



**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**

**(BBA)**

**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	BBAC0001	Management Concepts & Practices	CORE	4	0	0	4	5
2	BBAC1002	Fundamentals of Accounting	CORE	3	1	0	4	5
3	BBAC0003	Managerial Economics	CORE	3	1	0	4	5
4	BMAS0201	Business Mathematics	CORE	3	1	0	4	5
5	BBAC0015	Fundamentals of Computer & Data Handling	AECC	2	0	0	2	2
6	BBAC0800	Business Acumen – I	SEC	0	0	4	2	4
		<b>Total</b>					<b>20</b>	<b>26</b>

## Second Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBAC0004	Organizational Behaviour	CORE	4	0	0	4	4
2	BBAC0005	Management Accounting	CORE	3	1	0	4	5
3	BMAS0202	Business Statistics	CORE	3	1	0	4	5
4	BELO1010	Business Ethics & Values	GE	4	0	0	4	4
	BELO0011	Remedial English						
5	BBAC0801	Practical on Computer Application	SEC	0	0	4	2	4
6	BBAC0802	Business Acumen – II	SEC	0	0	4	2	4
		<b>Total</b>					<b>20</b>	<b>26</b>

### Third Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBAC0006	Marketing Management	CORE	4	0	0	4	5
2	BBAC0007	Production & Operation Management	CORE	3	1	0	4	5
3	BBAC0008	Business Communication	CORE	4	0	0	4	5
4	BALO0103	Patent and Copyright Law	GE	4	0	0	4	5
	BALO0101	Legal and Regulatory Framework of Business						
5	BCHS0102	Environmental Studies	AECC	2	0	0	2	2
6	BBAC0803	Business Acumen – III	SEC	0	0	4	2	4
		<b>Total</b>					<b>20</b>	<b>26</b>

### Fourth Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBAC0009	Fundamentals of Banking and Insurance	CORE	4	0	0	4	5
2	BBAC0010	Business Research	CORE	4	0	0	4	5
3	BBAC0011	Financial Management	CORE	3	1	0	4	5
4	BBAC1012	Human Resource Management	CORE	4	0	0	4	5
5	BALO1108	Consumer Protection Laws	GE	4	0	0	4	4
	BALO0106	Company Laws						
6	BBAC0804	Business Acumen – IV	SEC	0	0	4	2	4
		<b>Total</b>					<b>22</b>	<b>28</b>

### Fifth Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBAC0013	International Business Management	CORE	4	0	0	4	4
2		Specialization Elective 1 (Group A)	DSE	4	0	0	4	5
3		Specialization Elective 2 (Group A)	DSE	3	1	0	4	5
4		Specialization Elective 1 (Group B)	DSE	4	0	0	4	5
5		Specialization Elective 2 (Group B)	DSE	3	1	0	4	5
6	BBAC0805	Business Acumen – V	SEC	0	0	4	2	4
7	BBAJ0961	Project Report (Summer Training- based) & Presentation	DIS/PROJ	0	0	0	3	-
		<b>Total</b>					<b>25</b>	<b>28</b>

### Sixth Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk
1	BBAC0014	Corporate Strategic Management	CORE	4	0	0	4	4
2		Specialization Elective 3 (Group A)	DSE	4	0	0	4	5
3		Specialization Elective 4 (Group A)	DSE	3	1	0	4	5
4		Specialization Elective 3 (Group B)	DSE	4	0	0	4	5
5		Specialization Elective 4 (Group B)	DSE	3	1	0	4	5
6	BBAC0806	Business Acumen – VI	SEC	0	0	4	2	4
7	BBAJ0962	Comprehensive Viva	DIS/PROJ	0	0	0	3	-
		<b>Total</b>					<b>25</b>	<b>28</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: BANKING &amp; INSURANCE</b>							
13	BBAE0401	Principles and Practices of Life Insurance	DSE	4	0	0	4
14	BBAE0402	Functional Aspects of Banking	DSE	4	0	0	4
15	BBAE0403	Insurance Laws and Environment	DSE	4	0	0	4
16	BBAE0404	e-Banking	DSE	4	0	0	4
<b>GROUP 5: ENTREPRENEURSHIP &amp; FAMILY BUSINESS</b>							
17	BFBE0301	Managing Small & Family Business	DSE	4	0	0	4
18	BFBE0302	Project Planning & Management	DSE	4	0	0	4
19	BFBE0303	e-Business	DSE	4	0	0	4
20	BFBE0304	Modern Office Management	DSE	4	0	0	4

## ELECTIVES - Sixth Semester

S. No.	Code	Subject	Cat	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: BANKING &amp; INSURANCE</b>							
13	BBAE0405	Principles and Practices of General Insurance	DSE	4	0	0	4
14	BBAE0406	Banking Laws & Environment	DSE	4	0	0	4
15	BBAE0407	Marketing of Financial Products and Services	DSE	4	0	0	4
16	BBAE0408	Management of Commercial Bank	DSE	4	0	0	4
<b>GROUP 5: ENTREPRENEURSHIP &amp; FAMILY BUSINESS</b>							
17	BFBE0305	Creativity & Innovation	DSE	4	0	0	4
18	BFBE0306	Materials Management	DSE	4	0	0	4
19	BFBE0307	Social Responsibility of Business	DSE	4	0	0	4
20	BFBE0308	Export Procedure and Documentation	DSE	4	0	0	4



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# **DETAILED SYLLABUS**

**(UNDER CBCS)**

**OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(BBA)**

## BBAC0001: MANAGEMENT CONCEPTS & PRACTICES

**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 management concepts and practices thereby enabling them to understand the basic theories and concepts of management.

**Credits: 04**

**Semester I**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Nature of Management:</b> Concept, Nature &amp; Importance.</p> <p><b>Development of Management Thought:</b> Contribution of Taylor and Fayol and their Principles, Schools of Management Thoughts Japanese vs. American Management.</p> <p><b>Management Process and Skills:</b> Management Functions, Various Levels of Management, SWOT Analysis.</p> <p><b>Planning:</b> Concept, Nature, Importance, Process, Types of Plan, MBO – Concept and Process.</p> <p><b>Decision Making:</b> Concept, Process and Techniques of Decision Making.</p> <p><b>Fundamentals of Organising:</b> Concept, Organization theory, Departmentation, Matrix Organisation Structure.</p>	22
II	<p><b>Authority:</b> Delegation of Authority, Centralization and Decentralisation.</p> <p><b>Staffing:</b> Concept, Importance, Factors affecting Staffing, Process of Staffing.</p> <p><b>Fundamentals of Directing:</b> Concept, Importance and Principles.</p> <p><b>Leadership:</b> Concept, Importance and Theories.</p> <p><b>Fundamentals of Controlling:</b> Concept, Importance, Process of Controlling, Techniques of Controlling – Traditional and Modern, Essentials of Effective Control System, Causes of Resistance to Control, Management By Exception (MBE).</p>	23

### 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.
- \* 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.

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

- \* Understand the basic management and business concepts
- \* Understand the recent trends, challenges, and recent developments in management
- \* Learn strategy formulation in the domain of leadership and communication
- \* Understand contemporary business practices and the functioning of various businesses and corporate houses.



## 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

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

- \* Understand the basic accounting principles
- \* Classify the techniques of preparing and presenting the firm accounts
- \* Identify the role accounting plays in the overall set-up of a business
- \* Demonstrate the fundamentals of shares, debentures

## BBAC0003: MANAGERIAL ECONOMICS

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

**Objective:** 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 : 3-1-0**

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Nature &amp; Scope of Managerial Economics:</b> Concept of Managerial Economics, Scope and characteristics of Managerial Economics, Roles &amp; Responsibilities of Managerial Economist</p> <p><b>Basic Economic Principles:</b> Opportunity Cost Principle, Incremental Principle, Principle of Time Perspective, Discounting Principle and Equi-marginal Principle.</p> <p><b>Nature &amp; Scope of Macro Economics:</b> Concept, Definition, Scope and Characteristics</p> <p><b>Business Cycle and Business Policies:</b> Concept of Business Cycle, Minimizing effects of Business Cycles by Managers</p> <p><b>National Income Accounting:</b> Circular flow of Income, Concept - National Income, GDP, GNP, Per Capita Income, Methods of Measuring National Income (Theoretical Concepts only)</p> <p><b>Fundamental Concepts:</b> Concept and Types of Demand, Law of Demand, Demand Forecasting, Elasticity of Demand</p> <p><b>Price &amp; Demand:</b> Price Elasticity of Demand, Types, Factors Determining Price Elasticity of Demand, Business Application</p>	23
II	<p><b>Income &amp; Demand:</b> Relationship, Engel Curve, Income Elasticity of Demand, Types, Business Application</p> <p><b>Related Goods &amp; Demand:</b> Concept of Substitute and Complementary Goods, Relationship, Cross Elasticity of Demand</p> <p><b>Cost Concepts:</b> Actual-Opportunity cost, Incremental-Sunk cost, Direct-Indirect cost, Fixed-Variable-Total Costs, Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost, Economies and Diseconomies of Scale</p> <p><b>Perfect Competition:</b> Features, Determination of Price and Output in Short-run and Long-run, Lessons for Managers</p> <p><b>Monopoly:</b> Features, Determination of Price and Output in Short-run and Long-run, Concept of Price Discrimination, Lessons for Managers</p> <p><b>Monopolistic Competition:</b> Features, Determination of Price and Output in Short-run and Long-run, Lessons for Managers</p> <p><b>Oligopoly:</b> Features, Determination of Price and Output, Price Rigidity, Lessons for Managers</p>	22

### Reference Books/ Text Books / Cases:

- \* Geetika, Ghosh, P., & Chodhury, P. R. *Managerial economics*. New Delhi: Tata McGraw Hill.
- \* Dwivedi, D N. *Managerial economics*. New Delhi: Vikas Publishing House.
- \* Mehta, P L. *Managerial economics*. New Delhi: Sultan Chand & Sons.
- \* Varshney, R. L. & Maheswari, K. L. *Managerial economics*. New Delhi: Sultan Chand & Sons.

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

- \* *Explain the macroeconomic concepts relevant for making prudent business decisions*
- \* *Relate the application of economic principles in the area of business management*
- \* *Interpret the theories of cost and production function*
- \* *Recall different types of competitive market structures*

## BMAS0201: BUSINESS MATHEMATICS

**Introduction:** The course will enable the students in terms of understanding business mathematics and the various concepts related to it.

**Objective:** To make the students understand the concept of basic algebra, quantitative aptitude, matrices and mathematics of finance.

**Credits: 04**

**Semester I**

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

Module No.	Contents	Teaching Hours (Approx.)
I	<b>Basic Algebra:</b> Introduction, Representation of sets, Types & Basic operations on set, Laws of set algebra, Venn diagram, Use of set theory in business, Linear & Quadratic equations, Introduction to Permutation and Combination (Simple problems). <b>Quantitative Aptitude:</b> Time & Distance, Time & Work, Boats & Streams, Pipes & Cisterns, Partnership, Percentage,	22
II	Profit and Loss, Problems on ages, Problems on trains, Surds, Indices & Logarithms. <b>Mathematics of Finance:</b> Ratio & Proportion, Simple and Compound interest, Annuity and its types. <b>Matrices:</b> Definition, Types of matrices, Operations on matrices, Transpose, Adjoint & Inverse of matrix, Determinants, Solution of system of equations by Cramer's rule, Use of matrix in business.	23

### Reference Books/ Text Books / Cases:

#### Text Books:

- \* D. C. Sancheti and V. K. Kapoor, Business Mathematics, Sultan Chand & Company, Delhi.
- \* J. K. Sharma, Business Mathematics, Theory and Applications, Ane Books, Delhi.
- \* P. Gupta and O. P. Chug, Comprehensive Business Mathematics, Laxmi Publications, Delhi.
- \* Q. Zameeruddin, V. K. Khanna and S. K. Bhambhari, Business Mathematics, Vikas Publications, Delhi.

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

- \* Understand the basic concepts of business mathematics
- \* Learn to use mathematical techniques for taking decisions in personal as well as professional life
- \* Identify and solve real-life business problems using such concepts as differentiation
- \* Learn the techniques such as matrices and other various mathematical theories in daily life decision making

## 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 I**

**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>Programming Languages:</b> Machine Language, Assembly Language & High level Language. <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>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.

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

- \* Understand computers related terms such as operating systems, etc.
- \* Highlighting the role of Computer hardware and software in personal and professional life
- \* Understand the concept of the internet, its origin, and advancement
- \* Define the concept of storage devices and their uses.

## BBAC0800: BUSINESS ACUMEN - I

**Introduction:** This course has been designed keeping in mind the requirements of those students with regard to developing acumen towards business-related scenarios and related decisions.

**Objectives:** To help students develop their acumen towards numerous business scenarios  
To help students develop an idea of handling various business-related situations

**Credits: 02**

**Semester I**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Analysis of Business News from Newspapers/Magazines-</b> Using the information as found in written sources for understanding how businesses are run and prosper</p> <p><b>General Awareness</b> - Current affairs-international, national, sports, economics, society, politics, trade, business, famous personalities, environment, etc.</p> <p><b>Classroom Discussion</b> – Discussion on the latest trends in the fields of technology, day-to-day innovations and developments</p> <p><b>Personality Grooming</b> - Introductory sessions based on various personality traits as found necessary in various business-related scenarios</p> <p><b>Study of Business Conglomerates-</b> Analyzing the driving principles and mechanisms of business conglomerates, both success and failures and what could be learnt from them</p> <p><b>Dialogue-building exercises</b> - Dialogue process on host of issues which enables students towards developing a better understanding on business</p>	22
II	<p><b>Public speaking</b> – on industrial visits, fair visits, events attended, meetings attended, guest lecture attended, etc</p> <p><b>Role Plays</b> - Classroom situations for role plays on relevant business issues</p> <p><b>Social Media and Business</b> – Discussion in class room about how social media has come to redefine various business policies</p> <p><b>Individual Classroom Presentation</b> – Classroom presentation by students on concurrent business and related topics</p> <p><b>Extempore</b> –on-the-spot speaking ability, it being a requisite to handle different situations in a business scenario</p> <p><b>Videos</b>-related to various business houses, corporate honchos, inspiring success and learnable failure stories</p>	23

### Reference Books/ Text Books / Cases:

- \* 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
- \* Bhowan, I., *Improve Your Presentation Skills with CD: How To Make Effective Presentations and Influence Clients* Noida, UBS Publishers Distributors Pvt. Ltd.

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

- \* *Comprehend the changes happening in the business world around them*
- \* *Express with conviction their views on various situations*
- \* *Judiciously go through various written sources like newspapers*
- \* *Be more presentable and enhance their communication skills*



## BBAC 0004: ORGANISATIONAL BEHAVIOUR

**Introduction:** This subject introduces the students to the various concepts related to how employees tend to behave in an organization.

**Objective:** To enable the students to gain insights into the concepts that go into the making of a successful organization.

**Credits: 04**

**Semester II**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Meaning &amp; Nature of Organizational Behaviour, Contributing Disciplines, Organizational Models, Challenges &amp; Opportunities of OB.</p> <p><b>Personality:</b> Meaning &amp; Importance, Determinants of Personality, Big 5 model of Personality.</p> <p><b>Perception:</b> Meaning, Perceptual Process, Factors Influencing Perception, Perceptual Distortion.</p> <p><b>Attitude:</b> Meaning, Components, Factors in Attitude Formation.</p> <p><b>Learning:</b> Meaning, Factors affecting Learning, Theories of Learning - Classical Conditioning, Operant Conditioning and Social Learning Theory.</p> <p><b>Motivation:</b> Meaning &amp; Concept, Process, Theories.</p>	22
II	<p><b>Group Dynamics-</b> Formal &amp; Informal Groups, Stages of Group Development, Group v/s Team, Types of Team, Group Decision Making Techniques.</p> <p><b>Interpersonal Communication:</b> Johari Window; Transactional Analysis and its Applications.</p> <p><b>Conflicts:</b> Concept &amp; Meaning, Different Levels of conflict, Conflict Resolution.</p> <p><b>Stress:</b> Potential Sources, Consequences &amp; Coping Strategies.</p> <p><b>Organizational Change:</b> Concept, Resistance to Change, Overcoming Resistance to Change.</p> <p><b>Organizational Development:</b> Concept &amp; Characteristics of OD, Benefits &amp; Limitations of OD, Concept of Organizational Citizenship Behaviour.</p> <p><b>Emotional Intelligence:</b> Concept, Importance and Dimensions.</p>	23

### Reference Books/ Text Books / Cases:

- \* Luthans, F. *Organizational behavior*. New Delhi: Tata McGraw Hill
- \* Pareek, U. *Understanding organizational behavior*. New Delhi: Oxford University Press.
- \* Prasad, L. M. *Understanding organizational behavior*. New Delhi: Sultan Chand & Sons.
- \* Robbins, S. P. *Organizational behavior*. New Delhi: Pearson Education.

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

- \* Analyzing the fundamentals of organizational behavior and role of managers in organization.
- \* Understand the concept of personality and perception and their influence on the buying process.
- \* Define the group dynamics and motivation concept.
- \* Understanding the various concepts of conflict management, stress management and organizational change management.



## BBAC0005: MANAGEMENT ACCOUNTING

**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>Management Accounting:</b> Meaning &amp; Definition, Functions/Objectives, Merits and Demerits, Distinction between Management Accounting and Financial Accounting, Various Tools of Management Accounting, Roles &amp; Responsibility of Management Accountants.</p> <p><b>Ratio Analysis:</b> Meaning, Objectives, Need, Limitations, Classification of Ratios, Calculation and Interpretation of Ratios – Liquidity Ratios, Long-Term Solvency Ratios, Activity Ratios, Profitability Ratios.</p> <p><b>Fund Flow Analysis:</b> Meaning, Concept of Fund and Flow of Fund, Uses and Limitations of Fund Flow Statement, Preparation of Fund Flow Statement – Schedule of Working Capital Changes, Statement of Sources and Uses of Fund, Simple Numerical Problems</p>	22
II	<p><b>Cash Flow Analysis:</b> Concept of Cash Flow Statement, Difference between Cash Flow and Fund Flow Statement, Preparation of Cash Flow Statement (as per Accounting Standard: AS-3), Numerical Problems</p> <p><b>Budgeting &amp; Budgetary Control:</b> Concept of Budgeting and Budget, Nature, Purpose, Merits &amp; Demerits of Budgeting, Classification of Budgets, Preparation of Flexible Budget (Flexible Budgeting), Preparation of Cash Budget (Cash Budgeting), Numerical problems on the concept of Contribution, P/V Ratio and Break-Even Analysis.</p>	23

### Reference Books/ Text Books / Cases:

- \* Gupta, S. K. *Management accounting*. New Delhi: Sultan Chand & Sons.
- \* Jain, S. P., & Narang, K. L. *Cost & management accounting*. New Delhi: Kalyani Publishers
- \* Khan, M. Y., & Jain, P. K. *Management accounting*. New Delhi: Tata McGraw Hill

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

- \* Find the various tools & techniques of management accounting.
- \* Get detail knowledge of various ratios related to finance
- \* Understand fund flow and cash flow statement of business firms
- \* Outline the importance of budgeting analysis in an organizational context

## BMAS0202: BUSINESS STATISTICS

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

**Objective:** To make the students understand the concepts of statistics and probability.

**Credits: 04**

**Semester II**

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

Module No.	Contents	Teaching Hours (Approx.)
I	<b>Statistical Data Presentation:</b> Meaning, Importance and Limitations of Statistics, Types of data, Frequency distributions, Diagrammatic & Graphical representation. <b>Statistical Average:</b> Requisite of a good average, Measures of Central tendency & Dispersion, Merits and Demerits. <b>Moments:</b> Computation of moments, Skewness & Kurtosis by the method of moments.	22
II	<b>Index Number:</b> Introduction, Types, Construction of index numbers, Methods of determining index number, Tests, Cost of living index number. <b>Correlation &amp; Regression:</b> Introduction, Correlation between two variables, Karl Pearson's method, Rank correlation, Lines of regression, Simple applications. <b>Probability:</b> Additive and Multiplicative laws of probability, Binomial & Poisson distributions, Simple applications.	23

### Reference Books/ Text Books / Cases:

- \* G.C. Beri, Business Statistics, TMH, New Delhi.
- \* S. C. Gupta and V. K. Kapoor, Fundamentals of Mathematical Statistics, Sultan Chand & Sons, Delhi.
- \* P. Gupta, Comprehensive Business Statistics, Laxmi Publications, Delhi.
- \* J. K. Sharma, Business Statistics, Pearson Education, Delhi.
- \* R.I. Levin and D. Rubin, Statistics for Management, PHI, Delhi.

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

- \* Recognize the basic concepts of business statistics
- \* Learn how to solve real-life business problems using concepts of statistics
- \* Understand the basics of regression and correlation and their application in business
- \* Describe the probability theories, other mathematical concepts, and their utility in the business

## BELO1010: BUSINESS ETHICS & VALUES

**Introduction:** This course in Business Ethics and Values brings to the fore the significance of having these two as principles of business for any firm which intends to survive in the long run

**Objective:** It would enable students to understand such concepts as needed in today's times to infuse a sense of trust in the minds of consumers.

**Credits: 04**

**Semester II**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Meaning and Characteristics of Ethics, Concepts &amp; Relevance of Business Ethics, Ethical &amp; Unethical Behaviour in Management, Factors influencing Business Ethics Concept, Characteristics, and Classification of Values, Ethics, Morality and Value System, Ethics &amp; Moral Decision Making, Factors affecting Values, Developing Value System in an Organisation, Values in Business Management, Values for Indian Managers, International Business ethics.</p> <p><b>Corporate Governance:</b> Meaning, Objectives, Need, and OECD Principles of Corporate Governance, SEBI Code of Corporate Governance, Corporate Disclosure and Investor Protection in India.</p>	22
II	<p><b>Social Responsibility:</b> Meaning and Concept of Social Responsibility of Business, Levels &amp; Approaches to Social Responsibility, Principles &amp; Dimensions of Corporate Social Responsibility towards various Stakeholders.</p> <p><b>Contemporary Ethical Issues and Benchmarking:</b> Meaning &amp; Features of Indian Ethos, Principles of Indian Ethos in Management, Spiritual Managerial Values, 5 C's &amp; holistic View to Management. Relevance of Mahabharata and Ramayana in Management. Trans-Cultural Human Values in Management Education. Meaning &amp; Features of Benchmarking, Process and Types of Benchmarking.</p>	23

### Reference Books/ Text Books / Cases:

- \* Ghosh, B. Ethics in Management and Indian Ethos, Noida: Vikas Publishing House Pvt. Ltd.
- \* Gogate, S. B. Human Values & Professional Ethics. Noida: Vikas Publishing House Pvt. Ltd.
- \* Vasishth, N., & Rajput, N. Corporate Governance Values & Ethics. New Delhi: Taxmann Publications Pvt. Ltd.
- \* Chakraborty, S.K., Values and Ethics for Organizations: Theory and Practices, OXFORD University Press, India
- \* Khandelwal, N.M., Indian Ethos and Values for Managers, Himalaya Publishing House Pvt. Ltd., New Delhi
- \* Relevant Case Studies

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

- \* Identify the role of value system and ethics to differentiate between right and wrong decision
- \* Know about Corporate Social Responsibility and its impact on today's businesses
- \* Recognize the contemporary issues related to the fields of ethics and values at the global level.
- \* Understand contemporary ethical issues and benchmarking

## 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, 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></p>	22

**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.*

## BBAC0801: PRACTICAL ON COMPUTER APPLICATIONS

**Introduction:** This subject titled, 'Practical on Computer Applications' would ensure that the students get real-time insights into the practical usages of computers and its various applications.

**Objective:** To make students acquainted with handling of the computers and its tools. Also, it would enhance their learning of internet and email.

**Credits: 02**

**Semester II**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Getting started with MS-Word:</b> Starting Word, Opening a saved Word document, Entering text, Previewing, Editing, Saving, Navigate, Scroll through text, Insert and delete text in a document, Select text, Undo and redo commands, Formatting, Format and align text, Line and paragraph spacing, Add bulleted and numbered lists, Using Editing and Proofing Tools, Document views, Spell and grammar check, Shortcut Menus, Page Border, headers and footers, Insert and delete a page break, Insert page numbers, Insert the date and time, Insert special characters.</p> <p><b>MS-PowerPoint:</b> Difference between presentation and Document, Using Power Point, Using Wizard for creating a presentation, Creation of Presentation, Title, Text Creation, Fonts and Sizes, Importing text from word documents, Moving to next Slide, The Slide manager, Animation effects, Slide Designs, Background and Text colors, Making your own slide format, Footnotes and slide numbering, Presentation of the Slides, Using the Slide Show, Printing the Slides and Handouts.</p> <p><b>Microsoft Excel:</b> Concepts of Workbook &amp; Worksheets; Various Data Types; using different features with data, Cell and Texts; Inserting, Removing &amp; Resizing of Columns &amp; Rows; Working with Data and Ranges; entering data into worksheet, saving &amp; quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and menu, keyboard shortcuts, Working with single and multiple workbook-copying, renaming, moving, adding and deleting, copying entries and moving between workbooks, Different Views of Worksheets; Column Freezing, Labels, Hiding, Splitting etc., Using different features with Data and Text; Use of Formulas, Calculations and Functions; Cell Formatting including Borders &amp; Shading; Working with Different Chart Types; Printing of Working &amp; Worksheets with various options.</p>	22
II	<p><b>MS-Windows and Internet:</b> Operating System &amp; basics of windows, Managing Files, Folders, Renaming Files and Folders, Creating New Folders, Searching Files and Folders, Renaming, deleting files and folders Copying and Moving Files and Folders from one drive to another, Window Accessories: Calculator-Standard and Scientific, Notepad, Paint and its various tools, WordPad, Character Map.</p> <p><b>Basics of Networking &amp; Communication:</b> Concept &amp; applications of Internet, services on internet, www &amp; Web browsers, surfing, chatting, E-mail &amp; Document handling, Creating E-mail address, Sending and Receiving E-mail, Attaching files along with mail, zipping of files..</p>	23

**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.
- \* Singh, V. Simplified MS-Office 2007. New Delhi: Computech Publications Ltd.

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

- \* *Understand and use MS-word, MS-PowerPoint, MS-Excel etc.*
- \* *Comprehend computer-related business and managerial activities*
- \* *Put to use internet and E-mail facilities to perform different functions of business at faster pace.*
- \* *Analyze the operating system of computers for day-to-day computer operations.*



## BBAC0802: BUSINESS ACUMEN - II

**Introduction:** This course has been designed in a way that it carries forward the learning of the first semester with regard to inculcating various business-related aspects in their personality.

**Objectives:** To help students understand what goes into making a successful business  
To develop a better awareness in the students regarding the intelligence as required in today's times

**Credits: 02**

**Semester II**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Better Analysis of Business News from Newspapers/Magazines-</b> Getting understanding of how various news articles could be used to generate better comprehension on business</p> <p><b>Group Discussions on Current Business Issues-</b> Putting on table the issues which are being faced by businesses in the form of discussions and how they can be solved</p> <p><b>Videos</b> of inspirational business stories and international best business practices (such as Toyota, Honda, Sony, Hyundai, etc.)</p> <p><b>Inter-class discussions</b> with other classes of the same course on various issues related to business</p> <p><b>Comprehensive Understanding and Analysis of Union Budget-</b> Analyzing the nuances of the union budget and its impact on the overall functioning of the economy thereby making sense of it for carrying out business</p> <p><b>Brain-storming Sessions-</b> Dealing with situations of conflict and working out solutions of the same</p>	22
II	<p><b>Business Case Studies-</b> Analyzing and discussing various business-related cases</p> <p><b>Learning by doing-</b> role plays on business related issues highlighting various aspects related to it</p> <p><b>Debate on Current Issues-</b> Analyzing the various trends and contemporary issues and linking them with business</p> <p><b>Extempore</b> –on-the-spot speaking ability, it being a necessary skill for succeeding in business</p> <p><b>Internet-readiness and Computer Familiarity</b> – Knowing about such terms as SEO, handling of mails, Editing word and ppt documents, etc. as found in business</p> <p><b>Learning through Simulation Games</b> Let students develop their spontaneous and creative self through simulation games</p>	23

### Reference Books/ Text Books / Cases:

- \* Batra, P. Brainstorming Forcreativity & Innovation, New Delhi: Batra Booka.
- \* Carell, Negotiating Essentials:Theory , Skills and Practices. Pearson EducationDeo, K. Group Discussion. Ramesh Publishing House.
- \* Lawndes, L., *How to Talk to Anyone*, New York , McGraw Hill Education



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

- \* *Comprehend the happenings around them and utilize the learning*
- \* *Feel confident and comfortable to participate in group exercises*
- \* *Attempt cases solving thus understanding a business scenario better*
- \* *Discuss the functioning of the union budget and its role in businesses decision making*

## 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

## BBAC0007: PRODUCTION & OPERATION MANAGEMENT

**Introduction:** This course in productions and operations management intends to familiarize the students with the basics of this subject.

**Objectives:** To enable the students gain insights into the various issues related to the fields of production and operations management.

**Credits: 04**

**Semester III**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Concept of Production, Production System &amp; its elements, Types of Production Systems, Concept, Evolution, Nature, Objectives &amp; Scope of Production and Operations Management, Location Planning – Concept, Significance, Factors Influencing &amp; Methods, Plant Layout – Concept, Significance &amp; Types, Principles, Factors of Good Plant Layout, Concept of Assembly Line.</p> <p><b>Production Planning &amp; Control:</b> Concept, Need, Factors, Types and Elements of Production Planning, Production Scheduling: Concept, Types Materials Requirement Planning (MRP), Concept, Objectives &amp; Elements of Production Control, Pre-requisites of Effective Production Planning &amp; Control System, Maintenance Management: Plant Maintenance – Concept, Importance &amp; Types, Productivity – Concept, Significance &amp; Measurement, Techniques for Productivity Improvement</p>	23
II	<p><b>Inventory &amp; Quality Management:</b> Meaning, Need &amp; Types of Inventory, Meaning, Objectives and Functions of Inventory Control, Models of Inventory Control – Fixed Quantity System, Fixed Period System, EOQ Model, ABC Analysis, VED Analysis, Material Management: Concept, Importance, Functions, Issue of Materials, Purchasing: Concept, Procedure, Principles, Meaning &amp; Determinants of Quality and Quality Control, Statistical Quality Control, Control Charts &amp; Acceptance Sampling, Numerical.</p>	22

### Reference Books/ Text Books / Cases:

- \* Bedi, K. Production & Operations Management. New Delhi: Oxford University Press.
- \* Buffa, E. S., & Sarin, R. K. Modern Production / Operations Management. New Delhi: Willey India.
- \* Chunawalla, S. A., & Patel, D. R. Production & Operations Management. New Delhi: Himalya Publishing House.
- \* Gupta, C. B. Operations Management and Control. New Delhi: Sultan Chand & Sons.
- \* Khachru, U. Production & Operations Management. New Delhi: Excel Books.
- \* Khanna, R. B. Production & Operations Management. New Delhi: Prentic-Hall India Pvt. Ltd.
- \* Saxena, J. P. Production & Operations Management. New Delhi: Tata McGraw Hill.

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

- \* Define the concepts related to production and operation management.
- \* Identify how planning and control are carried out vis-à-vis production process.
- \* Understand the significance of inventory and quality management.
- \* Apply and use production and operation management techniques in business situations.

## BBAC0008: BUSINESS COMMUNICATION

**Introduction:** The course in communication intends to acquaint the students with the basics of communication and various techniques associated with it.

**Objectives:** To familiarize the students with the fundamentals of business communication for professional purposes with the aid of modern technology.

**Credits: 04**

**Semester III**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Communication:</b> Meaning, Nature &amp; Importance, 7 Cs of Effective Communication, Process. Types of Communication: Formal &amp; informal and verbal &amp; nonverbal, Flow of communication. Barriers and Overcoming Barriers.</p> <p><b>Professional skills &amp; Basic Etiquettes:</b> Do's and Don'ts, Extempore – speech of introduction, speech of thanks, occasional speech, theme speech and Role Play.</p> <p><b>Business Letters:</b> Characteristics of a Good Business Letter, Structure/Layout of a Business Letter.</p> <p><b>Types of Business Letters:</b> Orders, Adjustment, Complaint, Sales, Business Circulars, Request, Congrats, Thank you, Cover letter &amp; Applications.</p> <p><b>Official Communication:</b> Minutes of Meeting - Types (Resolution and Narration), Guidelines for writing Minutes, Memorandum.</p>	23
II	<p><b>Digital Communication:</b> E-Mail Writing, Role of Social Media &amp; Video conferencing, Modern Tools of Communication and their Importance.</p> <p><b>Business Reports:</b> Characteristics of a Good Report, Types of Report, Steps in Writing a Business Report, Layout of Business Report.</p> <p><b>Interview:</b> Nature, Types of Interview (Personal, Telephonic, Group, Panel, Structured, Semi-structured, Unstructured and Stress Interview), Do's and Don'ts of Interview.</p> <p><b>Writing Resume,</b> Difference between Resume and CV. Mock Interview activity.</p> <p><b>Business language and presentation</b> Importance of Business language, Vocabulary Words often confused, Words often misspelt, Common errors in English.</p>	22

### Reference Books/ Text Books / Cases:

- \* Chhabra, T. N. Effective business communication. New Delhi: Sultan Chand & Sons.
- \* Lesikar, R. V. Business communication. New Delhi: Tata McGraw Hill.
- \* Pal, R., & Korlahalli, J. S. Essentials of business communication. New Delhi: Sultan Chand & Sons.
- \* Sharma, R. C. & Mohan, K. Business correspondence & report writing. New Delhi: Tata McGraw Hill
- \* Professional Presentations by Malcolm Goodale, Cambridge University Press, South Asian Edition.
- \* Developing Communication Skills by Macmillan, 2<sup>nd</sup> edition.

- \* Basic Business Communication Skills for Empowering the Internet Generation by Lesikar, R.V. & Flatley, M.E., TMGH, New Delhi.
- \* Media and Communication Management by C.S. Rayudu, Himalaya Publishing House, Bombay
- \* Business Communications: From Process to Product by Bowman, J.P. & Branchaw, P.P., Dryden Press, Chicago.

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

- \* *Knowledge of various concepts, processes and importance of communication*
- \* *Understand the communication techniques and their usage in professional set-ups.*
- \* *Learn the skills related to effective letter writing & prepare business reports*
- \* *Face interviews and learn effective presentations*

## 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

**Course 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

## BALO0101: LEGAL AND REGULATORY FRAMEWORK OF BUSINESS

**Introduction:** This course in Legal and Regulatory Framework of Business deals with the acts which have been formed and implemented from time to time thus ensuring the smooth functioning of businesses in the Indian commercial scene.

**Objectives:** 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, Nature & Classification of Contracts, Offer and Acceptance, Capacity of Contract, Free Consent, Consideration, Agreements Declared Void, Contingent contracts, Quasi Contracts, Discharge of Contracts, Breach of Contract, Remedies for Breach of Contract. Special Contracts – Indemnity, Bailment and Pledge. Highlights of Indian Partnership Act 1932 and LLP Act, 2008, A brief introduction of Patent law, copyright law and Trademark Law in India.	23
II	<b>The Sale of Goods Act – 1930:</b> Introduction, Formation of the Contract of Sale, Goods and their Classification, Conditions and Warranties, Transfer of Title by Non-Owners, Unpaid Seller and His Rights, Sale by Auction. <b>Negotiable Instrument Act –1881:</b> Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments- Promissory Notes, Bills of Exchange and Cheques, Crossing of Cheques, Clearing Cycle of Cheques, Bouncing of Cheques & procedure for bouncing of cheques.	22

### 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

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

- \* Understand the basic concepts, provisions and nature of laws which helps the management students in doing business.
- \* Explore the functionality of different business organizations and their registration process.
- \* Design a business plan under the roof of legal protection
- \* Examine the various benefits given by the different Acts in ease of doing business



**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*



### BBAC0803: BUSINESS ACUMEN - III

**Introduction:** This course has been designed keeping in mind the requirements of those students with regard to developing acumen towards business-related scenarios and related decisions.

**Objective:** To help students develop their acumen towards numerous business scenarios and business-related situations.

**Credits: 02**

**Semester III**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Analysis of Business reports from various written sources-</b> Use the information as found in written sources for understanding how businesses are run and prosper in modern competitive era.</p> <p><b>Classroom Discussion on General Awareness -</b> Discussion on the latest trends in the fields of day-to-day innovations and developments related to business arena.</p> <p><b>Elements of Business Acumen -</b> Introductory sessions based on understanding one's thought process, developing business knowledge, effective use of management process, management and leadership skills and focus on development of strategic thinking.</p> <p><b>Building of Acumen fund -</b> Development of acumen fund in various organization on host of issues which enables students towards valuing a social venture, skill centre for social entrepreneurship and addressing the critical gaps between nothing ventured, nothing gained and social enterprise.</p>	22
II	<p><b>Lessons of Business Conglomerates-</b> Analysis of market and macro- economic environments, business relations, project management and value drivers of the organization.</p> <p><b>Various Case Studies -</b> Analysis and discussion on different case study on relevant business issues like Oxford SAID Business School, Michigan Business School, Harvard Business School, etc.</p> <p><b>People Skills through social media and business -</b> Dialogue delivery in class room about how social media has come to develop various business practices like ability to influence, negotiation skills, decision-making, collaborative working and communication.</p> <p><b>Leadership Skills through individual classroom Presentation -</b> Topics like team building, driving performance, change management, and ability to motivate and inspire.</p>	23

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

- \* Bhowan, I., Improve Your Presentation Skills with CD: How To Make Effective Presentations and Influence Clients Noida, UBS Publishers Distributors Pvt. Ltd.
- \* Batra, P. Brainstorming For creativity & Innovation, New Delhi: Batra Books.

- \* Carell, Negotiating Essentials: Theory, Skills and Practices. Pearson Education Deo, K. Group Discussion. Ramesh Publishing House.
- \* Dave, Capuzzi. Approaches to Group Work: A Handbook for Practitioners.
- \* London: Prentice Hall.
- \* Gerald and M.S., Corey. Groups Process and Practice: 7th Ed., Thomson: Brooks/Cole -Corey.
- \* 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.
- \* Lawndes, L., How to Talk to Anyone, New York, McGraw Hill Education.
- \* Relevant Case Studies

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

- \* *Grasp the intricacies of the business world and make sense of the same*
- \* *Describe their thoughts and opinion on multiple issues effectively.*
- \* *Be more aware and augment their communication skills.*
- \* *Recognise and apply the subjective knowledge practically in real corporate situations.*

## BBAC0009: FUNDAMENTALS OF BANKING & INSURANCE

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

**Objective:** To enable the students in getting an outlook of how banking & insurance businesses work on day-to-day basis and how things are done in a professional business set up.

**Credits: 04**

**Semester IV**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Banking and Deposit Accounts:</b> Concept of Banking &amp; e-Banking, Businesses permitted for a Banking Company, Services Rendered by Banks, Rights and Obligations of Banker, Types &amp; Features of Deposit Accounts.</p> <p><b>Customer Accounts:</b> Definition of Customer &amp; Various types of Bank Customers- Minor, Joint Account &amp; HUF, Partnership Firm, Clubs, Societies &amp; Charitable Institutions, Joint Stock Companies</p> <p><b>Credit Styles &amp; Secured Advances:</b> Styles of Credit -Overdraft, Cash Credit &amp; Term Lending, Secured Advances –Modes of Creating Charge- Lien, Pledge, Hypothecation, Mortgage, Sub-Mortgage and Assignment</p>	23
II	<p><b>Introduction of Insurance:</b> Meaning, Functional and Legal Definitions of insurance, Functions, Role &amp; characteristics of Insurance, Principles of Insurance, Essentials of insurance contract</p> <p><b>Classification &amp; organization of Insurance:</b> General Insurance: Basic Concepts, Features of Fire Insurance, Marine Insurance &amp; Accidental insurance, Life Insurance: Concept &amp; Salient Features</p>	22

### Reference Books/ Text Books / Cases:

- \* Ganguly, A. Insurance Management. New Delhi: New Age International.
- \* Gopinath, M. N. Banking Principles & Operations. Mumbai: Snow White Publications Pvt. Ltd.
- \* Gulati, N. C. Principles of Insurance Management. New Delhi: Excel Books.
- \* Patukale, Kshitij, Banking Finance & Economics. Macmillian Publishers India
- \* Shekhar, K. C., & Shekhar, L. Banking - Theory & Practice. Noida: Vikas Publishing House Pvt.

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

- \* Discuss the concept of banking & Insurance and various types of accounts & credits
- \* Understand about banking & insurance & its importance in today's business world.
- \* Relate their learning to solve the issues faced by banking & insurance.
- \* Classify the various types of insurance policies.

## 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 IV**

**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>	23
II	<p><b>Measurement and Scales:</b> Levels of measurement—Nominal, Ordinal, Interval and Ratio, Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques</p> <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.

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

- \* *Understand the nuances involved in Creativity & Innovation.*
- \* *Extend their knowledge with creative and innovative thinking styles.*
- \* *Illustrate the research principles in business situations to optimize resource utilization.*
- \* *Demonstrate various aspects of project planning*

## BBAC0011: FINANCIAL MANAGEMENT

**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 IV**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Introduction:</b> Nature, scope and objectives of financial management, Role of Finance Manager, Profit Maximization vs. Wealth Maximization, Time value of money, Risk and return-Concept and Calculation (including Capital Asset Pricing Model).</p> <p><b>Cost of Capital and Financing Decision:</b> Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.</p> <p><b>Capital Structure-</b> Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure.</p>	22
II	<p><b>Capital Budgeting:</b> The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Rate.</p> <p><b>Dividend Decisions:</b> Theories for Relevance and irrelevance of dividend decision - Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends. Dividend policies in practice and Determinants of Dividend.</p> <p><b>Working Capital Decisions:</b> Concepts of working capital, Permanent and Variable working capital, balanced working capital position, Determinants of working capital, Issues in working capital management, Numerical.</p>	23

### Reference Books/ Text Books / Cases:

- \* Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill
- \* Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education
- \* Srivastava, Rajiv, and Anil Mishra, Financial Management, Oxford University Press, UK
- \* Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
- \* Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
- \* Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi

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

- \* *Discuss the principles and practices of financial management to solve business problems*
- \* *Make financial decision making effectively*
- \* *Illustrate the composition of different securities in the total capital structure.*
- \* *Demonstrate the cost of capital, investment decisions and dividend decisions*

## 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 IV**

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

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

**Course 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.*

## 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,

**Course 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

## 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. 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</p> <p>Leading judicial pronouncements related to corporate veil, NCLT &amp; IBC etc.</p>	23

### Reference Books/ Text Books / Cases:

- \* Bagriai, 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

**Course 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

## BBAC0804: BUSINESS ACUMEN - IV

**Introduction:** This course has been designed keeping in mind the requirements of those students with regard to developing acumen towards business-related scenarios and related decisions.

**Objective:** To help students develop their acumen towards numerous business scenarios and business-related situations.

**Credits: 02**

**Semester IV**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Business Acumen for Entrepreneurs</b> – Developing Visionary skill, Insight on Networking (Net worth), Exercises for developing Uniqueness is execution of common Business Ideas, Online Profiling and Social Networking</p> <p><b>Session on Handling Issues</b>-Dealing with situations of miscommunication, lack of coordination, conflict handling and focusing on solutions of Governmental Policies Towards Industries, specifically small and micro enterprises</p> <p><b>Public Speaking</b> – Extensive sessions on speaking in public on various issues, preferably related to business</p> <p><b>Insight on Exports and Imports</b> with special reference to Shri Mahila Griha Udyog Lijjat Papad</p>	22
II	<p><b>Internationalization of local business</b>– Cross Cultural Management Issues</p> <p><b>Digital Marketing for Entrepreneurs</b> – Mobile App &amp; Website Development and usage, Techniques for making maximum out social media channels and YouTube</p> <p><b>Government schemes</b> for support/supervising business India</p> <p><b>A brief understanding on the various legal aspects</b> related to running a business and how they should be dealt with</p> <p><b>Lessons to be learnt</b> from failed business enterprises and how to use them for ensuring better performance of one's own firm</p>	23

### Reference Books/ Text Books / Cases:

- \* Batra, P. Brainstorming For creativity & Innovation, New Delhi: Batra Books.
- \* Dave, Capuzzi. Approaches to Group Work: A Handbook for Practitioners.
- \* London: Prentice Hall.
- \* Gerald and M.S., Corey. Groups Process and Practice: 7th Ed., Thomson: Brooks/Cole -Corey.
- \* 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.
- \* Desai.Vasant, Dynamics of Entrepreneurial Development and Management, Mumbai: Himalaya Publishing House.
- \* Lawndes, L., How to Talk to Anyone, New York, McGraw Hill Education.

- \* Export Management by Khurana P.K., Galgotia Publications, New Delhi
- \* Relevant Case Studies

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

- \* *Comprehend the developments in the business world*
- \* *Present their thoughts and views on multiple issues effectively.*
- \* *Make better sense of the various news articles as found in numerous written sources*
- \* *Enhance their presentation and communication skills*

## BBAC0013: INTERNATIONAL BUSINESS MANAGEMENT

**Introduction:** This course in International Business Management will provide understanding to the students about the dimensions of global business & management.

**Objective:** To enable the students to gain insights into the various principles and theories which characterize international business and its underlying ideas

**Credits: 04**

**Semester V**

**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's 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.

### CASE:

- \* Nestle and Drivers of International Business (page no. 573) - P. Subbarao (Himalaya Publishing House)

**Course 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.



## BBAE0101: TRAINING & DEVELOPMENT

**Introduction:** This course will emphasize 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

**Course 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.

## BBAE0102: 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

**Course 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	<p><b>Overview of Group:</b> Meaning of Group and Group Dynamics; Formation of group; <b>Group Properties-</b> Roles, Norms, Structure, Size and Cohesiveness.</p> <p><b>Stages of Group Development-</b> The five-stage Model, An alternative Model: for temporary groups for deadlines.</p> <p><b>Types of Group</b> -Formal groups and Informal groups. Characteristics of an Effective Group.</p> <p><b>Team Building Process:</b> Overview of team; Difference between Groups and Teams.</p>	22
II	<p><b>Types of Teams-</b> Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.</p> <p><b>Stages of team development:-</b> Storming, Norming, Forming, Performing and Adjourning; Quality circles; Evaluating team performance.</p> <p><b>Goal Setting of Team:</b> Defining roles and responsibility of team members; External and Internal factors affecting team building;</p> <p><b>Handling conflicts in a team;</b> Ingredients of Effective teams and Potential team Problems.</p>	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.

**Course 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.

**Course 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>Salesforce 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 Tapan K.Panda and Sunil Sachdev, Chapter no. 1 (Introduction to Sales Management), page no. 39-40, Oxford University Press, New Delhi.

**Course 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-choupal, Godrej Aadhar, HUL Shakti) and Logistics in Rural Market; <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 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 V**

**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*

## 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

**Course 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

**Course 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.</p> <p><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.

**Course 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
- \* Describe the principles and techniques used in revenues for internal management purposes.
- \* Identify 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	Module No.
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)

**Course 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*

## 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.

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

- \* Understand 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

**Course 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.

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

- \* Understand the Insurance Business in India
- \* Classify various types of environment on the growth of Insurance.
- \* Outline 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.

**Course 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

## 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	<p><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 &amp; building teamwork, Professional Management of the Family Firm</p> <p><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</p>	23
II	<p>Human resource management and leadership perspective, the role of balanced board of directors, Cousin companies: family governance in multigenerational family firms</p> <p><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</p>	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	<p><b>Modern Office and Office Accommodation:</b> Meaning &amp; Definitions of office and office management; Elements, Importance &amp; Functions of office management; Qualities, Duties and Responsibilities of Office Manager; Meaning &amp; Principles of office Accommodation; Location of Office; Meaning, Objectives, Principles of office Layout.</p> <p><b>Office Systems and Procedures:</b> Meaning &amp; Definition of System and Procedure; Objectives, Importance, Advantages &amp; Limitations of Office System.</p>	22
II	<p>Planning Office System; Meaning, Problems and Principles of System Integration; Meaning, Problems and Analysis of Flow of Work.</p> <p><b>Records Management and Correspondence:</b> Meaning and Definition, Principles, Process of Record Management; Meaning, Characteristics, Classification &amp; Methods of Filing System; Meaning, Types &amp; Steps of Indexing; Modern trends in Record Making. Meaning and Types of correspondence; Handling and Disposal of Mail.</p>	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

## BBAC0805: BUSINESS ACUMEN - V

**Introduction:** This course has been designed keeping in mind the requirements of those students with regard to developing acumen towards business-related scenarios and overall personality enhancement.

**Objectives:** To help students develop their acumen towards numerous business scenarios. To help students develop an idea of handling various personality-related situations

**Credits: 02**

**Semester V**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Improved Speaking Skills:</b> To be done with the help of such classroom exercises as extempore and public speaking on contemporary topics.</p> <p><b>Enhanced Interview Appearing Ability:</b> Practical sessions on various Interview modes, List of questions for Interviewers, Personal and Telephonic interview in the class room.</p> <p>Mock interviews to be taken by students and for students comprising of industry and domain specific questions</p> <p><b>Preparation of Resume for Job Purpose</b> Classroom sessions on how students can prepare their resumes for job purpose with the help of various templates and formats</p> <p><b>Writing Ability and Word Power Improvement:</b> Classroom engagement of students highlighting the significance of better writing skills and improved word power through exercises which are prevalent in various real-life situations</p>	22
II	<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>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> <p><b>Psychometric Aptitude Test:</b> Exercises which would make the students aware of their psychological aspect in a better manner and make them better decision makers</p> <p><b>Response Enhancement Exercises:</b> Make the students aware with such exercises as spot the differences, quick response to visuals, etc. which would help them in deciphering various situations as per their understanding</p> <p><b>Brain-storming Sessions:</b> To enable the students to deliberate upon a specific situation at hand be it a business dealing (like merger and acquisition) or a corporate crisis which would test them for their ability to think on their feet.</p>	23

### Reference Books/ Text Books / Cases:

- \* Batra, P. Brainstorming for creativity & Innovation, New Delhi: Batra Booka.
- \* Lawndes, L., How to Talk to Anyone, New York , McGraw Hill Education
- \* Lewis, N, Word Power Made Easy. New York, Pocket Books

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

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

- \* *Develop better command on day-to-day terminologies*
- \* *Face group discussion and interviews in a better way*
- \* *Comprehend and discuss upon various contemporary issues*
- \* *Discuss psychometric analysis better and improve their persona*

## BBAC0014: CORPORATE STRATEGIC MANAGEMENT

**Introduction:** This course is to develop the perspectives of the management among students of total enterprise from the point of view of top management.

**Objective:** To enable the students to gain insights into the structure and strategy which go in the making of an organization and how do the various analyses function

**Credits: 04**

**Semester VI**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Concepts of Strategic Planning &amp; Management:</b> Conceptual Framework for Strategic Management - Concept of Strategy, Importance of Strategy, Levels of Strategy, Modes of Strategy Making.</p> <p><b>Strategic Planning and Management:</b> Process, Importance, 7-S Framework and its Importance in Strategic Planning and Management, Strategic Planning for Multinationals, Small Business, Non-profit Organizations and Public Sector.</p> <p><b>Various Analyses Related to Strategic Management:</b> Environmental Analysis: Dynamics of Environment, Need of Environment Scanning, Characteristics of Environment, Environmental Factors</p> <p><b>Competitive Analysis:</b> EFAs, Porter's Five-forces Model</p>	22
II	<p><b>Strategy Formulation, Choice, Implementation &amp; Control:</b> Strategy Formulation: Corporate Strategy, Business Strategy, Functional Strategy, <b>Choice of Strategy:</b> Concept, Choice Process, Corporate Portfolio Analysis</p> <p><b>Strategy Implementation:</b> Structural Implementation, Functional implementation, Behavioral Implementation, Organizational Change and Innovation.</p> <p>Strategic Evaluation and Control Techniques, <b>Organizational Analysis:</b> IFAS, VIRO Framework analysis SWOT, ETOP Profile, SAP, KSFs, <b>Corporate Governance:</b> Overview and its Social Responsibility</p>	23

### Reference Books/ Text Books / Cases:

- \* Cherunilam, F. Business Policy and Strategic Management. New Delhi: Himalaya Publishing House.
- \* Ghosh, P. K. Strategic Planning and Management. New Delhi: Sultan Chand & Sons.
- \* Hunger, J. D. and Wheelen T. L. Strategic Management and Business Policy. New Delhi: Pearson Education.
- \* Kazmi, A. Strategic Management and Business Policy. New Delhi: Tata McGraw Hill.
- \* Prasad, L. M. Business Policy: Strategic Management. New Delhi: Sultan Chand & Sons.

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

- \* Interpret the dynamism of environment in which business is conducted
- \* Explain the various forces which shape the course of action for any business vis-à-vis its outlook in corporate.
- \* Analyse how strategies play a role in reducing uncertainties in business preference.
- \* Discuss the various aspects related to strategy formulation and its implementation

## 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 Udai Pareek, Oxford, Second Edition Page 410-415)

**Course 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

**Course 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.

## **BBAE0107: 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

**Course 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

**Course 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.

**Course 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, customer relationship essentials, Prentice Hall Of India

**Course 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

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

- \* Comprehend the investment alternatives that exists 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.

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

- \* Tell basic knowledge about taxation laws
- \* Interpret principles and provisions in Income –tax Act, 1961.
- \* Classify and compare 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

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

- \* List about taking personal and family financial decisions.
- \* Describe a conceptual framework upon which to base decisions of personal and family financial stewardship.
- \* Summarize the goals and functions of the individual financial decision maker.
- \* Infer sources of financing available for personal and family

## 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

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

- \* Show the accounting procedure
- \* Infer in-depth knowledge of issuance and valuation of shares
- \* Discuss about such concepts as liquidation, amalgamation and accounting of holding company
- \* Interpret profit and loss prior to incorporation

## **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	Miscellaneous Insurance: 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 Delhi: Kalyani Publishers.
- \* Sarma, K. V. S. & Murthy K. S. N. Modern Law of Insurance In India. Mumbai: N.M. Tripathi Pvt. Ltd.

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

- \* *Explain about 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*



## 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</p> <p>Kinds of Banks-Commercial Banks, Co-Operative Banks &amp; Development Banks in India and their Functions;</p> <p>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;</p> <p>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:</p> <p>Funds Transfer mechanism: ECS, EFT, RTGS, NEFT; Clearing House operations: MICR, CTS; e- banking services; Cyber Crime &amp; Fraud management.</p> <p>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

**Course 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	<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 & services in India, a conceptual framework of financial market in India. An introduction of International Financial Services Centres Authority. <b>Marketing Planning:</b> An overview, Marketing Environment: Analyzing financial services marketing environment- macro and micro components;	22
II	Understanding financial services customer, Marketing Mix Strategy. <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 & Smart Card), Securitization, Marketing Strategy for Banking Services, Marketing of insurance products- Life and Non Life Products.	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.

**Course 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.

**Course 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

## 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	<p><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,</p> <p><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 &amp; ABC)</p>	23
II	<p><b>Purchase Management</b> - Purchasing - Procedure - Dynamic purchasing - Principles - Import substitution - International Purchase - Import purchase Procedure</p> <p><b>Inventory control</b> – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.</p> <p><b>Materials Handling</b> - Principles of Materials Handling system - Materials Handling Equipments –<b>Store Keeping</b> - Objectives - Function of store keeping - Store responsibilities&amp; Procedure– Layout &amp; Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards - Bincard - Stock Cards, Environmental issues</p>	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	<p><b>Introduction to Regulatory Framework &amp; Environment:</b> FEMA, EXIM Policy, ECGC</p> <p>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</p> <p>Terms of International Payments, Export Financing – Pre Shipment Credit, Post Shipment Credit, EXIM Bank.</p> <p><b>Export Procedure:</b> Registration of exporters, Export Procedure, Quality Control and Pre-shipment Inspection – inspection agencies,</p>	23
II	<p>Procedure for Excise and Custom Clearance, Shipment of Cargo and Clearance, Cargo Insurance, Export by Air or Post Parcel, Role of Clearing &amp; Forwarding Agent, Procedure for Availing Export Incentives.</p> <p><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.</p>	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.



## BBAC0806: BUSINESS ACUMEN - VI

**Introduction:** This course has been designed keeping in mind the continued requirements of those students with regard to developing acumen towards business-related scenarios and related decisions.

**Objectives:** To help students develop their acumen towards numerous business contexts. To help students develop an idea of handling various business-related scenarios

**Credits: 02**

**Semester VI**

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

Module No.	Content	Teaching Hours (Approx.)
I	<p><b>Informative Career Knowledge:</b> Enhancing the awareness with regard to various career prospects as available at the disposal of the students</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>Understanding Group Dynamics:</b> Class-room exercises on developing group equations thereby leading to better coordination skills</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 thereby making a better decision maker</p>	22
II	<p><b>Sharing Motivating Experiences:</b> To be done through informative videos and interviews of business tycoons which highlight their success as well as life lessons from which students can learn.</p> <p><b>Critical thinking-</b> understanding, benefits, arguments and counter-arguments (to be explained with scenario analysis) with view point on concurrent business world</p> <p><b>Dialogue-building exercises</b> Dialogue process on host of issues with an eye on how various business houses carry their day-to-day operations as well as special scenarios such as Mergers &amp; Acquisitions</p> <p><b>Understanding Business Jargons</b> Classroom engagement exercise where students will be made familiar with such business terminologies and jargons as employed by business houses in India and abroad</p> <p><b>Developing Professional Outlook</b> Practical exposure opportunities to the students wherein they would develop a professional outlook towards how they should conduct themselves in a formal set-up of office or business</p>	23

### Reference Books/ Text Books / Cases:

- \* Batra, P. Brainstorming for creativity & Innovation, New Delhi: Batra Booka.
- \* Lawndes, L., How to Talk to Anyone, New York , McGraw Hill Education
- \* 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.

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

- \* *Exhibit inter-personal skills of the next level.*
- \* *Explain face public appearance scenarios with confidence and ease*
- \* *Correspond with contemporary business scenarios judiciously*
- \* *Speak on contemporary topics confidently and clearly*