, V. K. &Singhanian, M. Students' Guide to Income Tax with Service Tax and Value Added Tax. New Delhi: Taxmann Publications Pvt. Ltd.
- \* Ahuja, G. & Gupta, R. Systematic approach to Income Tax. New Delhi: Bharat Law house.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Tell the basic knowledge about taxation laws.
- \* Describe the various principles and provisions in Income –tax Act, 1961.
- \* Classification of income under various headings.
- \* Illustrate the main concepts and principles of Income Tax.

## BBAE0307: PERSONAL FINANCIAL PLANNING

**Introduction:** *This course has been designed to assist the student in building a conceptual framework with which to make prudent financial decisions*

**Objectives:** *To enable the students gain insights into personal financial planning; basic financial planning; investing at low risk vs. aggressive investing and other aspects*

**Credits: 04**

**Semester VI**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Personal Financial Planning:</b> Meaning, need, process; developing personal financial goals, opportunity cost, time value of money, financial advising, system for personal financial records, personal financial statements, money management and achieving financial goals. Saving plans and their evaluation, consumer credits and their types, choosing a source of credit	22
II	Housing decisions factors and financing, health insurance and financial planning Life insurance and its types, determining life insurance needs, buying life insurance, Preparing for an investment program, factors affecting choice of investment, alternatives for investment – stocks, bonds, mutual funds, real estate, metals & gems, others; retirement planning	23

### Reference Books/ Text Books / Cases:

- \* Kapoor, J., Dalbay, L. & Robert, J. H. Personal Finance. New Delhi: Tata McGraw Hill.
- \* Victor, H. G. & Rosenbloom, J. S., Personal Financial Planning. New Delhi: Tata McGraw Hill
- \* Rejda, G. E. Social Insurance And Economic Security. New Delhi: Prentice Hall

### Case:

- \* Suitable case lead from Victor Hallman G. & Rosenbloom Jerry S., *Personal Financial Planning*, Tata McGraw Hill

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *List the basic knowledge about taxation laws.*
- \* *Learn the various principles and provisions in Income –tax Act, 1961.*
- \* *Summarize of income under various headings.*
- \* *Describe the main concepts and principles of Income Tax.*

## BBAE0308: CORPORATE ACCOUNTING

**Introduction:** This course in corporate accounting deals with various concepts such as shares, amalgamation, valuation of share and goodwill, holding, etc.

**Objective:** To enable the students to develop awareness about corporate accounting thereby gaining insights into such concepts as liquidation, share issuing and valuation, etc.

**Credits: 04**

**Semester VI**

**L-T-P :3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Issue of shares</b> -Calls in arrears and Calls in Advance, Forfeiture and Re-issue of forfeited shares. <b>Valuation of Shares</b> - Meaning, factors affecting valuation, Different methods of valuation of shares, Numerical <b>Valuation of Goodwill</b> -Meaning, Types of Goodwill, Different methods of Valuation of Goodwill, Numerical <b>Amalgamation</b> - Merger and Acquisition, Different methods of purchase consideration. Numerical	22
II	<b>Liquidation of a company</b> – liquidators' final statement of account, Numerical. <b>Accounting of Holding company</b> & subsidiary company – Preparation of Consolidated Balance Sheet and calculation of minority interest. Numerical <b>Profit Prior to Incorporation</b> - Calculation of profit prior and post to incorporation. Numerical	23

### Reference Books/ Text Books / Cases:

- \* Gupta, R. L. Company Accounts. New Delhi: Sultan Chand & Sons.
- \* Maheswari, S. N. Corporate Accounting. Noida: Vikas Publication House.
- \* Shukla, M. C., Grewal, T. S. & Gupta, S. C. Advanced Accounts. New Delhi: S.Chand & Co.

### Case:

- \* Based on latest annual report of limited companies

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Show the various accounting procedure.
- \* Identify and understand in-depth knowledge of issuance and valuation of shares.
- \* Explain the various concepts as liquidation, amalgamation and accounting of holding company.
- \* Interpret concept of profit and loss prior to incorporation.



## BFBE0305: CREATIVITY & INNOVATION

**Introduction:** This course is designed for students who believe they will one day be involved in a creative, entrepreneurial or “intrapreneurial” (corporate) venture

**Objectives:** To enable the students to someday work within an innovative company, such as one in the arts (record label, movie studio), sciences (biotech, clean energy) or Internet (consumer, enterprise).

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Innovation and Creativity:</b> innovation in the business, Introduction to seminal theories, Framework for Innovation and Creativity in the organization, Theories of creativity, The creative Problem solving structure, Framework for studying creativity within the growth organization; intrapreneurship vs. entrepreneurship. <b>Leading the Creativity Organization:</b> Creativity and leadership, Creativity tips and practices of the masters.	22
II	Leadership style in innovation, Innovative leadership styles for the entrepreneurial organization; exploration of leaders in the organizations, Key principles of leadership for unlocking creativity. <b>Managing &amp; Developing the Creative Organization:</b> The “Human Equation” – how to foster creativity within the organization, Functional Creativity: Human Resources, Company Culture & Unusual Workspaces, Focus on creativity & innovation in the larger company environment.	23

### Reference Books/ Text Books / Cases:

- \* Batra, P. Brainstorming Forcreativity& Innovation, New Delhi: BatraBooka.
- \* Ceserani, J. &Greatwood, P. Innovation and Creativity. New Delhi: Kogan Page India Pvt. Ltd
- \* Dyer, J., Gregersen, H. & Christensen, C. M. The Innovator’s DNA. Harvard Business School Press.
- \* Safawi, A. D. & Dehlvi, A. W. Revolution and Creativity. New Delhi: Rupa & Company.

### Case:

- \* “The case of the Critical Attitude”, Innovation and Creativity JonneCeserani& Peter GreatwoodKogan Page India Pvt. Ltd., Page No.37

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the concept of creativity and innovation.
- \* Describe the theories of creativity and innovation.
- \* Classify the key principle of leadership and various styles.
- \* Remembering the problem-solving abilities and gain access to tools for the same.

## BFBE0306: MATERIALS MANAGEMENT

**Introduction:** *This course will help those management students who are taking family business as specialization and will manage their production oriented family business in future.*

**Objectives:** *To enable the students gain insights into various pre-requisites such as inventory which are necessary with regard to day-to-day running of a business*

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction: Materials Management-</b> Importance, Objectives-Interface with other functions, Materials management – functions – material planning and budgeting, Material requirement planning (MRP), Master Production Schedule - Bill of Materials – BOM Explosion - Material flow in MRP. Value Analysis, Purchasing Methods, purchase functions and procedure, <b>Inventory</b> - Need of Inventory - Costs associated with Inventory - Types of Inventory- Basic EOQ Model - EOQ with discounts - Classification of material - ABC Analysis - VED, HML, FSN, GOLF, SOS (Numericals expected on Basic EOQ, EOQ with discounts & ABC)	23
II	<b>Purchase Management</b> - Purchasing - Procedure - Dynamic purchasing - Principles - Import substitution - International Purchase - Import purchase Procedure <b>Inventory control</b> – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN. <b>Materials Handling</b> - Principles of Materials Handling system - Materials Handling Equipments – <b>Store Keeping</b> - Objectives - Function of store keeping - Store responsibilities& Procedure–Layout &Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards - Bincard - Stock Cards, Environmental issues	22

### Reference Books/ Text Books / Cases:

- \* Ashwathapa, K. Production and Operations Management
- \* Chary, S.N. Production and Operations Management, TMH Publications
- \* Jain, S.P. & Narang. Cost and Management Accounting
- \* Nair, N. K. Purchasing and Material Management. Nodia: Vikas Publishing House.
- \* Sople, V. V. Logistics Management. New Delhi: Pearson Education P. Ltd.

### Case:

- \* [http://www.iimm.org/knowledge\\_bank/1\\_customer-centric-materials-management.htm](http://www.iimm.org/knowledge_bank/1_customer-centric-materials-management.htm)

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Develop the basic concepts of material management to ensure a steady supply of materials to meet the needs of the organization.*
- \* *Recognize the appropriate inventory control models to use, purchase methods, purchase functions and organizational policies and procedures.*
- \* *Understanding the theories and principles needed to take into account for material handling systems and equipments.*
- \* *Identify the concepts of store keeping and security measures.*

## BFBE0307: SOCIAL RESPONSIBILITY OF BUSINESS

**Introduction:** This course is the formation and stewardship of policies and processes that lead to a culture of good decision making and good decisions.

**Objectives:** To enable the students gain insights into the social perspective of conducting day-to-day affairs with regard to running a business and various concepts related to them

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Business:</b> Business activities around us, Concept, Characteristics and importance of Business, , Evolution of Commerce and Industry, Environmental issues, Social issues, Labour and related issues, Ethical and Governance issues, Human Rights–UN Charter <b>Social Responsibility of Business:</b> Definition, Concept of social responsibility, Responsibility towards - owners, employees, consumers and society, Social values and business ethics, Environmental protection, Ethical business practice, Socially responsible business at local and national level. National & International scenario Factors influencing growth of CSR	23
II	<b>Business Objectives, Standards &amp; Codes:</b> Economic, Social, Human, Environment, National and Global objectives of business, Corporate Governance, style, leadership & CSR, Codes & Standards: ISO–14001,OHSAS–18001,SA–8000, OECD Guidelines for Multinational Companies, Global-Compact,AA–1000,BS/ISO Guideline on CSR Management (ISO-26000)	22

### Reference Books/ Text Books / Cases:

- \* Agarwal, S. Corporate Social Responsibility in India. New Delhi: Sage Publications.
- \* Chatterji, M. Corporate Social Responsibility. New Delhi: Oxford University Press.
- \* Murthy, K. V. B. & Krishna, U. Politics, Ethics and Social Responsibility of Business. New Delhi: Pearson Education.
- \* Sarkar, C. R. Social Responsibility of Business Enterprise. New Delhi: New Century Publications.

### Case:

- \* “British Petroleum in Colombia”, A case study, Corporate Social Responsibility-Cases by Subhasis Ray, ICFAI University Press, Hyderabad, Page No.1.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understanding the various business activities and environmental issues.
- \* Identify the relationship between ethics, morals and values in the workplace.
- \* Learn the impact of CSR implementation on corporate culture.
- \* Recognize various standards and codes related to business.

## BFBE0308: EXPORT PROCEDURE AND DOCUMENTATION

**Introduction:** This course has been designed keeping in mind to highlight the role of Small Scale and Family managed businesses which is rapidly increasing in International Trade.

**Objectives:** To enable the students gain insights into the procedure and documentation about how to go about expanding the horizon of their business by going international

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction to Regulatory Framework &amp; Environment:</b> FEMA, EXIM Policy, ECGC Export Promotion council, commodity boards – Role and functions of Export Promotion council, Commodity boards, Directorates of commercial intelligence and statistics, Indian trade promotion organization, Incentives for Export Promotion Terms of International Payments, Export Financing – Pre Shipment Credit, Post Shipment Credit, EXIM Bank. <b>Export Procedure:</b> Registration of exporters, Export Procedure, Quality Control and Pre-shipment Inspection – inspection agencies,	23
II	Procedure for Excise and Custom Clearance, Shipment of Cargo and Clearance, Cargo Insurance, Export by Air or Post Parcel, Role of Clearing & Forwarding Agent, Procedure for Availing Export Incentives. <b>Export Documentation:</b> Performa invoice, commercial invoice and its attestation, packing list, Inspection, certificate, certificate of origin, GSP certification, shipping bills, A.R, A.R(4) forms, Mate receipts, GR-Forms or SDF, Marine insurance policy, ECGC policy, bill of exchange, bank certificate for Export B/L, AWB, Special Consular Invoice- bill of entry and airway bill.	22

### Reference Books/ Text Books / Cases:

- \* Kapoor, D. C. Export Management. Noida: Vikas Publishing House
- \* Kumar, A. Export & Import Management. New Delhi: Excel Books.
- \* Paul, J. & Aserkar, R. Export Import Management. New Delhi: Oxford University Press.
- \* Rai, U. K. Export-Import and Logistics Management. New Delhi: PHI Learning.
- \* Ramagopal, C. Export Import Procedure – Documentation and Logistics. New Delhi: New Age International.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understanding about the regulatory framework and environment for export.
- \* Understanding the role of export promotion council and commodity boards.
- \* Remembering basic procedure for export and registration of exporters.
- \* Learn the pre-shipment and post-shipment documentation requirement.

## **BBAE0405: PRINCIPLES AND PRACTICES OF GENERAL INSURANCE**

**Introduction:** The subject covers the principles and practices related to general insurance as applicable in India within the larger economic system.

**Objectives:** To enable the students in getting an outlook of general insurance operates on a day-to-day basis and how policies are formed with regard to the same.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:-</b> Meaning and Definition of General Insurance, History of General Insurance, Nature, Scope , Significance and Functions of general Insurance Business, Concept and Principles of Premium Rating, the concept of Risks, Characteristics of Insurable Risk. Contract Design and Underwriting. <b>General insurance Policies:</b> Marine Insurance Policy: Meaning, definition, classification, Fire Insurance: Meaning, nature of fire insurance, fire insurance contract, kinds of policies	22
II	<b>Miscellaneous Insurance:</b> Motor Insurance Meaning, principle, kinds of policy, Personal Accident Insurance: Meaning & Types, Burglary and Fidelity Insurance. Crop and Cattle Insurance. <b>General insurance Business in India:-</b> General Insurance Functional set Up in India. Organizational Structure of General Insurance Companies, The General Insurance Business Market in India in the present Business Environment. General Insurance Corporation of India, Private insurance companies in India	23

### **Reference Books/ Text Books / Cases:**

- \* Lunawat, M. L., Shah, R. S. &Palande, P. S. Insurance in India. New Delhi: Sage Publications.
- \* Mishra, M. N. Insurance Principles and Practice. New Delhi: S. Chand & Company.
- \* Panda, G. Principles and Practice of Insurance. New Dellhi: Kalyani Publishers.
- \* Sarma, K. V. S. & Murthy K. S. N. Modern Law of Insurance In India. Mumbai: N.M. Tripathi Pvt. Ltd.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Explain general insurance & its importance in today's business world.
- \* Understand the main concepts and principles of general insurance.
- \* Remember the learning in solving problems associated with general insurance.
- \* Classify the various types of general insurance policies in Indian business.

## BBAE0406: BANKING LAWS & ENVIRONMENT

**Introduction:** This course introduces the prevailing banking laws in India & develops a broad understanding of central banking and monetary issues.

**Objectives:** To enable students to gain deep knowledge base of regulatory environment by way of RBI Act and Banking Regulation Act.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Evolution of Money, Evolution of Indian Banking System Kinds of Banks-Commercial Banks, Co-Operative Banks &amp; Development Banks in India and their Functions; Meaning &amp; Functions of Central Bank, Principle and System of Note issues by Central Bank, Meaning, Objectives &amp; Instruments of Monetary Policy, Recent Trends in Central Banking; Prevention of Money Laundering Act, 2002 (PMLA). <b>Regulatory Environment:</b> Rationale for Bank Regulation, Major Provisions of RBI Act, 1934, Regulation by RBI for - Nature of Banking Business, Licensing, Capital Requirements, KYC, Relationship between Banker and customer; Bank's duty to customers; Banking Ombudsman, NPA, CRR &amp; SLR, Critical evaluation of RBI</p>	22
II	<p>Electronic Banking and IT in Banks: Funds Transfer mechanism: ECS, EFT, RTGS, NEFT; Clearing House operations: MICR, CTS; e- banking services; Cyber Crime &amp; Fraud management. Case studies: ICICI Chandrakochar case, &amp; Yes bank case, CIBIL (Credit Information Bureau of India Ltd). <b>Banking Regulation Act, 1949:</b> Meaning &amp; Major Provisions of Banking Regulation Act, Powers of RBI under Banking Regulation Act, Nationalization of Commercial Banks under Banking Companies (Acquisition of Undertakings) Act, 1970; Securitisation and Reconstruction of Financial Assets and Enforcement of Securities Interest Act, 2002 (SARFAESI Act)</p>	23

### Reference Books/ Text Books / Cases:

- \* Cranston, R. Principles of Banking Law. New Delhi: Oxford University Press.
- \* Khubchandani, B. S. Practice and Law of Banking. New Delhi: Macmillan Indian Limited.
- \* Singh, A. Laws of Banking & Negotiable Instruments. New Delhi: Eastern Book Company
- \* Tomar, D. Theory of Banking: History, Law and Practice. New Delhi: Vista International Publishing House

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Explain evolution of money and central banking system
- \* Define the banking regulatory environment in the country
- \* Understand the regulatory framework for banks through RBI Act.
- \* Describe the major provisions of Banking Regulation Act.



## BBAE0407: MARKETING OF FINANCIAL PRODUCTS AND SERVICES

**Introduction:** *This course introduces the students to an overview of financial system and financial products and services in India and related marketing strategies*

**Objectives:** *To enable the students to gain insights into marketing and planning of various financial products and services like banking and non banking.*

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction to Financial Products &amp; Services:</b> Meaning, Role, nature and characteristics, Scope and Types of Financial Services, fund based and non-fund based financial services, An Overview of various financial product &amp; services in India, a conceptual framework of financial market in India. An introduction of International Financial Services Centres Authority.</p> <p><b>Marketing Planning:</b> An overview, Marketing Environment: Analyzing financial services marketing environment- macro and micro components;</p>	22
II	<p>Understanding financial services customer, Marketing Mix Strategy.</p> <p><b>Marketing of Financial Services:</b> Banking products and services, Venture capital financing, Credit Rating Services, Factoring, Forfeiting and Bill discounting, Plastic Money (Debit, Credit &amp; Smart Card), Securitization, Marketing Strategy for Banking Services, Marketing of insurance products- Life and Non Life Products.</p>	23

### Reference Books/ Text Books / Cases:

- \* Arora, S. Marketing of Financial Services. New Delhi: Deep & Deep Publishing House.
- \* Avdhani, V. A. Marketing of Financial Services. Mumbai: Himalaya Publishing House.
- \* Apte, G. Services Marketing. New Delhi: Oxford University Press.
- \* Bhattacharya, C. & Shanker, R. Service Marketing. New Delhi: Excel Books.
- \* Khan, M.Y. Indian Financial System - Theory and Practice. Noida: Vikas Publishing House.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand about the various types of financial products and services.*
- \* *Learn about the marketing environment with regard to financial services.*
- \* *Discuss how financial products and services are marketed.*
- \* *Describe the recent developments in marketing of Financial Products & Services.*



## BBAE0408: MANAGEMENT OF COMMERCIAL BANK

**Introduction:** *This course introduces the students to the commercial banking system in India. It also gives a broad framework of retail banking and emerging trends in this field*

**Objectives:** *To enable the students gain insights into the emerging trends in the commercial banking scenario both at national & international levels.*

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Introduction:</b> Meaning, Functions of Commercial Banks, Services Rendered, General Structure and Methods of Commercial Banks, Mechanism of Credit Creation, Clearing House System, System of Banking – Group Banking & Chain Banking, Unit Banking & Branch Banking, Investment Banking & Mixed Banking, Universal Banking, Merchant Banking & Virtual Banking. <b>Retail Banking:</b> Introduction, Characteristics, Advantages and Constraints in Retail Banking, Evolution of Retail Banking in India, Present Status and Global Trends in Retail Banking, Distinction Between Retail & Corporate Banking,	22
II	Overview of Retail Banking Products – Home Loans, Vehicle Loans, Personal Loans, Educational Loans, Credit & Debit Cards and Remittances, Safe deposit vaults. <b>Emerging Trends:</b> Social Responsibility of Banks Concept, Design & origin of E-Banking, Scope and Type of E-Banking – Internet Banking, Mobile Banking etc., Issue and Challenges in E-Banking, Advantages and Limitations of E-Banking. Internet Banking Functions, Electronic fund management, Security and control systems-cyber crimes& fraud management, E-Banking Demo Exercise	23

### Reference Books/ Text Books / Cases:

- \* Gopinath, M. N. *Banking Principles & Operations*. Mumbai: Snow White Publications Pvt. Ltd.
- \* Saxena, G.S. *Legal Aspects of Banking Operations*, New Delhi: Sultan Chand and Sons.
- \* Sethuraman, J. *Retail Banking*. New Delhi: Macmillan Publishers India Ltd.
- \* Varshney, P.N. *Banking Law and Practice*. New Delhi: Sultan Chand and Sons.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand about framework and functioning of commercial banks.*
- \* *Discuss deep knowledge of retail banking and its products*
- \* *Explain retail banking and how it is different from corporate banking*
- \* *Understand the various emerging trends in banking at national & international level*

## BCME0404: CROSS CULTURAL ISSUES IN INTERNATIONAL BUSINESS

**Introduction:** This course will help students in developing understanding of the concepts of cross cultural management issues and increasing complexity in terms of international business

**Objectives:** To acquaint the students with the issues pertaining to international business  
To enable them to learn the various problems due to diversified culture and ethnicities.

**Credits: 04**

**Semester VI**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Basics of International Business:</b> Introduction to International Business: Importance nature and scope of International business; modes of entry into International Business internationalization process and managerial implications.</p> <p><b>Cross cultural nuances of international business:</b> International Management: Concept, Dimensions and Approaches; Business culture and corporate culture; Problems of intercultural communication; Cross -cultural values and business management; Business values ethics and social responsibilities.</p> <p><b>Cross cultural strategies adopted in international business:</b> Managing international Collaborative Arrangements: Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances: Pitfalls in strategic alliances; Making cross-cultural alliances work.</p>	22
II	<p><b>International business environment:</b> Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade. 4. International Financial Environment: Foreign investments-Pattern, Structure and.</p> <p><b>Cross cultural risks in International business:</b> Managing Political Risks: Host country home country and multinational relationships; Political risk assessment and protection techniques for multinational corporations; Organizing for political risk management.</p> <p><b>International Business Negotiations:</b> Importance of business negotiations; Business negotiation process and skills, Management of business negotiations, Negotiations within groups, Negotiations across cultures.</p>	23

### Reference Books/ Text Books / Cases:

- \* Hill, Charles W. L., *International Business*, McGraw Hill, New York.
- \* Danoes, John D. and Radebaugh, Lee H., *International Business: Environment and Operations*, 8th ed., Addison Wesley, Readings.
- \* Cateora, Phillip R. and John L. Grahm, *International Marketing*, 10 th ed., Irwin McGraw Hill, Boston.
- \* Nagadhi, A.R., *International Management*, Prentice Hall of India Private Ltd.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Discuss the importance of cross cultural issues recognitions at the corporate level.
- \* Understand the various cross cultural strategies adopted at international level.
- \* Explain the various dimensions and approaches to cross cultural management.
- \* Understand the significance of business negotiation in international business.

## BCME0405: INTERNATIONAL ETHICAL AND LEGAL ISSUES

**Introduction:** This course on international ethical and legal issues would help the students in getting the understanding of the concepts related to ethical and legal framework

**Objectives:** To acquaint the students with the concepts related to ethics and legal issues  
To enhance their skill to effectively manage ethical and legal issues in international perspective.

**Credits: 04**

**Semester VI**

**L-T-P : 4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction and basic concepts of Business ethics:</b> Business ethics Context and history; Ethics and Stakeholders; Business Ethics and individual decision making; Ethics Personal and Organizational ethics in International Business; Advertising and ethical Issues; Ethical Issues confronting International Business; Ethics, organization and Corporate social responsibility; Community Trade agreements and Globalization; Upholding Ethics and Integrity in International Business</p> <p><b>International Business Law:</b> Meaning, scope, sources of International business law; Legal Environment of International Business, International law and Organizations; resolution of International Disputes;</p>	22
II	<p>GATT law and WTO dispute settlement, dumping and anti dumping measures, laws governing access to foreign markets - Technical barriers to trade, import licensing procedures, government procurement, trade in services, trade in agriculture.</p> <p><b>Technology import contract</b> – Technology Policy and environment – Selection and transfer issues – Law for protection of Intellectual Property Rights, Patents, Trademarks, etc. Law of Product Liability – Laws relating to customs practices and procedures – Settlement of International Trade Disputes – Carriage of goods by sea, air, and over road. International sales – sales contracts, conventions on contracts, remedies for breach of contracts, cultural influences on contracts, documentary sales and terms of trade, shipping terms and the risk of loss, carriage of goods, liabilities of carriers</p>	23

### Reference Books/ Text Books / Cases:

- \* Cheeseman, Henry R, *Business Law: the Legal, Ethical, and International Environment*, Prentice Hall, 2nd Edn.
- \* Bohlman, *The Legal, Ethical & International Environment of Business – Industrial Laws & Legislation*.
- \* Nan S. Ellis, *Study Guide with Critical Legal Thinking Cases: Business Law: The Legal, Ethical, and International Environment*, Allyn & Bacon 3rd Edn.
- \* Palle Krishna Rao, 'WTO text and cases' Excel Books
- \* Vinod V Sople, 'Managing Intellectual Property' PHI Learning Private Limited
- \* Herbert M Bohlman & Mary Jane Dundas, *The Legal, Ethical, and International Environment of Business*, 4th Edition, South – Western College Publishing

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the basic concepts of business ethics at international level.
- \* Comprehending the international business law.
- \* Escalate the usage of technology in ethics and law.
- \* Developing aptitude to gauge a business firms practices on ethical grounds.

## BBAE0203: INTERNATIONAL MARKETING

**Introduction:** This course would help the students in getting the understanding of the international marketing concepts and strategies used for promotion and wealth maximization.

**Objectives:** To familiarize the students with the concept and issues of international marketing  
To enable them to analyze the international marketing strategies for a business firm.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Introduction to International Business- an overview; International marketing management process, Difference between domestic marketing and International marketing, Definition &amp; concept. International marketing information system.</p> <p>International Marketing Environment: Influence of physical, economic, socio - cultural, political and legal environments on international marketing decisions; International Market Segmentation, Selection and Positioning; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting -up of wholly owned subsidiaries abroad.</p> <p><b>International Product Planning and Pricing decisions:</b> Major Product decisions-product design, labeling, packaging, branding and product support services; Product standardization vs. adaptation; Managing product line; International trade product life cycle; New product development.</p>	23
II	<p>Pricing decisions for International Markets: Factors affecting international price determination; International pricing process and policies; Delivery terms and currency for export price quotations; Transfer pricing; Counter trade as a pricing tool-types and problems of counter trading.</p> <p><b>International Distribution Decisions:</b> Distribution channel-from traditional to modern Channel structures, Intermediaries for international markets-their roles and functions;, Factors affecting choice of channels; International distribution logistics-Issues and Planning.</p> <p><b>International Promotion Strategies:</b> Communications across countries-complexities and issues; Sales promotions in international markets, International public relations, International Advertising decisions, Personal selling and sales management; Developing international promotion campaign.</p> <p><b>Emerging trends in International Marketing:</b> International Marketing through Internet; Ecological concerns and international marketing ethics.</p>	22

### Reference Books/ Text Books / Cases:

- \* Keegan, Warran J. and Mark C. Green, Global Marketing, Pearson.
- \* Cateora, Phillip R.; Grahm, John L. and Prashant Salwan, International Marketing, Tata McGraw Hill.
- \* Czinkota, Michael R. and Illka A. Ronkainen, International Marketing, Cengage Learning.
- \* Terpstra, Vern; Foley, James and Ravi Sarathy, International Marketing, Naper Press.33
- \* Jain, Subash C., International Marketing, South-Western.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand various aspects related to international marketing*
- \* *Learn international marketing strategies adopted by the companies.*
- \* *Outline international distribution decisions for full coverage of the segment*
- \* *Understand importance of market and product mix at international level*

## BFBE0202: INTERNATIONAL HUMAN RESOURCE AND STRATEGIC ISSUES

**Introduction:** This course would help the students in getting the understanding of the concepts and strategies of international human resource management as used by firms

**Objectives:** To acquaint the students with the concepts of international human resource  
To enhance their skill to effectively manage human resource in international perspective.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Human Resource Management: Concept, objectives; Functions and roles; Traditional and modern perspectives in HRM; Recent global trends in HRM.</p> <p><b>International Context of HRM:</b> Introduction to IHRM; Human Resource Management in the International Firm- The conceptual Framework; Various factors responsible for Cross national differences in personnel and organizational Management; Complexities and issues in managing human resource across countries; International HRM department and functions; Models of international HRM. Human Resource Information System (HRIS) succession planning,</p> <p><b>International Staffing:</b> Hiring– sources of international human resource; Staffing for international operations; Selection strategies for overseas assignments; International transfers; Expatriate Management- training and development for expatriates; Problems of repatriation of overseas expatriates and strategies to tackle these problems.</p>	23
II	<p><b>Training, Development and Compensation in International Perspective:</b> Training and development for international staff; Compensation in International Perspective- Factors, package, methods and trends; International reward system;</p> <p><b>Direction and Control:</b> Issues and strategies for directing in international context; Enhancing interpersonal communication; Multinational performance appraisal – Criteria and process, Performance management; International control mechanism.</p> <p><b>Industrial Relations and Other Issues in IHRM:</b> A framework for international industrial relations; Employees participation – Practices in various countries; Cross border ethics management; Comparative study of HRM practices in major global economies; IHRM trends- Complexities, challenges, and choices in future.</p>	22

### Reference Books/ Text Books / Cases:

- \* Dowling P. J., *International Human Resources Management*, Cengage EMEA.
- \* Harzing, A. W. and Pinnington, A., *International Human Resource Management*, Sage Publication, London.
- \* Saini, D. S. and Sami A. K., *Human Resource Management – Perspectives for the New Era*, Response Books (A Division of Sage), New Delhi.
- \* Aswathappa, K. and Dash, S., *International Human Resource Management*, McGrawHill Education India.
- \* Hollinshead, G., *International and Comparative Human Resource Management*, McGrawHill Education India.
- \* Evans, P., Pucik, V. and Bjorkman, I., *The Global Challenge: International Human Resource*

*Management*, McGrawHill Education India.

- \* Tayeb, M.H., *International Human Resource Management*, Oxford University Press, India.
- \* Dessler, G., and Varkkey, B., *Human Resource Management*, Pearson Education, Delhi.
- \* Decenzo, D.A., and Robbins, S. P., *Fundamentals of Human Resource Management*, Wiley, India.
- \* Rao, V. S. P., *Human Resource Management: Text and cases*, Excel Books.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the difference between traditional and international human resource management.*
- \* *Define the concept of human resource information system (HRIS).*
- \* *Describe the international staffing and selection strategies.*
- \* *Classify the framework for international industrial relation and issues in IHRM.*



## BBHE0105: TOURISM AND TRAVEL MANAGEMENT

**Introduction:** The course provides an introduction to the students about tourism and travel management and how the same is being used by firms for furthering their goals.

**Objectives:** To acquaint students with how tourism and travel industries operate.  
To make students understand the structure, nature and operating characteristics of them

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Tourism overview and its significance</b> Definition and historical development of tourism, Components and elements of Tourism, Nature and characteristics of Tourism industry, Tourism as an industry in India. Definition and Distinction between travelers, Visitors, Excursionist, Tourist and Transit visitor. Travel Motivators and Deterrents. Maslow's Hierarchy of needs Model and Travel Motivations. Push and Pull Travel Motivations. Stakeholders in Tourism, Demand and Supply view of Tourism. Economic, social, cultural and Political impacts and significance of tourism (positive and negative). Employment generation, Earnings of foreign exchange, Regional development, National integration and International understanding and world peace.</p> <p><b>Tourism typologies</b> Domestic tourism, international tourism, inter-regional &amp; intra-regional tourism. Forms and classification, ideals of responsible Tourism-alternate Tourism, concept of "Paid holiday", Emergence of modern tourism; rural, Eco, Medical, Mice, literary, indigenous, wellness, film, golf etc; Typologies of Tourist-Cohen's, Smith's and Amex tourist typology etc.</p>	I
II	<p><b>Tourism Models</b> Tourism System, Models and Theories in consumer behavior, Push and Pull theory, Tourism regulations, Present trends in Domestic and Global tourism, MNC's in Tourism Industry.</p> <p><b>Tourism Organizations, Transportation and Sustainability in Tourism:</b> Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &amp;Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, FHRAI, IHA, IATA,IATO and others important tourism organizations and Bodies, Transportation systems, Road and Inland Transport infrastructure and mediums, Waterways, Air Travel. Travel agency – Meaning and History, development of travel agency business. Popular Travel Agencies of India, Tour Operator. Difference between travel agency and tour operator. Economic/Social/Environmental effects of tourism, Tourism Carrying Capacity, Tourism impact assessment and sustainable development, Indicator of tourism Conditions.</p>	II

### Reference Books/ Text Books:

- \* Page, S. *Tourism Management: An Introduction*. Routledge.
- \* Weaver, D., &Oppermann, M. *Tourism Management*. John Wiley and Sons.
- \* Swarbrooke, J. *Sustainable Tourism Management*. Cabi.

- \* Moutinho, L., & Vargas-Sanchez, A. (Eds.). *Strategic Management in Tourism*, CABI Tourism Texts.Cabi.

**Cases:**

- \* **Treks N Rapids: Adventure sports tourism in India**, Reference No: W15521, Authors- AtulArun Pathak; Sanjeev Varshney (Richard Ivey School of Business -Ivey Publishing)
- \* **Incredible India: Evolution of Brand India**, Reference No: W14314-PDF-ENG, Authors- Tripti Ghosh Sharma; Akshay Kumar; Samriddhee Khanna; Aditi Gupta; KarthikGovindarajan; Arpit Agarwal (Harvard Business School-HBS)
- \* **Indigo Airlines**: Reference No. W1321, Authors-ArpitaAgnihotri; Saurabh Bhattacharya (Richard Ivey School of Business- Ivey Publishing)
- \* **Orchid Ecotel- Leveraging Green Hoteling as Core Competency**: Reference No. W11394, Authors- Rama Deshmukh ;AtanuAdhikari (Richard Ivey School of Business -Ivey Publishing)

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the essence and importance of tourism and travel industry.*
- \* *Develop an understanding regarding multiple disciplines of Tourism Industry.*
- \* *Identify the role of various governing bodies in the tourism segment*
- \* *Discuss the challenging issues related to the sustainability of tourism and travel business.*

## BBHE0106: HOTEL & CATERING MANAGEMENT

**Introduction:** This course will help the students deal with running a catering business and the various related aspects which are essential to succeed in this field as per industry

**Objectives:** To enable students learn the management techniques specifically food management  
To assist students learn about catering, and beverage management.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<b>Hotel Industry :</b> Introduction, Target Market & intangibility of services, Advantages & Disadvantages of different types of Hotel Ownerships & Automation of Hotels, Hotels organization charts, Hotel's functional areas, Classification of Hotels ,Types of Rooms, Tariff Structure & plans.	22
II	<b>Catering Management:</b> Principles & functions of catering Management, Tools of Catering Management: Levels of Catering Management, Management of Resources available to the Catering Manager: Role of catering establishment in the travel/tourism industry, Types of Food & Beverage operations, Structure of the catering industry - a brief description of each. <b>Kitchen Planning:</b> Kitchen area selection, Space requirement, Policy formulation, setting of equipments, Maintenance; F & B operations, Establishing staffing levels: H.R.D. in Catering Industry; Food production, Housekeeping and Laundry operations, Hygiene and sanitation, Safety and first aid, Food science and nutrition.	23

### Reference Books/ Text Books / Cases:

- \* Negi, J.M.S. 1990: *Professional Hotel Management*, S. Chand & Company, NewDelhi.
- \* Chakravarti, B.K, *Hotel Management*, Aph Publishing, New Delhi
- \* David, j, *Textbook of Hotel Management*, Anmol Publications.
- \* Singh, Rajender*Hotel and Hospitality Management*, Gyan Books, New Delhi

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand the basic concepts of hotel management required in the industry.
- \* Learn the catering management techniques prevalent in the industry.
- \* Identify the basic parameters involved in the planning of hospitality management
- \* Identify the practical management skills alongside theoretical business knowledge especially in hotel industry.

## BBHE0107: LEISURE MANAGEMENT

**Introduction:** This course on recreation and leisure management would help the students in getting an understanding of the effectiveness of recreation as found in the corporate sector

**Objectives:** To enable students understand recreational use of natural  
To enable students appreciate the principles of natural resource based planning and management

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Foundation for Leisure:</b> Introduction to Recreation and Leisure. Understanding of the nature and scope of leisure &amp; recreation. Sociology of Leisure. Definitions, concepts and assumptions of classical, recent and modern theories of recreation and leisure. History and Philosophy of Leisure</p> <p><b>Global and Local Contexts of Leisure:</b> Geography, leisure and recreation in Asia perspective. Leisure trend: Popular sport, leisure and recreation. Social, economic and administrative aspects of professional, amateur, commercial and public recreation.</p> <p><b>Recreation in the Destination :</b>Introduction to Resort and Urban Destinations, Classifying Destinations, Seasonal Delights, Spotlights on Sporting Activities, Snow Holiday Resorts, Golf Resorts, Year Around Play Grounds, Cruise Ships</p>	22
II	<p><b>Responsibilities in Recreation and Leisure:</b> Understanding of the concept of a profession and professional organizations, and the responsibilities of professionals in leisure and human service agencies. Contemporary professional issues and the trends impacting leisure and human service agencies</p> <p><b>Management and Marketing of Leisure &amp; Recreation:</b> Exploration of marketing concepts and methods available to public, commercial and private leisure &amp; recreation service organizations. Marketing and its role in the Recreation and Leisure Industry</p> <p><b>Sponsorship:</b> Growth of sponsorship, types of Sponsorship, planning and evaluating sponsorship programmes,</p> <p><b>Recreation and Community:</b> Leisure and recreation in modern era. Aging and Leisure Development, the practical aspects of recreation and leisure program development, delivery, and facilitation for all older adults</p>	23

### Reference Books/ Text Books / Cases:

- \* Hammitt, W.E. & Cole D.N. *Wildland Recreation: Ecology and Management*, 2nd ed. New York: John Wiley & Sons.
- \* Ibrahim, I. & K.A. Cordes.. *Outdoor Recreation: Enrichment for a Lifetime*, 3rd ed. Champaign, IL: Sagamore Publishing.
- \* Jennings, G. (Ed.). *Water-Based Tourism, Sport, Leisure and Recreation Experiences*. Burlington, MA: Butterworth-Heinemann.
- \* Knudson, D.M., T.T. Cable & L. Beck. 2003. *Interpretation of Cultural and Natural Resources*, 2nd ed. New York: Human Kinetics.

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the fundamental concepts of leisure and recreation*
- \* *Discuss the distinctive segments of leisure and recreation in context to historical and social perspectives*
- \* *Highlight the significance of marketing management in the recreation industry*
- \* *Identify the challenges involved with the multiple segments of leisure and recreational management*

## BBHE0108: HEALTH & WELLNESS MANAGEMENT

**Introduction:** This course would develop health knowledge and help in designing and managing an employee wellness program, their health and productivity of employees.

**Objectives:** To enable students examine the factors involved in lifestyle decisions  
To make the students aware regarding health and wellness and latest trends in this regard

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Physical Activity and Wellness:</b> Physical Activity – Concept, Benefits of participation in physical activities with specific reference to health. <b>Wellness</b> – Meaning, Components, Need and Importance, Concepts of Quality of Life and Body Image, Factors affecting Wellness, Wellness Programmes, Health-promoting behaviors; Regular exercise, Balanced Diet, Safety &amp; Health Awareness, Prohibition- Smoking, Alcohol and Drugs.</p> <p><b>Organization of the Human Body:</b> Role of exercise in health and wellness. Understand the integrative nature of our bodies, minds and spirit, and study the theories and methodologies associated with total wellness.</p>	22
II	<p><b>Concept of Nutrients and Weight Management::</b> Nutrition, Balanced Diet, Dietary Aids and Gimmicks, Energy and Activity-Calorie Intake and Expenditure, Energy Balance Equation, Obesity - Concept, Causes, Assessment, Management; Obesity Related Health Problems - Diabetes Mellitus (Type II), Atherosclerosis, Coronary Heart Disease, Stroke and Cancers.</p> <p><b>Stress Management:</b> Concept and Causes of Stress, Common Stressors, Stress prevention and Good Health; Preventing Stress, Methods of Stress Management – Basic Yogic Methods, Relaxation, through Sports and Recreational Activities, Yoga and meditation as means of stress management.</p> <p><b>Gym Operations:</b> Evolution of Gym Culture: Establishing a Gym – Location, Policy, Offer of Programmes, Budgeting, Marketing &amp; Public Relations. Qualification and Qualities of Gym Instructors.</p>	23

### Reference Books/ Text Books / Cases:

- \* Corbin, C. B., G. J. Welk, W. R. Corbin, K. A. Welk. *Concepts of Physical Fitness: Active Lifestyle for Wellness*. McGraw Hill, New York, USA.
- \* Hoeger, W.W. & S. Hoeger. *Fitness and Wellness*. 7th Ed. Thomson Wadsworth, Boston, USA.
- \* Kamlesh, M. L. & Singh, M. K. *Physical Education* (Naveen Publications).
- \* Kansal, D.K. *Text book of Applied Measurement, Evaluation & Sports Selection*. Sports & Spiritual Science Publications, New Delhi.
- \* Savard, M. and C. Svec. *The Body Shape Solution to Weight Loss and Wellness: The Apples & Pears Approach to Losing Weight, Living Longer, and Feeling Healthier*. Atria Books, Sydney, Australia.

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand various strategies adopted by companies for lowering health care costs.
- \* Explore manner of developing strategies for achieving higher employee productivity.
- \* Comprehend various techniques for increasing the employees' level of physical activity.
- \* Understand the tools and technique for reducing stress, absenteeism and turnover.
- \*

## BBHE0205: MANAGING SPECIAL EVENTS

**Introduction:** The subject aims to create understanding among the students about the details as how to organize the special events

**Objectives:** To enable students understand concepts related to creating special events and making them aware of the different variables one needs to handle for the betterment of the same.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	Event management tradition, Event Leadership:- Planned Events, Models of Global Planned Events, Event Administration, <b>Event Plan:</b> Composing, Developing and Implementing the Event Plan, Event Leadership Through Human Resource and Time Management, Green Events. The New Best Practices in Planned Events, Upcoming Trends in event planning, Special Events : Public Relations, Promotions, and Sponsorships, Online Marketing and Consumer-Generated Media, Social Inclusiveness, Ethics in Event Management <b>Wedding Planning</b> :-Wedding Industry, wedding planner :-need & Job Responsibilities, Wedding budgeting, Significance of Rituals, Wedding Blue Print, Entertainment management in wedding,	22
II	<b>Live Events</b> : Live Show Industry, Planning Live Show, Live Show arrangements, budgeting, Live Show Flow, Understanding technical requirements, Celebrity management in Live Show, <b>Exhibition Management</b> : Requirement of exhibitions, Job Responsibilities of exhibition organizer, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety. <b>Conference Management:</b> Conference management Industry, Planning conference, Understanding requirement, <b>Corporate Events:</b> planning corporate event, Understanding Customer safety, <b>and Crisis Management plan:</b> Crisis planning, prevention, preparation, provision, action phase. Event Management in a changing world Models of Sustainable Event Leadership, Best Practices and Real World Event Experiences , Corporate Social Responsibility (CSR), Technology and Modern Event Planning	23

### Reference Books/ Text Books / Cases:

- \* Julia Rutherford Silvers, *Professional Event Coordination*: John Willey & Sons
- \* Lynn Van DerWagen& Brenda R. Carlos, *Event Management for Tourism, Cultural, Business and Sporting Events*: Pearson Prentice Hall
- \* Avrich, Barry *Event and Entertainment Marketing*: VikasPublishing House New Delhi
- \* Dwight W. Catherwood& Richard & L. Van Kirk, *The Complete Guide to Special Event Management*: John Wiley & Sons.



**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understand the purpose of special events in the organizations globally.*
- \* *Understand and apply techniques and strategies required to plan successful special events.*
- \* *Develop Innovative methods to promote, implement, and conduct special events like wedding, live events, exhibitions and conferences.*
- \* *Understand and apply various crisis management plans for better handling of situation.*

## BBHE0206: EVENT TEAM & CREW MANAGEMENT

**Introduction:** This course on event team and crew management would help the students in getting in-depth knowledge of range of specialist strategies for managing a team

**Objectives:** To enable students enhance their skills in leading teams  
To assist students how to inspire a team and develop high performance teams.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Overview-</b> Need of an Event, The Event Management Process, Selecting the appropriate Pre-event Research Method, Presentation of Pre-event Research Findings, The Five W's, How to produce consistently effective events, The SWOT analysis. The Nature of Event Teams, History of Team Building, Key Benefit and Drawbacks of Team, Types of Team, Team Formation and Functioning</p> <p>Reason for forming a team, The Event should Fit the Art show or auction, cocktail lecture, craft workshop, how to seminar, community garage sale, sports event,</p>	22
II	<p>Home or garden tour, Decorate shows houses, The Size Of Your Organization, Community standards and Expectations,</p> <p><b>Forming The Event Team</b> - The core group should comprise the following positions, Committees for Each Chairperson, Event chairperson, Event Check-list, Re-check before Event, Charity Liaison Chair, Public Relations Chair, Mailing List Chair, Donation/Sponsors Chair, Telephone Solicitation Chair, Decorating Chair.</p> <p>Plan, For a year- long Campaign or Major Event Month1, Month2, Month3, Month4, Month5, Month6, One week before the Event, Day of The Event, Within 2 weeks After the Event.</p>	23

### Reference Books/ Text Books / Cases:

- \* The Secrets of Successful Team Management - Michael A. West (Author)
- \* Successful Team Management [Paperback] - Nicky Hayes (Author)
- \* Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca

**Intended Outcomes:** After completion of the course, student will be able to:

- \* Understand about the concept of event and Team management with global perspective .
- \* Understand and applying new techniques of collaboration and effectiveness team and event management
- \* Understand and display innovative leadership skills needed to effectively manage a crew.
- \* Apply various skills learned in bonding with people and managing events.

## BBHE0207: EVENT RESOURCE MANAGEMENT

**Introduction:** *This course would help the students in understanding the process of event planning including the management of people, resources, finances, times and venue to run an event*

**Objectives:** *To enable the students understand the principles of managing large events  
To assist students concentrate on the element that make event distinctive*

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Entertainment:</b> Defining Entertainment, Forms in Entertainment, Reasons and Content of Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings, and Segues of an Event</p> <p><b>Working with Performers:</b> Mind-set, Creature Comforts, Unique Preparations and Performance Needs, Communications</p>	15
II	<p><b>Décor:</b> Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics and Soft Goods, Banners and Signs, Tension Fabric Structures, People and Other Creatures as Decor, Types of Décor, Setup Considerations for Décor - Prior to the Event and at the Event.</p> <p><b>Tenting:</b> Why Use a Tent for a Special Event? - Types and Styles of Tents, Determining the Correct Tent Size, Tent Accessories and Options, Tops, Sidewalls, Gutters, Doors, Lighting, Liners, Flooring, Heating, Ventilation, and Air Conditioning, Branding and Marketing</p>	15

### Reference Books/ Text Books / Cases:

- \* Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
- \* Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
- \* The Complete Guide to Successful Event Planning - Shannon Kilkenny
- \* Human Resource Management for Events - Lynn Van der Wagen (Author)

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Understanding elemental issues in principles of managing large events.*
- \* *Understand and display innovative approach towards theme-related concepts.*
- \* *Use different resources creatively to enhance the theme of an event.*
- \* *Identify and apply miscellaneous technical and IT resources in event management..*

## BBHE0208: EVENT HOSPITALITY& MEDIA MANAGEMENT

**Introduction:** The course will introduce the students to the nuances of hospitality and media management in the field of event management and how the same are utilized by firms

**Objectives:** To enable the students understand the applications of hospitality  
To assist students appreciate media management in the field of event management.

**Credits: 04**

**Semester VI**

**L-T-P :4-0-0**

Module No.	Content	Teaching Hours (Approx.)
I	Hospitality; concept and definitions, relationship between event and hospitality, Role of media in managing an event, promoting an event through mass media, Leisure management; concept and importance in an event. Destination tourism and events; concept and practices. Mass media communication, role of mass media in an event, Marketing an event through social media.	22
II	Feedback management through media, Different channels of media and their role in an event. Managing Disaster through media. Role of electronic media in promoting an event, Management of Print Media Organization for a successful event ,Organizational Patterns of a Print Media, Types of print ownership pattern in India, Advertising, Circulation & Printing	23

### Reference Books/ Text Books / Cases:

- \* *Event Management, an Integrated & Practical Approach* By Razaq Raj, Paul Walters & Tahir Rashid
- \* John Vernon Pavlik, *New Media Technology* Allyn & Bacon
- \* Walker, J R..*Introduction to Hospitality*. United States: Prentice Hall
- \* Chon, K. & Sparrowe, R T. *Welcome to Hospitality an Introduction*. United States: Thomson Learning
- \* George Torkildsen *Leisure and Recreation Management, Fourth Edition*, E&FN Spon, London

**Intended Outcomes:** After completion of the course, student will be able to:

- \* *Analyze relationship between hospitality and media management.*
- \* *Identify and understand the various principles and practices of hospitality management into event management.*
- \* *Identify and implement innovative role of media in promoting an event or product*
- \* *Understand and utilize the key importance of media management in the field of event management.*

## BBHC0810: DEVELOPING COMPETITIVE EDGE-VI

**Introduction:** This course has been designed to prepare students for quantitative and reasoning ability as they help a person in decision making in life and in education in particular.

**Objectives:** To help students develop the skill of simplifying their calculations  
 To help students to recognize pattern in form of numbers & alphabets and deduce logic

**Credits: 02**

**Semester VI**

**L-T-P :0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b><u>Quantitative Aptitude:</u></b>  <b><u>Simplification &amp; Approximation:</u></b>            Simplification using VBODMAS Rule, Simplification based on Decimals, Simplification of Continued Fractions, Simplification of the expression based on Algebraic Formulae and Identities, Simplification of statement based Question.  <b><u>Reasoning Ability:</u></b>  <b><u>CUBES:</u></b> Cutting of Cubes, Painting of Sides of Cubes, Counting cubes of identical colour faces  <b><u>Trigonometry:</u></b>            Defining Trigonometric Ratios with their properties, Question based on Circular Measure of angles (Radian &amp; Degree Measure), Questions based on angle of elevation, Questions based on angle of depression.</p>	22
II	<p><b><u>Quantitative Aptitude:</u></b>  <b><u>Alphabet and Number Series:</u></b> Problems related to Sequencing of Alphabets, Finding out Next or Previous number in Series.  <b><u>Power Indices and Surds:</u></b>            Defining of Surds, Finding out largest and smallest value of indices, Rationalizing of Surds, Questions based on Positive and Negative Exponent.  <b><u>Inequalities:</u></b>            Defining of Inequalities, Solving multivariable equations and Inequalities.  <b><u>Reasoning Ability:</u></b>  <b><u>Logical Connectives:</u></b>            Defining different types of logical Connectives and Solving Different types of problem relating with these connectives.</p>	23

**Reference Books/ Text Books / Cases:**

- \* How to prepare for Quantitative Aptitude Test for CAT , by Arun Sharma, Fifth edition, T.M.H publication
- \* How to prepare for Logical Reasoning Test for CAT , by Arun Sharma, Fourth/Fifth edition, T.M.H publication
- \* How to Crack Test of Reasoning: In All Competitive Exam , by Jaikishan and Premkishan, Arihant publication
- \* How to prepare for Verbal & Non-Verbal Reasoning by Disha Publication
- \* Quantitative Aptitude by R.S Aggarwal for Bank P.O/I.B.P.S P.O/A.A.O / Railways , S. Chand publication
- \* Quantitative Aptitude for Competitive Examination by AbhijitGuha

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Discuss the logical and visualizing ability towards various problems*
- \* *Increase their ability to recognize patterns in various situations*
- \* *Prepare and face various competitive examinations.*
- \* *Understand implication of reasoning ability to solve day to day problems*

## BBHC0811: MANAGERIAL APTITUDE-VI

**Introduction:** The course would duly reflect the advancements achieved by the students and take them to the next level thereby helping them to realize how well they know themselves.

**Objectives:** To enable the students handle stress better as well as manage their time  
To make the students realize the significance of having improved writing and related skills

**Credits: 02**

**Semester VI**

**L-T-P :0-0-4**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Grammar and Word Power Improving Exercises</b> Enabling the students towards improving their grammar and vocabulary with the help of related exercises</p> <p><b>Stress Management</b> To be done with the help of such classroom exercises which would help students deal with stress in a better manner</p> <p><b>Learning About Leadership</b> To be achieved through videos, ppts, discussions and interactions, in the process learning about such terms as situational leadership</p> <p><b>Time Management</b> To ensure better performance of students in such exercises as group discussion and personal interview. To be done with the help of demo sessions</p>	22
II	<p><b>Getting More Out of News (Print and Other Modes)</b> Helping the students to read between the lines as far as news is concerned which is aired on TV, printed and found on other modes</p> <p><b>Getting the Best Out of Simulated Situations</b> With the help of classroom participation, students to be made aware of how simulation could be used for better understanding</p> <p><b>Discussion on Current Financial Issues</b> Develop understanding on the current financial issues with a special mention to the union budget</p> <p><b>Effective Writing Skills</b> Facilitating such sessions which would enrich students' writing skills and utilize the same under various circumstances</p> <p><b>Improved Speaking and Comprehending Abilities</b> Practicing such exercises in the classroom situation wherein the students would be able to speak better and understand how to handle various situations</p>	23

### Reference Books/ Text Books / Cases:

- \* Bass, B. M., & Riggio, R. E. *Transformational leadership*. Psychology Press.
- \* Hicks, T., & Caroline, M. *A guide to managing workplace stress*. Universal-Publishers.
- \* Lawndes, L., *How to Talk to Anyone*, New York, McGraw Hill Education
- \* Lewis, N, *Word Power Made Easy*. New York, Pocket Books
- \* Patodi, B, Choudhary, A, *Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC* New Delhi, Disha Publication



- \* Ruben, B. D. *Simulations, games, and experience-based learning: The quest for a new paradigm for teaching and learning. Simulation & Gaming*

**Intended Outcomes:** *After completion of the course, student will be able to:*

- \* *Analyze news with regard to using it for their enhanced self*
- \* *Learn how to Write, speak and comprehend well under different circumstances*
- \* *Enhance ability to use time management techniques*
- \* *Improved vocabulary and usage of grammar*