



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 (FAMILY BUSINESS)

[BBA (FB)]

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 | BFBC0001 | Economics for Managers | CORE | 4 | 0 | 0 | 4 | 4 |
| 2 | BFBC0002 | Quantitative Aspects of Business | CORE | 3 | 1 | 0 | 4 | 5 |
| 3 | BFBC0003 | Business Organization | CORE | 4 | 0 | 0 | 4 | 4 |
| 4 | BCMC0003 | Business Communication and Commercial Knowledge | CORE | 4 | 0 | 0 | 4 | 4 |
| 5 | BBAC1002 | Fundamentals of Accounting | CORE | 3 | 1 | 0 | 4 | 5 |
| 6 | BFBC0800 | Practical on Technological Aspects of Business | SEC | 0 | 0 | 4 | 2 | 4 |
| 7 | BFBC0801 | Business Wisdom-I | SEC | 0 | 0 | 4 | 2 | 4 |
| | | Total | | | | | 24 | 30 |

Second Semester

| S. No. | Code | Subject | Cat | L | T | P | C | Contacts Hrs/Wk |
|--------|----------|---|------|---|---|---|-----------|-----------------|
| 1 | BFBC0004 | Analysis & Design of Business System | CORE | 4 | 0 | 0 | 4 | 4 |
| 2 | BFBC1005 | Accounting for Managers | CORE | 3 | 1 | 0 | 4 | 5 |
| 3 | BFBC0006 | Management Principles & Practices | CORE | 4 | 0 | 0 | 4 | 4 |
| 4 | BFBC0007 | Organisational Behaviour & Culture | CORE | 4 | 0 | 0 | 4 | 4 |
| 5 | BELO1010 | Business Ethics & Values | GE | 4 | 0 | 0 | 4 | 4 |
| | BELO0011 | Remedial English | | | | | | |
| 6 | BCMC0800 | Practical on Computer Application in Accounting | SEC | 0 | 0 | 4 | 2 | 4 |
| 7 | BFBC0802 | Business Wisdom-II | SEC | 0 | 0 | 4 | 2 | 4 |
| | | Total | | | | | 24 | 29 |

Third Semester

| S. No. | Code | Subject | Cat | L | T | P | C | Contacts Hrs/Wk |
|--------|----------|--|------|---|---|---|-----------|-----------------|
| 1 | BFBC0008 | Financial Management of Business | CORE | 3 | 1 | 0 | 4 | 5 |
| 2 | BFBC0009 | Entrepreneurship & Management of Family Business | CORE | 4 | 0 | 0 | 4 | 4 |
| 3 | BFBC0010 | Marketing Management & Consumer Behavior | CORE | 4 | 0 | 0 | 4 | 4 |
| 4 | BBAC1012 | Human Resource Management | CORE | 4 | 0 | 0 | 4 | 4 |
| | | GROUP 1: LEGAL ASPECTS OF BUSINESS | | | | | | |
| 5 | BAL00105 | Mercantile Law | GE | 4 | 0 | 0 | 4 | 4 |
| | BAL00110 | Banking and Insurance Laws | | | | | | |
| | BAL00111 | International Law and Human Rights | | | | | | |
| | BAL00112 | Environmental Laws | | | | | | |
| 6 | BCHS0102 | Environmental Studies | AECC | 2 | 0 | 0 | 2 | 2 |
| 7 | BFBC0803 | Business Wisdom-III | SEC | 0 | 0 | 4 | 2 | 4 |
| | | Total | | | | | 24 | 27 |

Fourth Semester

| S. No. | Code | Subject | Cat | L | T | P | C | Contacts Hrs/Wk |
|--------|----------|--|------|---|---|---|-----------|-----------------|
| 1 | BCMC0012 | Functional Aspect of International Business | CORE | 4 | 0 | 0 | 4 | 4 |
| 2 | BFBC0011 | Fundamentals of Business Analytics | CORE | 3 | 1 | 0 | 4 | 5 |
| 3 | BBAC0010 | Business Research | CORE | 4 | 0 | 0 | 4 | 4 |
| | | GROUP 1: LEGAL ASPECTS OF BUSINESS | | | | | | |
| 4 | BAL00106 | Company Laws | GE | 4 | 0 | 0 | 4 | 4 |
| | BAL00103 | Patent & Copyright Law | | | | | | |
| | BAL00102 | Intellectual Property Law | | | | | | |
| | BAL01108 | Consumer Protection Laws | | | | | | |
| 5 | BFBC0013 | Management of Business Ambiance & Etiquettes | AECC | 2 | 0 | 0 | 2 | 4 |
| 6 | BCMC0801 | Communication Techniques & Presentation Skills | SEC | 0 | 0 | 4 | 2 | 4 |
| 7 | BFBC0804 | Business Wisdom-IV | SEC | 0 | 0 | 4 | 2 | 4 |
| | | Total | | | | | 22 | 29 |

Fifth Semester

| S. No. | Code | Subject | Cat | L | T | P | C | Contacts Hrs/Wk |
|--------|----------|--|----------|---|---|---|-----------|-----------------|
| 1 | BFBC0012 | Management of Business Inventiveness & Advancement | CORE | 4 | 0 | 0 | 4 | 4 |
| 2 | | Specialization Elective 1 (Group A) | DSE | 4 | 0 | 0 | 4 | 4 |
| 3 | | Specialization Elective 1 (Group B) | DSE | 3 | 1 | 0 | 4 | 5 |
| 4 | BFBC0805 | Business Wisdom-V | SEC | 0 | 0 | 4 | 2 | 4 |
| 5 | BFBC0806 | Practical on Managerial Aptitude-I | SEC | 0 | 0 | 4 | 2 | 4 |
| 6 | BFBJ0961 | Summer Training Project Presentation | DIS/PROJ | 0 | 0 | 0 | 3 | - |
| | | Total | | | | | 19 | 21 |

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 2 (Group A) | DSE | 4 | 0 | 0 | 4 | 4 |
| 3 | | Specialization Elective 2 (Group B) | DSE | 3 | 1 | 0 | 4 | 5 |
| 4 | BFBC0807 | Business Wisdom-VI | SEC | 0 | 0 | 4 | 2 | 4 |
| 5 | BFBC0808 | Practical on Managerial Aptitude-II | SEC | 0 | 0 | 4 | 2 | 4 |
| 6 | BFBJ0962 | Practical on Development of Business Plan | DIS/PROJ | 0 | 0 | 4 | 3 | 4 |
| | | Total | | | | | 19 | 25 |

ELECTIVES - Fifth Semester

| S. No. | Code | Subject | Cat | L | T | P | C |
|--|----------|---|-----|---|---|---|---|
| GROUP 2: HUMAN RESOURCE | | | | | | | |
| 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 |
| GROUP 3: MARKETING | | | | | | | |
| 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 |
| GROUP 4: FINANCE | | | | | | | |
| 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 |
| GROUP 5: BUSINESS ANALYTICS | | | | | | | |
| 13 | BFBE0101 | HR Analytics | DSE | 4 | 0 | 0 | 4 |
| 14 | BFBE0102 | Marketing Analytics | DSE | 4 | 0 | 0 | 4 |
| 15 | BCME0104 | Financial Analytics | DSE | 4 | 0 | 0 | 4 |
| 16 | BFBE0103 | Socio Technical Analytics | DSE | 4 | 0 | 0 | 4 |
| GROUP 6: INTERNATIONAL BUSINESS | | | | | | | |
| 17 | BFBE0201 | International Business Environment | DSE | 4 | 0 | 0 | 4 |
| 18 | BCME0401 | Management of International Trade | DSE | 4 | 0 | 0 | 4 |
| 19 | BCME0402 | International Logistics | DSE | 4 | 0 | 0 | 4 |
| 20 | BCME0403 | International Treaties and Conventions | DSE | 4 | 0 | 0 | 4 |
| GROUP 7: ENTREPRENEURSHIP & FAMILY BUSINESS | | | | | | | |
| 21 | BFBE0301 | Managing Small & Family Business | DSE | 4 | 0 | 0 | 4 |
| 22 | BFBE0302 | Project Planning & Management | DSE | 4 | 0 | 0 | 4 |
| 23 | BFBE0303 | e-Business | DSE | 4 | 0 | 0 | 4 |
| 24 | BFBE0304 | Modern Office Management | DSE | 4 | 0 | 0 | 4 |
| GROUP 8: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT | | | | | | | |
| 25 | BFBE0401 | Logistics Management | DSE | 4 | 0 | 0 | 4 |
| 26 | BFBE0402 | Recent Trends in E-Commerce | DSE | 4 | 0 | 0 | 4 |
| 27 | BFBE0403 | Store Keeping and Warehousing | DSE | 4 | 0 | 0 | 4 |
| 28 | BFBE0404 | Purchasing and Inventory Management | DSE | 4 | 0 | 0 | 4 |

ELECTIVES - Sixth Semester

| S. No. | Code | Subject | Cat | L | T | P | C |
|--|----------|---|-----|---|---|---|---|
| GROUP 2: HUMAN RESOURCE | | | | | | | |
| 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 |
| GROUP 3: MARKETING | | | | | | | |
| 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 |
| GROUP 4: FINANCE | | | | | | | |
| 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 |
| GROUP 5: BUSINESS ANALYTICS | | | | | | | |
| 13 | BFBE0104 | Logistics & Supply Chain Analytics | DSE | 4 | 0 | 0 | 4 |
| 14 | BFBE0105 | Big Data Analysis | DSE | 4 | 0 | 0 | 4 |
| 15 | BFBE0106 | Data Environment and Management | DSE | 4 | 0 | 0 | 4 |
| 16 | BFBE0107 | Business Intelligence | DSE | 4 | 0 | 0 | 4 |
| GROUP 6: INTERNATIONAL BUSINESS | | | | | | | |
| 17 | BCME0404 | Cross Cultural Issues in International Business | DSE | 4 | 0 | 0 | 4 |
| 18 | BCME0405 | International Ethical and Legal Issues | DSE | 4 | 0 | 0 | 4 |
| 19 | BBAE0203 | International Marketing | DSE | 4 | 0 | 0 | 4 |
| 20 | BFBE0202 | International HR & Strategic Issues | DSE | 4 | 0 | 0 | 4 |
| GROUP 7: ENTREPRENEURSHIP & FAMILY BUSINESS | | | | | | | |
| 21 | BFBE0305 | Creativity & Innovation | DSE | 4 | 0 | 0 | 4 |
| 22 | BFBE0306 | Materials Management | DSE | 4 | 0 | 0 | 4 |
| 23 | BFBE0307 | Social Responsibility of Business | DSE | 4 | 0 | 0 | 4 |
| 24 | BFBE0308 | Export Procedure and Documentation | DSE | 4 | 0 | 0 | 4 |
| GROUP 8: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT | | | | | | | |
| 25 | BFBE0405 | Green Supply chain Management | DSE | 4 | 0 | 0 | 4 |
| 26 | BFBE0406 | Strategic and Implementation Issues in SCM | DSE | 4 | 0 | 0 | 4 |
| 27 | BFBE0407 | Performance Metrics and Modeling | DSE | 4 | 0 | 0 | 4 |
| 28 | BFBE0408 | Enterprise Resource Planning | DSE | 4 | 0 | 0 | 4 |



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DETAILED SYLLABUS

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OF

BACHELOR OF BUSINESS ADMINISTRATION (FAMILY BUSINESS)

[BBA (FB)]

BFBC0001: ECONOMICS FOR MANAGERS

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 : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction: Concept of Micro and Macro Economics, Meaning and Scope of Managerial Economics.</p> <p>Basic Economic Principles: Opportunity cost principle, Incremental cost principle, Principle of Time perspective, Discounting Principle and Euqi-marginal Principle.</p> <p>Demand and Supply: Concept, Types of Demand, Determinants of Demand and Supply, Law of demand and Supply, Elasticity of demand, Types of elasticity of demand – Price, Income and Cross elasticity, Elasticity of Supply.</p> <p>Cost Theory and Analysis: The Economic Concept of Cost, Short-Run and Long-Run Cost Function.</p> <p>Production Theory and Analysis: The Production Function, Production with One and Two Variable Input.</p> | 22 |
| II | <p>Types of Markets & Competition: Perfect Competition-Features, Determination of Price and Output. Monopoly-Features, Determination of Price and Output, Concept of Price Discrimination. Monopolistic Competition- Features, Determination of Price and Output. Oligopoly- Features, Determination of Price and Output, Price Rigidity Model.</p> <p>Factor Pricing: Introduction, Wages and Salary theory, Interest theory & Rent theory.</p> <p>National Income: Concept of National Income, GDP, GNP, NDP, NNP, Methods of Measuring National Income, Circular flow of economic activities and Income, Concept of Saving, Income and Investment.</p> <p>Business Cycle: Concept of Business Cycle, Minimizing effects of Business Cycles by Managers.</p> | 23 |

Reference Books/ Text Books / Cases:

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

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

- * List the micro and macroeconomic concepts and its role in decision making for industries.
- * Explain economic principles in the field of business management.
- * Interpret the theories of cost and production, production function, type of competition
- * List different structures of the market, the concept of the business cycle and its importance.

BFBC0002: QUANTITATIVE ASPECTS OF BUSINESS

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

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

Credits: 04

Semester I

L-T-P : 3-1-0

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

Reference Books/ Text Books / Cases:

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

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

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

BFBC0003: BUSINESS ORGANISATION

Introduction: This subject in the domain of business organization would assist the students in getting a perspective on how business organizations function on a day-to-day basis

Objective: To enable the students understand how they could initiate a professional business set-up and make them learn various concepts related to business

Credits: 04

Semester I

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Business & Business System: Business as a system, Business objectives, Business and environment interface, Distinction between Business, Commerce and Trade Functional Aspects of Business – Marketing, HR, Finance and Operations, Forms of Ownership - Sole Proprietorship, Joint Hindu Family, Partnership, Limited Liability Partnership, Joint Stock Company, Co-operative Society, Choice of Ownership, Micro, Small & Medium Enterprises: Meaning & Definition, Characteristics of Small Business, Areas of activity for Small Business, Need & Significance, Role of Small Business in Indian Economy, Problems of Small Business, | 22 |
| II | Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk Business Combinations & Associations – Concept and causes of business combinations, Types & Forms of Combination, Chambers of Commerce and Industry in India: FICCI, CII, ASSOCHAM, AIMO, etc Sources Of Finance: Sources of Corporate Finance (A brief introduction to Shares and Debentures, Inter Company Investments and Venture Capital, Angel Investors,) Emerging Trends in Business: Outsourcing, Service Sector, e-Business, Corporate Social Responsibility, India's experience of liberalization and globalization, Technological innovations and skill development. 'Make in India' Movement. Social Multinational Corporations and Indian transnational companies. | 23 |

Reference Books/ Text Books / Cases:

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

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

- * Analyse the functional aspects of the business to operate the organization well.
- * Understand the micro, small, and medium enterprises, activities performed under them, and their role in the Indian economy.
- * Evaluation of the modern business risk to reduce and compensate for the uncertainty.
- * Understand the functioning of various business organizations.

BCMC0003: BUSINESS COMMUNICATION & COMMERCIAL KNOWLEDGE

Introduction: The course is aimed at equipping the students with necessary techniques and skills of communication to inform inspire and enlist their activity and willing cooperation in the performance of their jobs.

Objective: To acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Credits: 04

Semester I

L-T-P: 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction: Nature, Process and Importance of Communication, Types of Communication, Different forms of Communication, Characteristics of successful communication, Barriers & Overcoming Barriers: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.</p> <p>Oral Communication: Meaning of Oral Communication. Principles of Successful Oral Communication. Conversation Control.</p> <p>Written Communication: Purpose of writing, Clarity in writing, Principles of effective writing, Approaching the writing process systematically. Business Correspondence: Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence, Memorandum, Inter-Office Memo, Notices, Agenda, Minutes.</p> | 22 |
| II | <p>Group Communication: Meetings- Planning Meetings, Objectives, Participants, Timing, Venue of Meetings, Leading Meetings. Media Management-The Press Release, Press Conference, Media Interviews. Business Etiquettes.</p> <p>E-Communication: Role, Effects and Advantages of Technology in Business Communication Like E-Mail, Text Messaging, Instant Messaging and Modern Techniques, like Video Conferencing, Social Networking. Guidelines for Writing Effective E-Mail & Social Media. Employment Communication: Job Application Letter, Preparing Resume, Difference between Resume and CV. Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion, Strategies to Succeed, Dos and Don'ts. Interview Skills: Introduction, Concept, Purpose, Types of Interview. Candidate Strategies to Succeed, Dos and Don'ts.</p> | 23 |

Reference Books/ Text Books / Cases:

- * Lesikar, R. V., & Pettitt, J. D. Jr. Business Communication: Skills for Empowering the Internet Generation. 10th Edition. Tata McGraw-Hill Publication.
- * Mohan, Krishna & Banerji M. Developing Communication Skills. Macmillan Publishers India Ltd.
- * Chhabra, T. N. Effective business communication. New Delhi: Sultan Chand & Sons.
- * Pal, R., & Korlahalli, J. S. Essentials of business communication. New Delhi: Sultan Chand & Sons.

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

- * *Analyse the basic concept, importance of communication, types, characteristics of successful communication.*
- * *Remembering the skills for communicating professionally and persuasively such as writing letters, preparing presentations, placing orders etc.*
- * *Evaluation of the modern techniques of business communication.*
- * *Remembering the skills related to effective presentations and interviews*

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>Accounting: Theoretical framework (meaning, scope and usefulness of Accounting, Accounting Principles & Conventions) Glossary associated with modern factors of Accounting.</p> <p>Recording: Double Entry System, Recording of Cash and Bank Transactions, Practical Numerical of different entities.</p> <p>Ledger: Preparation of Ledger Accounts, Modern Numerical Problem of Ledger Posting procedure.</p> <p>Trial Balance: Numerical Problems on Preparation and rectification of errors. Modern used methods for the correction of Trial Balance, its interpretation and usefulness.</p> <p>Subsidiary Books: Books of Prime Entries, Measurement and Valuation of Accounting Estimates, Numerical associated with the respective books.</p> <p>Concept of Depreciation: Depreciation Policy, Methods, Computation and Accounting Treatment, Different Substantial Methods followed by modern industries.</p> | 22 |
| II | <p>Final Accounts: 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>Shares and Share Capital: 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>Debentures: Classification of Debentures, Issue of Debentures, Accounting Entries with respect to debentures and bonds.</p> | 23 |

Reference Books/ Text Books / Cases:

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

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

- * Understand the basic accounting principles such as accounting process, book keeping, objectives and scope.
- * Explain the techniques of preparing and presenting the accounts.
- * Show the role accounting plays in preparing the subsidiary books and understanding the concept of depreciation, and preparing the final accounts.
- * Summarize the fundamentals of Share market such as issue of shares and debentures etc.



BFBC0800: PRACTICAL ON TECHNOLOGICAL ASPECTS OF BUSINESS

Introduction: This subject titled, 'Practical on Technological Aspects of Business' would ensure that the students get real-time insights into the practical usages of computers as business tools.

Objective: To make students acquainted with handling of the technical aspects of business. Also, it would enhance their data-related abilities.

Credits: 02

Semester I

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Getting started with MS-Word: 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>MS-PowerPoint: 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>Microsoft Excel: Concepts of Workbook & Worksheets; Various Data Types; using different features with data, Cell and Texts; Inserting, Removing & Resizing of Columns & Rows; Working with Data and Ranges; entering data into worksheet, saving & 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 & Shading; Working with Different Chart Types; Printing of Working & Worksheets with various options.</p> | 22 |
| II | <p>MS-Windows and Internet: Operating System & 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>Basics of Networking & Communication: Concept & applications of Internet, services on internet, www & Web</p> | 23 |



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| | browsers, surfing, chatting, E-mail & Document handling, Creating E-mail address, Sending and Receiving E-mail, Attaching files along with mail, zipping of files. | |
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Reference Books/ Text Books / Cases:

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

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

- * *Understanding of different application software such as MS-word, MS-PowerPoint, MS-Excel etc.*
- * *Understand computer-related business and managerial activities and increase in the speed with the use of software.*
- * *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.*

BFBC0801: BUSINESS WISDOM-I

Introduction: This subject would complement the theoretical inputs as learnt by the budding managers by providing practical exposure to the various tenets of business

Objective: To enable the students to analyse various business situations as well as business news, debate on current issues thus increasing their knowledge and awareness.

Credits: 02

Semester I

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Analysis of Business News from Newspapers/Magazines- Using the information as found in written sources for understanding how businesses are run and prosper</p> <p>Study of Business Conglomerates- Analyzing the driving principles and mechanisms of business conglomerates, both success and failures and what could be learnt from them</p> <p>Understanding the Functioning of Stock Markets- Putting the knowledge of stock markets to good use by analyzing how they function and the role they play in running a business</p> <p>Group Presentations- Putting the theoretical learning into use by making presentations on the concurrent topics and issues which help in making a business operations smooth</p> <p>Business Role Plays- Creating class room situations where the participants are supposed to behave as if in a real-life business scenario and how they tackled it.</p> | 22 |
| II | <p>Debate on Current Business Issues- Analyzing the various trends and issues which mark the current business scene and the learning from it</p> <p>Discussion on Business Caselets- Miniature business-related cases which help in understanding the fundamentals of business</p> <p>Field Visits- Taking the participants on field visits to various organizations thus bolstering their understanding on how to run a firm</p> <p>Interaction with Entrepreneurs- Learning from real-life tales of renowned business personas who will motivate the participants to have their say in business dealings</p> <p>Inspirational Business Movies/ Stories- Drawing inspiration from such movies/stories which are centered around business</p> | 23 |

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
- * Relevant Case Studies



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

- * *Understand the business news from newspapers/magazines.*
- * *Develop effective communication and interpersonal skills.*
- * *Understand the driving principles behind a successful business*
- * *Analyze news articles better and know how to use them effectively.*

BFBC0004: ANALYSIS & DESIGN OF BUSINESS SYSTEM

Introduction: This subject explores business in its environment; thus explaining how the environment influences business-related decisions.

Objective: To develop knowledge, legal and managerial, about the regulatory environment in India that governs the administration and operation of business.

Credits: 04

Semester II

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Business Environment: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.</p> <p>Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector</p> <p>Role of Government: Globalization and Liberalization and their effect on the Indian business environment, SEZs, EPZs, Privatization: Implications and effects. Regulatory and control mechanism : Overview of Monetary and Fiscal Policy, Competition Act, Consumer Protection Act, FEMA, SEBI, SIDBI and its changing dimensions,</p> | 22 |
| II | <p>International Environment: International trading environment; Trends in world trade and the problems of developing countries; Foreign trade and economic growth.</p> <p>Introduction to International economic institutions – WTO, UNCTAD, World Bank, IMF, GSP, GSTP.</p> <p>Standards & Norms A brief introduction of ISO, BIS, UNFCCC, Euro Norms (Bharat Stage), Taj Trapezium and its impact on Business. Price control mechanism, functioning of bureaucratic decision making and its effect on business environment.</p> <p>Overview Indian Patent Rights Act (IPR) and its benefit in business</p> | 23 |

Reference Books/ Text Books / Cases:

- * Francis Cherunilam, Business Environment, New Delhi: Himalaya Publications.
- * Aswathapa, K., Essentials of Business Environment, New Delhi: Himalaya Publications.
- * Sundaram & Black: The International Business Environment; New Delhi: Prentice Hall.
- * Chidambaram, P., Business Environment; New Delhi: Vikas Publishing

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

- * Evaluate the basic concepts, functions, components, factors and social responsibility of business.
- * Remembering the various Acts and their applications on business environments.
- * Understand and study the regulatory and control mechanism w.r.t. monetary and fiscal policy, competition act, consumer protection act, FEMA, SEBI, SIDBI and its changing dimensions.
- * Evaluate the international environment and international economic institutions such as WTO, UNCTAD, World Bank, and IMF etc.

BFBC1005: ACCOUNTING FOR MANAGERS

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

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

Credits: 04

Semester II

L-T-P : 3-1-0

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

Reference Books/ Text Books / Cases:

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

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

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

BFBC0006: MANAGEMENT PRINCIPLES & PRACTICES

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

Objective: To assist the students in understanding the nuances of management thereby honing their skills with regard to the fundamentals of management

Credits: 04

Semester II

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Nature of Management: Concept, Nature & Importance, Difference between Management and Administration Development of Management Thought: Contribution of Taylor and Fayol and their principles, Japanese vs. American Management, Modern Thoughts of Management Management Process and Skills: Management Functions, Various Levels of Management, SWOT Analysis Planning: Concept, Nature, Importance, Steps in Planning, Types of Plan, MBO Decision Making: Concept, Process of Decision Making, Techniques of Decision Making Fundamentals of Organising: Concept, Departmentation, Span of Management, Organisational Structures | 22 |
| II | Authority: Delegation of Authority, Centralization and Decentralisation Staffing: Concept, Importance, Factors affecting Staffing Fundamentals of Directing: Concept, Importance, Elements of Direction (Directing, Supervision, Motivation & Leadership), Principles of Direction Controlling and Coordinating: Concept, Importance, Stages of Control, Essentials of Effective Control System, Causes of Resistance to Control. Coordination Concept, Importance, Principles and Techniques of Coordination. | 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
- * Vasishth, N. Principles of Management. New Delhi: Taxmann
- * Relevant Case Studies

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

- * To summarize the basic concepts, nature and importance of management in business.
- * To list the management processes, functions, principles, and management by objectives.
- * To Explain the concept of decision making, delegation of authority, centralization and decentralization of powers.
- * Explain the way to develop leadership with the help of past case studies and use them in career enhancement.



BFBC0007: ORGANISATIONAL BEHAVIOUR & CULTURE

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>Introduction: Meaning & Nature of Organizational Behaviour, Contributing Disciplines, Foundation of Approaches to OB, Challenges & Opportunities of OB.</p> <p>Role of Managers in OB: Interpersonal roles, Informational Roles and Decisional Roles.</p> <p>Personality: Concept, Big Five Personality Traits, Determinants of Personality.</p> <p>Learning: Concept of Learning, Theories of Learning.</p> <p>Perception: Concept, Factors influencing Perception, Perceptual Errors.</p> <p>Attitude: Meaning, ABC Model of Attitude, Factors affecting Attitude Formation.</p> <p>Motivation: Concept and Theories of Motivation.</p> | 22 |
| II | <p>Interpersonal Behaviour: Nature and Meaning of Interpersonal Behaviour, Concept of Self, Transactional Analysis and Johari Window.</p> <p>Group Dynamics- Meaning and Types of Groups, Stages of Group Development, Group Decision Making Techniques.</p> <p>Conflicts: Concept, Types and Process of conflict, Conflict Management Strategies.</p> <p>Stress: Meaning, Types and Sources of Stress, Consequences & Stress Management Techniques.</p> <p>Organizational Change: Definition, Kurt Lewin's Model, Need for change, Resistance to Change, Strategies to Overcome Resistance.</p> <p>Organizational Citizenship Behaviour: Concept, Types and factors affecting OCB.</p> <p>Power: Concept, Types and Sources of Power.</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.

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

- * Analyzing the fundamentals of organizational behavior and role of managers in organization.
- * Interpreting how to manage employee emotions inside the organization.
- * Understanding the various concepts of conflict management, stress management and organizational change management.
- * Identifying the types of power and a hierarchical system in an organization.

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>Introduction: Meaning and Characteristics of Ethics, Concepts & Relevance of Business Ethics, Ethical & Unethical Behaviour in Management, Factors influencing Business Ethics Concept, Characteristics, and Classification of Values, Ethics, Morality and Value System, Ethics & 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>Corporate Governance & Social Responsibility: 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>Meaning and Concept of Social Responsibility of Business, Levels & Approaches to Social Responsibility, Principles & Dimensions of Corporate Social Responsibility towards various Stakeholders.</p> <p>Contemporary Ethical Issues and Benchmarking: Meaning & Features of Indian Ethos, Principles of Indian Ethos in Management, Spiritual Managerial Values, 5 C's & holistic View to Management. Relevance of Mahabharata and Ramayana in Management. Trans-Cultural Human Values in Management Education. Meaning & 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

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

- * *Summarize the significance of value inputs thereby applying values in their lives.*
- * *Analyze CSR and how it impacts today's businesses*
- * *Understand the contemporary issues related to the fields of ethics and values.*
- * *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>STRUCTURE</p> <p>A.1. Tense and Voice: 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>A.2. Reading Comprehension</p> <p>i. Analyzing a Text: 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 & vocabulary; Analysis of the content of the text: interactive session.</p> <p>ii. Analyzing Unseen Passages: Reading a specimen text; Contextualizing the text; Vocabulary and sentence structure.</p> <p>B.1 Parts of Speech: Noun: countable and uncountable; Pronoun: Personal Pronoun; Adjective; Adverb; Preposition</p> <p>B.2. Reading Comprehension</p> <p>i. Analyzing a Text</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 & vocab; Analysis of the content of the text: interactive session.</p> <p>ii. Analyzing Unseen Passages</p> <p>(a) Reading a specimen text</p> <p>(b) Contextualising the text</p> <p>(c) Vocabulary and sentence structure</p> | 23 |
| II | <p>C.1. Narration: Introducing direct and indirect speech; Transformation: direct and indirect, different types of sentences; Situation of 'No change' in speech.</p> <p>C.2. Reading Comprehension:</p> <p>i. Reading an Essay: 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>ii. Analyzing Unseen Passages: Reading a specimen text; Contextualising the text; Vocabulary and sentence structure</p> <p>C. 3.THEME BASED WRITING</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:*

- * *Learn about formation of sentence structure with the help of tenses.*
- * *Understanding the idea of expression with in the comprehensive.*
- * *Remembering new vocabulary in terms of contextual and situational conversation in corporate.*
- * *Analyze and enhancing listening skills, theme-based writing through the video of the text.*

BCMC0800: PRACTICAL ON COMPUTER APPLICATION IN ACCOUNTING

Introduction: *This practical course will bridge the gaps which exist between traditional manual accounting and modern computerized accounting*

Objective: *To enable the students to take decisions as per the current business scenario and contemporary requirements.*

Credits: 02

Semester II

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>MS-Excel in Accounting: Introduction to MS Excel, MS Excel in day-to-day office activities, Accounting in MS-Office, Financial Formulas in MS-Office – Various Calculation Sheets, Calculation of Interest, Principle and Compounding</p> <p>Setting-up Books of Accounts in Tally: Introduction, Creation of Company, Introduction to Gateway of Tally, Menu, Company Info menu,</p> | 22 |
| II | <p>Features & Configuration: Options for company maintaining accounts, Group and Ledgers, Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency</p> <p>Voucher Entry and Reporting: Entry of Accounts Vouchers, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes, Viewing and Printing various reports, Printing & Viewing Balance Sheet, P& L Account, Trial Balance</p> | 23 |

Reference Books/ Text Books / Cases:

- * Koget Solutions Inc. Tally 9 in Simple Steps. New Delhi: Wiley India.
- * Maidasani, D. Accounting with Tally 9.0. New Delhi: Lakshmi Publications.
- * Nadhani, A. K. Tally 9 – Training Guide. New Delhi: BPB Publications.

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

- * *Understand the functions of MS-Excel for doing various accounting activities.*
- * *Understand of preparing of accounting reports, with the help of accounting software.*
- * *Understand the creation of company and preparing ledger through tally.*
- * *Understand the use of the software Tally in computerization of accounting system.*

BFBC0802: BUSINESS WISDOM-II

Introduction: This subject would make the students aware of what it takes to be a successful business manager as well as the issues faced by businesses as well as issues in starting them.

Objective: To enable the students to analyse various business situations as well as union budget, and other important business-related concepts.

Credits: 02

Semester II

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Development of a Business Manager- The concepts related to how a business manager approaches his work</p> <p>Issues Related to Starting a New Business Venture- Challenges faced while one goes for putting business ideas to fruition</p> <p>Analyzing Business Problems of MSMEs- Understanding the issues which plague micro, small and medium enterprises on a day-to-day basis</p> <p>Best Practices as Adopted by Successful Business Houses- Highlighting the best practices of the most success business entities, both at international and domestic levels and how they could benefit businesspersons</p> <p>Comprehensive Understanding and Analysis of Union Budget- 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> | 22 |
| II | <p>Scanning Business Opportunities- What all elements are to be taken into consideration when one talks about starting a business or running an existing business</p> <p>Understanding of Working of Various Business Stakeholders- Analyzing the role that various players like banks, loan agents, governments, and similar stakeholders play in running a business</p> <p>Business Simulation Exercises- Providing opportunities to recreate various business situations thereby making the learning process all the more appealing and relevant</p> <p>Business Case Studies- Analyzing and discussing various business-related cases</p> <p>Group Discussions on Current Business Issues- Putting on table the issues which are being faced by businesses in the form of discussions and how they can be solved</p> | 23 |

Reference Books/ Text Books / Cases:

- * Batra, P. Brainstorming Forcreativity & Innovation, New Delhi: Batra Booka.
- * 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



* Relevant Case Studies

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

- * *Understand the issues related to starting a new business and analyzing business problems of MSMEs.*
- * *Learn about the best-practices of successful businesses houses and understanding and analysis of union budget.*
- * *Understand and appreciate latest business models & re-engineer the different business models as per the requirement.*
- * *Understand the current business issues with help of group discussion.*

BFBC0008: FINANCIAL MANAGEMENT OF BUSINESS

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

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

Credits: 04

Semester III

L-T-P : 3-1-0

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

Reference Books/ Text Books / Cases:

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

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

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

BFBC0009: ENTREPRENEURSHIP & MANAGEMENT OF FAMILY BUSINESS

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

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

Credits: 04

Semester III

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

- * Ramachandaran, K. Managing a New Business Successfully, New Delhi: Global Business Press.

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

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

BFBC0010: MARKETING MANAGEMENT & CONSUMER BEHAVIOR

Introduction: To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services. Consumers and customers subjected to these decisions with an aim to extract desired response.

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. Furthermore, it is designed to provide insight into consumer psychology with special focus on how consumers think, feel and act about marketing stimuli that marketers develop

Credits: 04

Semester III

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing. Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Micro environment on Marketing, Global Marketing. 4 Ps-Marketing Mix Market Segmentation: Targeting and Positioning - Competitive Marketing Strategies. | 23 |
| II | Buyer behavior: Factors Influencing Consumer Behavior – Buying Situation – Buying Decision Process – Industrial Buyer Behavior Demographic and psychographic segmentation: life style and psychographics Consumer behavior models: Mapping consumer's mind, deterministic and probabilistic approaches, Howard and Sheth, and Nicosia model. Consumer culture: values and orientation, sub-culture, social class Family decision making: decision making unit, roles and influence, types of decisions | 22 |

Reference Books/ Text Books / Cases:

- * Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. Marketing. New Delhi: Tata McGraw-Hill.
- * Kotler, P., Keller, K., Koshy, L., & Jha, M. Marketing management: a south Asian perspective. New Delhi: Pearson.
- * Schiffman, L. G., & Kanuk, L. L. Consumer behaviour. New Delhi: Prentice Hall.
- * Blackwell, R. D., Miniard, P. D., & Engle, J. F. Consumer behaviour. USA: Thomson-South Western

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

- * Define the marketing as a behavioural science and its various elements
- * Discuss the marketing mix elements and how they influence an organization
- * Analyze the outcomes why customers behave in a certain way
- * Define the buyer behaviour and its influencing factors.

BBAC1012: HUMAN RESOURCE MANAGEMENT

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

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

Credits: 04

Semester III

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

- * Aswathappa, K. Human Resource & Personnel Management - Text & Cases. New Delhi: Tata McGraw-Hill.
- * DeCenzo, D. A., & Robbins, S. P. Personnel / Human Resource Management. New Delhi: Prentic-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: Prentic-Hall of India

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

- * *Understand the basic concepts of Human resource Management (HRM), HR functions, external and internal forces influencing the HRM practices.*
- * *Describe how human resource is acquired and trained.*
- * *Define the concept of placement & induction, type of training etc.*

- * *Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them.*
- * *State the role human resource management plays in an organization with fundamental concept of potential appraisal and career planning.*

BALO0105: MERCANTILE LAW

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

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

Credits: 04

Semester III

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BALO0110: BANKING AND INSURANCE LAWS

Introduction: *This course would give insights into the basic laws related to banking and insurance which any of the students of management needs to have understanding while studying a course in management.*

Objectives: *Make the students aware about the various laws related with Banking and Insurance. To make them aware about the concepts and their practices thereby enabling them to understand their applicability in Practical world.*

Credits: 04

Semester III

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction: Kinds of Banks and their Functions; Brief History of Banking in India; Relationship between Banker and customer; Bank's duty to customers; Definition, Nature of insurance contract, Brief history of Insurance in India, various kinds of insurance, Principles of Insurance, Banking Regulation laws- Banking Regulation Act-1949; The banking ombudsman scheme, 1955 Lending, Securities and Recovery by Banks - Principles of Lending, Position of Weaker Sections, Nature of Securities and Risks Involved, | 22 |
| II | Default and Recovery, Recovery of Debts with and without Intervention of Courts / Tribunal; Recovery of Debts due to Banks and Financial Institutions Act, 1993; Securitization and Reconstruction of Financial Assets and Enforcement of Security Interests Act, 2002 (Definitions, Section 13, Section 17) The Insurance Act 1938 – Object, Prohibition of transaction of insurance business by certain person, Assignment and transfer of insurance policies, Nomination by policy holder, Licensing of insurance agents, Registration of principal agents, chief agents and special agents, Issue of license to intermediary or insurance intermediary, Commission, brokerage or fee payable to intermediary or insurance, Intermediary, The IRDA Act 1999 - Constitution, Functions and Powers of Insurance Regulatory and Development Authority | 23 |

Reference Books/ Text Books / Cases:

- * Banking and Insurance Law and Practice, Institute of Company Secretaries of India, Taxmann Publishers
- * M.N. Mishra, Law of Insurance, Central Law Agency,
- * M.L. Tannan, Banking Law and Practice in India, Lexis Nexis.
- * K.C. Shekhar, & Lekshmi Shekhar, Banking Theory and Practice

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

- * Understand the basic concepts and nature of Banking and Insurance.
- * Understand the concept of lending money, issuing securities and recovery from banks.
- * Recognize the various laws related with Banking and insurance in India.
- * Outline basics of insurance policies and the role of intermediaries in Insurance business.

BALO0111: INTERNATIONAL LAW AND HUMAN RIGHTS

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

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

Credits: 04

Semester III

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction: Introduction, Development of International Law, Definitions, and Nature of International law, Sources of International law, Legality of International Law-Positive Morality, Theories as to basis of International Law, State: Concept of State, Essential Ingredients of State, and Recognition of states. Asylum, Extradition Diplomatic relations: Meaning of diplomacy, Law on diplomatic relations, classification of diplomatic agents, functions. Law of Treaties: Concept of Treaty, Kinds of Treaties. | 22 |
| II | Settlement of International Dispute: Legal and Political Disputes, Pacific Means of Settlement, Settlement under UNO, International organizations & their role in the development of International Law Introduction of Human Rights: Meaning, Kinds of Human Rights, Universal declaration of Human Rights, Highlights of the International conferences on human rights, collective rights, Human rights and NGO's, Human rights commissions in India. | 23 |

Reference Books/ Text Books / Cases:

- * Malcolm Nathan Shaw, International Law, Cambridge University Press
- * Tim Hillier, Sourcebook on Public International Law, Routledge
- * Ian Brownlie, Principles of Public International Law, Oxford University Press
- * Tandon, M.P, Public International Law. Allahabad Law Agency, Faridabad
- * Dr. H.O Agrawal, Human Rights, Central Law Agency, New Delhi.
- * Basu, Durga Das, Human Rights in constitutional law, New Delhi: Prentice hall

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

- * Understand provisions related to International Laws and human rights, and get familiar with International relations between different countries
- * Determine the different theories of international laws for further implementation.
- * Understanding the meaning of diplomacy and its classification with settlement of industrial dispute.
- * Understanding the importance of various international bodies and international conferences for the welfare of the country.
- * Understand the role of NGO in International Law.

BAL00112: ENVIRONMENTAL LAWS

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

Objectives: The course educate students to systematically deal with problems like industrial pollution, acid rain, noise pollution, agricultural pollution, solid waste disposal, deforestation and loss of biodiversity.

Credits: 04

Semester III

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction: - Dimensions of Environmental Problems, Pollution & its Kinds. Dharma and the environment: Meaning and illustrations from the ancient Indian texts</p> <p>Environmental Management & Business Policy: Pollution and Disaster Management, Sustainable development, Environmental Impact Assessment & ISO 14001 Standards, Constitutional Provisions & Judicial Activism (Principles-Precautionary principle, Polluter pays principle, public trust doctrine).</p> <p>Water and air pollution: Meaning, consequences, relevant provisions: Case studies</p> <p>National Green Tribunal: Constitution, functions and powers of NGT</p> <p>The Environment (Protection) Act, 1986:- Meaning of 'Environment', 'Environment Pollutant', 'Environment Pollution', Powers and Functions of Central Govt., Important Notifications U/s 6: Hazardous Substance Regulation, Bio-Medical Waste Regulation and Coastal Zone Management, Public Participation & Citizen Suit Provision</p> | 23 |
| II | <p>Wild life: Meaning and importance for the environment and eco-system: Relevant provisions of the Wildlife Protection Act 1972, its 2002 and 2006 amendments.</p> <p>Climate change: Concept, relevant instruments, remedial measures, Role of forests in climate change, problem of verification, contemporary developments. Plastic and human health.</p> <p>International concern for the environment: Stockholm Conference, Rio Conference, and other important international conferences and meetings, A brief Introduction of Center for International Environmental Law & its functions.</p> | 22 |

Reference Books/ Text Books / Cases:

- * Shyam Diwan & Armin Rosencranz, Environmental Law and Policy in India, Oxford University Press, 2nd Edition
- * S. C. Shastri, Environmental Law, Eastern Book Company, 4th Edition
- * Gurdip Singh, Environmental Law in India, MacMillan Publisher
- * Singh, R.B, Environmental laws In India; issues & response, concept publishing company, New delhi.

- * Upadhyay, JJJR, environmental laws, Central Law publication, New Delhi.

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

- * *Understand the basic concepts and nature of laws related to environment*
- * *Understanding the business concepts and the environmental sciences that help in minimizing ill-effects caused to the environment.*
- * *Remembering the different environmental principles for the welfare of society*
- * *Make assessment of environmental Impact before starting any business*



Management Programme (UG)

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 | Introduction & Concept of Ecosystem 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 | Types of Ecosystem & Environmental Pollution: Introduction, Types, Characteristics, Features, Structure & Functions of - Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem & Aquatic Ecosystems- Ponds, Streams, Lakes, Rivers, Oceans, Estuaries. Definition, Causes, Effects & Control Measures of - Air Pollution, Water Pollution, Land/ Soil Pollution, Noise Pollution, Thermal Pollution. Solid Waste Management: Causes, Effects & Control Measures of Urban & Industrial Wastes. | 10 |
| III | Human Population & the Environment: 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. Climate Change: 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

BFBC0803: BUSINESS WISDOM-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>Analysis of Business reports from various written sources- Use the information as found in written sources for understanding how businesses are run and prosper in modern competitive era.</p> <p>Classroom Discussion on General Awareness - Discussion on the latest trends in the fields of day-to-day innovations and developments related to business arena.</p> <p>Elements of Business Acumen - 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>Building of Acumen fund - 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>Lessons of Business Conglomerates- Analysis of market and macro- economic environments, business relations, project management and value drivers of the organization.</p> <p>Various Case Studies - 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>People Skills through social media and business - 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>Leadership Skills through individual classroom Presentation - Topics like team building, driving performance, change management, and ability to motivate and inspire.</p> | 23 |

Reference Books/ Text Books / Cases:

- * Bhown, 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

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

- * *Understanding the changes happening in the business world around them.*
- * *Develop decision making in businesses, so as to map different business opportunities existing in the market.*
- * *Comprehend working of various business simulation exercises and providing opportunities to recreate various business situations.*
- * *Identifying and applying the knowledge of subject practically in real corporate situations*

BCMC0012: FUNCTIONAL ASPECT OF INTERNATIONAL BUSINESS

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

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

Credits: 04

Semester IV

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction to International Business: Introduction to International Business, Elements of International Business, Globalization</p> <p>Culture and International Business: Introduction, Meaning of Culture, Country Culture, and Culture in an International Business Organization (Culturally diverse expressions of personality, emotions).</p> <p>Ethics in International Business: Introduction, Business Ethics Factors, International Business and Ethics, National Differences in Ethics, Corporate Governance, Code of conduct for MNCs</p> <p>Global Sourcing and Indian Industries structure: Introduction, What is global sourcing, Reasons for global sourcing, advantages and disadvantages, Challenges for Indian Businesses</p> <p>Regional integration: Introduction, Overview of Regional Integration, Types of Integration, Regional Trading Arrangements, India and Trade Agreements</p> <p>Global trade institutions: Introduction, World trade organization (WTO), International Labour Organisation (ILO)</p> | 22 |
| II | <p>International Financial Management: Introduction, Overview of International Financial Management, Components of International Financial Management, Scope of International Financial Management</p> <p>International Accounting Practices: Introduction, International Accounting Standards, Accounting for International Business, International Regulatory Bodies, International Financial Reporting Standards</p> <p>International Marketing: Introduction, scanning international markets, mode of entering into potential markets, Global Marketing Strategies, Branding for International Markets</p> <p>International Strategic Management: Introduction, Strategic Management, Strategic Planning, Strategic Management Process</p> <p>International Human Resource Management: Introduction, International Organizational Structures, Introduction to International Human Resource Management, Scope of International Human Resource Management</p> <p>Finance and International Trade: Introduction, understanding payment mechanism, Documentation in International Trade, Financing Techniques, Export Promotion Schemes, Export and Import Finance</p> | 23 |

Reference Books/ Text Books / Cases:

- * Daniel, J., & Lee, H. *International Business Environment*. 11th Edition. New Delhi: Pearson Education.
- * Onkvisit, S., & Shaw, J. *International Marketing*. 3rd Edition. New Delhi: Pearson Education.
- * Derskey, H. *International Management*. 4th Edition. New Delhi: Prentice Hall of India.
- * Aswattapa, K. *International Business*. 3rd Edition. New Delhi: Tata McGraw Hill
- * Kavita Singh, *Organization Change & Development*; Excel Books
- * Singh, B.D. *Managing Conflicts and Negotiation*. New Delhi: Excel book Publication
- * Varshney & Bhattacharya. 18th Edition. *International Marketing*. S Chand Publications
- * Export Management by Khurana P.K., Galgotia Publications, New Delhi
- * Lasserre, P., *Global Strategic Management*, Palgrave MacMillan, Hampshire
- * Fernando, A.C. *Corporate Governance: Principles Policies & Practices*, Pearson Education.

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

- * Summarize of global perspective regarding the business.
- * Listing the dimensions of international marketers' strategies, Culture and international business and poleis.
- * Understanding the ethics, diplomacy, and with emotional sensitivity in international business environments.
- * Evaluate the international marketing, international strategic management, and international trade.



BFBC0011: FUNDAMENTALS OF BUSINESS ANALYTICS

Introduction: This course in fundamentals of business analytics 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 business analytics is used by business and how they can benefit from the same.

Credits: 04

Semester IV

L-T-P : 3-1-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Business Analytics Basics: Introduction to Business Analytics; Significance and Usage of Business Analytics in Solving Real-life problems; Scope of Business Analytics;</p> <p>Data For Business Analytics: Data classification, Databases, Big Data and its Applications in Modern Businesses, Implications of Data Reliability and Validity; Risk Assessment with the help of Data</p> <p>Fundamental Skills in MS-Excel: Using Basic Excel Formulas solving regular problems and implications of the same for Contemporary Organizations. Understanding Data Visualization: Significance, Tools and software of Data Visualization in research, Microsoft Excel Tools for creating charts, Data Bars, Color Scales, and Icon Sets, Sparklines, Data Queries: Tables, sorting and Filtering.</p> | 22 |
| II | <p>Data Analysis:- Meaning of Hypothesis, Formation and Testing of Hypothesis, Interpretation of results and Application in Real-world situations. Basics of Descriptive, Prescriptive and Predictive Analytics: Significance and Application of Descriptive Analytics, Basics of population and samples study. Understanding and Using Measure of Locations, Dispersion, Shape and Association in Business Decisions. General Understanding of Predictive Analytics, Using Predictive Analysis in Business, Data Collection Trends; Correlation and Regression, Meaning and Scope of Data Mining</p> <p>Nature and Significance of Prescriptive Analytics, Implications of Prescriptive Analytics by modern-day firms in varied circumstances</p> | 23 |

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.

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

- * Understand the business analytics and understanding the data collection process.
- * Understanding data visualization and data analysis.
- * Understanding the basic of descriptive, prescriptive and predictive analytics of data.
- * Understand various aspects of related concepts in business analytics.
- * Understanding the data redundancy removal techniques and how data can be filtered for further analysis.

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 | 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 | 22 |
| II | Sampling: 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. Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report. Measurement and Scales: Levels of measurement—Nominal, Ordinal, Interval and Ratio, Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques | 23 |

Reference Books/ Text Books / Cases:

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

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

- * 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

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>Fundamental Issues: 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>Functional Aspects: Meaning and Types of Shares and share capital, Dematerialization of shares, Issue & 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>Directors: Definition, kinds of directors, Appointment, Powers, Rights and Duties of directors, Meetings, kinds of meetings, Resolutions</p> <p>Management & Control: Prevention of Oppression and Mismanagement in Company, Lifting of Corporate Veil, Doctrine of Constructive Notice, Doctrine of Indoor Management, Constitution of NCLT & its functions, A brief introduction of the provisions of IBC, 2016 (Insolvency & Bankruptcy code), Winding up of Company</p> <p>Leading judicial pronouncements related to corporate veil, NCLT & IBC etc.</p> | 23 |

Reference Books/ Text Books / Cases:

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

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

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

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 IV

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BALO0102: INTELLECTUAL PROPERTY LAW

Introduction: *This course would give insights into the basic laws related to Intellectual property rights which any of the students of management needs to have understanding while studying a course in management.*

Objectives: *Make the students aware of the Intellectual Property Right concepts and practices thereby enabling them to understand their applicability in Practical world.*

Credits: 04

Semester IV

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction: Meaning, nature, significance, need for intellectual property Right, IPR in India – Genesis and development, Provision of IPR under TRIPS and WTO. Meaning of Patent, Origin, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment, license & Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties. Nature of Copyright, Works in which Copyrights subsist, Author & Ownership of Copyright, Rights Conferred by Copyright, | 22 |
| II | Assignment, Transmission, Licensing of Copyrights, Infringement of Copyrights, Remedies & Actions for Infringement of Copyrights, Copyright Societies, Office, Board, Registration of Copyrights & Appeals, International Conventions Definition, concept of Trademarks, Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks), Non Registrable Trademarks, Procedure for Registration of Trademarks, Opposition Procedure, Assignment/Transmission / Licensing of Trademarks, Infringement of Trademarks, Passing off Action, Offences and Penalties | 23 |

Reference Books/ Text Books / Cases:

- * Lionel Bentley and Brad Sherman, Intellectual Property Law (Oxford University Press, New Delhi.
- * P. Narayanan, Intellectual Property Law, Eastern Law House
- * W. R. Cornish, Intellectual Property: Patents, Copyright, Trade Marks and Allied Rights Universal Law Publishing Co. Pvt. Ltd, Delhi.
- * B.L.Wadehra; Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications; Universal law Publishing Pvt. Ltd., India
- * N.S. Gopalakrishnan & T.G. Ajitha, Principles of Intellectual Property, Eastern Book Company
- * A. K. Bansal, Law of Trademark In India, Thomson & Reuter
- * V.K. Ahuja, Law Relating to Intellectual Property Law, Lexis Nexis.

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

- * *Understand the basic concepts and nature of Intellectual Property Rights.*
- * *Recognise the way of filing patent and Trademark laws*
- * *Generate their own intellectual property and can acquire the patent and copyright for their innovative works.*
- * *Understanding and analysing the challenge of legality of their innovations used by the trespassers of their intellectual property without paying any royalty*

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 | Introduction: Consumer relations, market development, consumerism and globalization, Legislative Framework: Evolutionary steps of Consumer Protection Laws in India- Historical Approach; Consumer Protection Act, 2019- 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. Case Studies of Consumer Protection: Goods – laws on manufacturing defects; Service – Airlines, Banking & Insurance, Medical & Lawyers negligence Emerging Issues In Consumer Protection And Law: Role of Civil Society in Consumer Protection, E-Commerce and Consumer Rights, ADR in resolution of Consumer disputes. | 22 |

Reference Books/ Text Books / Cases:

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

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

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

BFBC0013: MANAGEMENT OF BUSINESS AMBIANCE & ETIQUETTES

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

Objectives: It would help them in comprehending the numerous concepts of business etiquette and grasp the nuances of the environment of an office and how to deal with it.

Credits: 02

Semester IV

L-T-P : 2-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Modern Office Ambiance and Office Accommodation Meaning & Definitions of office and office management; Elements and Importance of office management; reasons behind choosing appropriate office, Meaning & Factors of office Accommodation; Location of Office; Meaning, Objectives, Principles of office Layout. Office Environment and Understanding business etiquette Office environment: Meaning & Importance of office environment, Different physical Conditions-Office Lighting, Reduction of Noise, Ventilation, Cleanliness, Interior Decoration and Safety Precautions. Examples of some modern office organisations ambience | 22 |
| II | Etiquettes: Meaning of Etiquette, ABC's of etiquettes, Understanding business etiquette Importance of Business Etiquette; The role of good etiquettes in Business Multicultural Etiquettes- Culture Defined, Examples of cultural insensitivity, cultural differences and their effects on business Etiquettes. Digital Etiquettes, grooming and civility at work place Digiquette- Email Etiquette, Cell Phone Etiquette Manners, Virtual Meetings, Voice Mail Messages, Grooming and Civility at the Workplace . | 23 |

Reference Books/ Text Books / Cases:

- * Arora, S. P. Office Organization and Management, New Delhi: Vikas Publishing House
- * Mehra. S.K. Business Etiquette- A Guide for the Indian Professional, Noida: Harper Collins Publishers.
- * Whitmore J., Business Class: Etiquette Essentials for Success at Work, St. Martin's Press.
- * Chopra, R K., Chopra, A. Office Management, New Delhi: Himalaya Publishing House.
- * Nair, R.K, Banerjee, A.K., Office Management, Meerut: Pragati Prakashan.

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

- * Understanding the role of modern office management in an organization and factors of office accommodation.
- * Understanding of office environment and etiquette and also its relevance in establishment of culture of organization.
- * Understanding the significance of business attire and civility at the workplace involving the visual image and social skills for the business savvy.
- * Understanding the actual concept of office management and tackling various situations successfully.

BCMC0801: COMMUNICATION TECHNIQUES AND PRESENTATION SKILL

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

Objective: To familiarize the students with the fundamentals of communication techniques and effective presentations for professional purposes with the aid of modern technology.

Credits: 02

Semester IV

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Communication: Meaning, Nature & Importance, 7 Cs of Effective Communication, Process & barriers in communication, Flow of Communication, Types: Formal & informal and verbal & nonverbal.</p> <p>Digital Communication: E-Mail Writing , Social Media & networking or Video conferencing , Strategic importance of e-communication;</p> <p>Role, effects and advantages of technology in Business Communication</p> <p>Professional skills & Basic Etiquettes in Business Communication : Dos or Don'ts</p> <p>Business Letters: Characteristics of a Good Business Letter, Structure of a Business Letter, Layout of a Business Letter</p> <p>Types of Business Letters: Orders, Adjustment, Complaint, Sales, Business Circulars, Request, Congrats, Thank you.</p> <p>Official Communication: Memorandum, Minutes of Meeting - objectives, types, Contents and Guidelines for writing Minutes. Official Notes</p> | 22 |
| II | <p>Business Reports: Concept, Importance and Characteristics of a Good Business Report, Types, Steps in Writing Reports, Layout/Style of Business Report</p> <p>Presentation Skills & interview: Effective Public Speaking- Gesture, Posture, Eye Contact, Voice Modulation and Pitch, Dressing Sense, Overcoming Stage Fright, Handling Queries Smartly, Doing Proper Homework in this regard.</p> <p>Effective Presentation : Principles of Effective Presentation ,Principles governing the use of audio-visual media</p> <p>Interview Skills : Nature, Types of Interview, Facing an Interview : Mock interview , exit interview , appraisal interview /Video conferencing interview or tele-meeting</p> <p>Writing Resume, Difference between Resume and CV</p> | 23 |

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.
- * Media and Communication Management by C.S. Rayudu, Himalaya Publishing House, Bombay.

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

- * *Understand the various concepts, importance of communication and 7 Cs of effective communication.*
- * *Understand the digital communication techniques and their usage in professional set-ups.*
- * *Comprehend contemporary business scenarios and handle the issues related to public speaking.*
- * *Develop the skills related to effective presentations and interviews.*

BFBC0804: BUSINESS WISDOM-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>Business Acumen for Entrepreneurs – 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>Session on Handling Issues-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>Public Speaking – Extensive sessions on speaking in public on various issues, preferably related to business</p> <p>Insight on Exports and Imports with special reference to Shri Mahila Griha Udyog Lijjat Papad</p> <p>Internationalization of local business- Cross Cultural Management Issues</p> | 22 |
| II | <p>Digital Marketing for Entrepreneurs – Mobile App & Website Development and usage, Techniques for making maximum out social media channels and You Tube</p> <p>Government schemes for support/supervising business India</p> <p>A brief understanding on the various legal aspects related to running a business and how they should be dealt with</p> <p>Lessons to be learnt 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

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

- * *Understand the changes happening in the business world around them.*
- * *Develop new ideas pertaining to entrepreneurship having the potential to be shaped into a successful business.*
- * *Understand news articles better and know how to use them effectively.*
- * *Understand regarding personality developing skills through presentations and interviews.*

BFBC0012: MANAGEMENT OF BUSINESS INVENTIVENESS & ADVANCEMENT

Introduction: This subject will help the students to understand the different types of business plans that may be part of any business operation.

Objectives: To enable students towards understanding a business plan, its scope and its underlying importance.

Credits: 04

Semester V

L-T-P : 4-1-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Business Idea generation: Sources of an Idea-Idea brainstorming-Invention and Innovation-Idea possibility and feasibility-Incubation centre-opportunity and need evaluation .value proposition-business model-competitive advantage and sustenance of the business Innovation and Systematic Innovation. Studying financial feasibility related to a Business Idea, Finding the gaps for new business and new way of business - setting-up new ventures - acquiring existing business - franchising and Entrepreneurship. Market and Industry Analysis: Market analysis-market segmentation and selecting the target market- market size and trends-buyer behavior- Industry analysis-industry size and growth rate-sales projection-industry trends environmental trends-business trends. | 22 |
| II | Understanding competitive analysis comprehensively and market share in terms of a business. Business Plan Models: Company Business Plan-Automobile Company Business plan-Mobile Application Business plan-Ecommerce Business plan-Restaurant Business Plan-Retail outlet Business Plan-Intellectual Property Rights. Government and different institutional support in business .Financial help and other support system in India for business | 23 |

Reference Books/ Text Books / Cases:

- * Bruce R BarringerPreparing effective Business Plan-an Entrepreneurial Approach, New Delhi: Pearson Publication.
- * Matthew Record Writing a Winning Business Plan, New Delhi: Viva Books
- * Lawrence and Moyes, Writing a Successful Business Plan, University of Colorado publication, Latest Edition.
- * Jeffrey A Timmons, New Venture Creation, New Delhi: Irwin publishers, Latest Edition.
- * Vasant Desai Dynamics of Entrepreneurial Development and Management, New Delhi: Himalaya Publishing House.
- * Poornima M. Charantimath Entrepreneurship Development – Small Business Enterprises, New Delhi:Pearson

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

- * Understand the process and steps of business idea generation for the start-up.
- * Understand the way to analyse the market and industry with segmentation, targeting and positioning.
- * Understanding the market and industry analyses in the context of a Business Plan
- * Understanding the business model plans related to various industries.
- * Understanding what to produce and whom to serve in direct market.

BBAE 0101: TRAINING & DEVELOPMENT

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction to Training and Development and techniques Introduction: Concepts of Training & 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. Techniques & HRD: Types of training, Techniques of on the job training, off the job training. Technology in Training: CBT, Multimedia training, e- learning/online learning. | 23 |
| II | HRD: 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. Training evaluation: 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. | 22 |

Reference Books/ Text Books / Cases:

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

CASE:

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

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

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

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>Introduction to Industrial Relations: Meaning, objectives, scope, determinants of Industrial relations, Factors affecting Industrial relation.</p> <p>Approaches to Industrial relation: Psychological, Sociological, Human Relation, Socio-ethical, Gandhian, system Approach.</p> <p>Trade Unionism- Concept, objectives of Trade Unions and Methods of achieving the objectives; Features and functions of trade unions.</p> <p>Industrial Disputes: Concept, Features, causes, classification of industrial disputes.</p> <p>Methods of prevention of Industrial Disputes: Tripartite and Bipartite bodies, Standing orders and grievance procedure, Ethical codes, collective bargaining.</p> | 23 |
| II | <p>Industrial Dispute Settlement Machinery: (conciliation, arbitration and adjudication) - Work Committees, Conciliation, Board of Conciliation, Court of enquiry, Labour Court, Industrial Tribunal, National Tribunal, Grievance handling.</p> <p>Workers' Participation in Management: Concept, purpose and significance of participation; Forms of participation: information sharing, consultation, association of workers, joint decision-making and Board of Directors.</p> <p>International Labor Organization: An Introduction to ILO: origin, objectives and structure of ILO.</p> <p>Impact of Globalization & Information Technology on IR, Role of Human Resource Development in Developing Industrial Relation.</p> | 22 |

Reference Books/ Text Books / Cases:

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

CASE:

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

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

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

BBAE0103: GROUP DYNAMICS & TEAM BUILDING

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BBAE 0104: 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 | Introduction of Compensation and Reward: 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. Job Design and Job Evaluation: 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. Strategic Compensation Management and Innovations in Compensation: Meaning of Strategy, Compensation Design and Strategy, Strategic Planning, Strategic Compensation Design, Strategic compensation Policies. Variable Compensation, Retirement Plans, Employees Benefits-Gratuity computation, Provident fund, Dearness allowance. | 22 |

Reference Books/ Text Books / Cases:

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

Case:

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

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

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

BBAE0201: SALES & DISTRIBUTION MANAGEMENT

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction & Concept of Sales Management: 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. Sales Manager and Sales Force: Qualities, types and their functions/duties. Recruitment, Selection, Training and Remuneration of Sales Force. | 23 |
| II | Sales Force Motivation: Motivation of Sales force. Supervision and control of Sales force. Sales force Performance and its Evaluation. Sales Territories, Quota and Reports. Sales Promotion, Demonstrations and Conference. After Sales Service. Prospecting, Objection Handling. Distribution Management: 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.

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

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

BBAE0202: RURAL MARKETING

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BBAE0203: INTERNATIONAL MARKETING

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | International Marketing - Introduction and Planning Definition, Scope, Objectives, Domestic v/s International Marketing - Similarities and Differences, Process of Internationalization, Benefits of International Marketing, Challenges, Reasons of Entry in International Markets, Foreign Market Entry Strategies, Marketing Research, Marketing Information System & Sources, Market Analysis | 15 |
| II | International Market Environment Political Environment – Types of Governance in the Globe, Political Risks & how to Minimize them Cultural Environment – Culture, Its Elements, Its influence on Consumption, Thinking, and Communication Process, Cultural Changes Legal Environment – Legal Systems, IPRs, Branch v/s Subsidiary, International Disputes | 15 |
| III | International Marketing Decisions related to 4 Ps Product - Global Product, International Product Planning, Strategies, International Branding & Packaging Decisions, Warranties & Services Price – Price Standardization, Transfer Pricing, Financing & Payment Methods, Exchange-related Issues Distribution - Global Channel Structures & Management, Channel Members – Selection & Roles Promotion – Global Advertising Pattern, International Promotion & Communication, Personal Selling & International Sales Negotiation. | 15 |

Reference Books/ Text Books / Cases:

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

Case Study:

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

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

- * *Understand the international marketing and analyse the difference between domestic v/s international marketing.*
- * *Understanding about the international market environment and risk associated with political and legal environment.*
- * *Understand the various concepts related to international marketing environment*
- * *Create awareness regarding the international marketing mix elements*

BBAE0204: DIGITAL MARKETING

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

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

Credits: 04

Semester V

L-T-P :4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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



BBAE0301: INTERNATIONAL FINANCIAL MANAGEMENT

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

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

Credits: 04

Semester V

L-T-P : 3-1-0

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

Reference Books/ Text Books / Cases:

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

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

- * *Understand the various aspects of international financial management*
- * *Learn about the various international economic groups*
- * *Discuss about the numerous international institutions*

* *Identify the changing scenario of the international economic environment*

BBAE1302: MANAGEMENT OF FINANCIAL INSTITUTIONS & SERVICES

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

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

Credits: 04

Semester V

L-T-P : 3-1-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction of Financial System 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 Financial institutions: 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), Operational Aspects. | 22 |
| II | 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). Financial Services: 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:*

- * *Understand various financial institutions and their functions.*
- * *Appreciate the various features related to insurance & banking.*
- * *Comprehend the concepts of financial services and its practical implications.*
- * *Realize 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>Introduction – Meaning of Cost, Costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts, Cost Unit, Cost Center.</p> <p>Elements of Cost- Concepts of Cost and Classifications of Cost, Preparation of cost sheet, Tenders and Quotations procedure followed in modern set of market.</p> <p>Contract Costing – 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>Standard costing – 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>Process Costing - 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>Job Costing – Meaning, Features, Advantages and Limitation.</p> <p>Operating Costing –Meaning, Features, Objectives & Techniques of Costing, modern procedure followed by manufacturing units.</p> | 23 |

Reference Books/ Text Books / Cases:

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

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

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

BBAE0304: WORKING CAPITAL MANAGEMENT

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

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

Credits: 04

Semester V

L-T-P : 3-1-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction – 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>Operating Cycle Concept – Reasons for Prolonged Operating Cycle, How to reduce Operating Cycle.</p> <p>Working Capital Requirement – Factors determining Working Capital, Working Capital in Seasonal Industries, Working Capital during Inflation, Working Capital in Industries with shift working.</p> <p>Inventory Management – 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>Tools and Techniques of Inventory Management - 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>Receivables Management – 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>Cash Management – 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

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

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

BFBE0101: HR ANALYTICS

Introduction: *This course will serve as an introduction to Human Resource Analytics. Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. By this, business leaders can make decisions about their people based on deep analysis of data rather than the traditional methods of personal relationships, decision making based on experience, and risk avoidance.*

Objectives: *How and when hard data is used to make soft-skill decisions about hiring and talent development, so that you can position yourself as a strategic partner in your company's talent management decisions*

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | HR Analytics in Perspective: Basics of HR Analytics, what is Analytics, Evolution, Role of Analytics, Defining HR Analytics, HR Analytics: Analytics based Performance Evaluation. Understanding the organizational system, Locating the HR challenge in the system, Valuing HR Analytics in the organizational system. HRA Frameworks: Staffing different analytic approaches to predicting performance for hiring and for optimizing internal mobility, to understanding and reducing turnover, and to predicting attrition. | 23 |
| II | Current approaches to measuring HR and reporting value from HR contributions, Strategic HR Metrics versus Benchmarking, HR Scorecards & Workforce Scorecards. Predictive Analytics: Steps involved in predictive analytics: Determine key performance indicator, analyses and report data, interpreting the results and predicting the future. Connecting HR Analytics to business benefit (case studies), Talent Management and Future Directions. | 22 |

Reference Books/ Text Books / Cases:

- * Moore, McCabe, Duckworth, and Alwan. The Practice of Business Statistics: Using Data for Decisions, Second Edition, New York: W.H.Freeman
- * Predictive analytics for Human Resources, Jac Fitz-enz, John R. Mattox, II, Wiley
- * Human Capital Analytics: Gene Pease Boyce Byerly, Jac Fitz-enz, Wiley
- * The HR Scorecard: Linking People, Strategy, and Performance, by Brian E. Becker, Mark A. Huselid, Mark A Huselid, David Ulrich
- * HR Analytics: The What, Why and How, by Tracey Smith
- * The New HR Analytics: Predicting the Economic Value of Your Company's Human ByJac FITZ-ENZ,

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

- * Understand human resource analytics, its evolution.
- * Discuss the relevance of human resource analytics in organizational system.
- * Describe the staffing process with efficient hiring and selection methods.
- * Discuss to make the prediction and determine the key performance indicator, report data, interpreting the results and using the data as HR analytics to absorb the shocks of uncertainty.



BFBE0102: MARKETING ANALYTICS

Introduction: In this course Marketing Analytics, methods have been applied to real-world business decisions. Major emphasis has been placed on developing an understanding of the data available to marketers, its uses and limitations.

Objectives: This course will introduce students to marketing analytics and will demonstrate how to practically apply these analytics to real-world business decisions. Students will develop an understanding of the data available to marketers, its uses and limitations

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction to Marketing Analytics Overview of analytics-based marketing, Understanding of analysis as a concept, Role of Marketing Analytics as a decision support tool in an organization; scope, objectives, importance marketing analytics, basic principles of marketing analytics, Marketing mix analytics Methods of right marketing analytics, Illustrations of international and national organizations utilizing marketing analytics rightly. Data Mining and Predictive Analytics Meaning of data and types of Data, Difference between internal and external data, Meaning of Predictive analysis and data mining, basic principles of data mining, different methods of data mining;</p> | 22 |
| II | <p>Role of data mining in predicting consumer behavior, product development, and advertising messaging, Slicing and dicing data, Creating marketing analytics dashboards. Consumer Decision Making and Analytics Meaning of consumer decision making. Market Segmentation using Analytics, Role of analytics in predicting consumer behavior, Consumer Perception Mapping, Assortment and demand, Bundling of Products and Services ,Customer Lifetime Value Calculation, Measure the value of segments using customer lifetime value modelling; Emerging issues in marketing Analytics: Data collection and Protection laws; Ethical use of data and analytics; Future of marketing analytics</p> | 23 |

Reference Books/ Text Books / Cases:

- * Hemann,C and Burbary, K. Digital marketing analytics: Making sense of consumer data in a digital world. *Que Publishing*.
- * Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die. Author: Eric Siegel.
- * Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques - Book by Mike Grigsby, Kogan Page Publishers.

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

- * Understand the concepts of marketing analytics and its role in developing the product and diffusing it into the market.

- * *Understand the process of data cleaning, data mining, and data analysis with its use to handle the uncertainty.*
- * *Understand the meaning of consumer decision making, consumer perception mapping for any product or any brand and analytics.*
- * *Understand the method of promotion of product using different strategies like push and pull strategy.*

BCME0104: FINANCIAL ANALYTICS

Introduction: This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general. This also deals with the risk management instruments used to manage the risk in equity market. It provides the extensive idea about the mutual fund investment and develops general portfolio management tools which are applicable when managing portfolios with any of all asset classes.

Objectives: To impart theoretical and practical knowledge to students about risk and return of individual security and equip them for analyzing the risk of portfolio for wealth maximization

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Financial Analytics: Meaning, Objectives, Process, Advantages and disadvantages, Implications in Business, Importance.</p> <p>Annuities and Equation of Value: Discounting and Accumulation: discrete and continuous cash flows; level annuities, deferred and increasing/decreasing annuities, equation of value and yield on transaction, probability of cash flows, higher discount, loan schedules; consumer credit: flat rate and APRs.</p> <p>Capital Budgeting Techniques and Compound Interest Problems: Introduction to financial statement, assessing financial performance, net present value, internal rate of return, payback period; projects with different lives; money and time weighed rate of return; fixed interest securities, uncertain income securities.</p> | 22 |
| II | <p>Basic Financial Calculations-Introduction: financial securities-zero coupon bond, fixed interest, index linked securities etc.; the time value of money; nominal Vs. real interest, deflationary conditions; accumulating factors, force of interest, compound interest functions.</p> <p>Arbitrage, Forward Contracts, and Term Structure of Interest: Rationale for no arbitrage assumption; forward contracts, calculating the forward price for a security with known dividend yield; hedging, fixed cash income; Discrete time and continuous time rates; continuous time spot rates and forward rates; instantaneous forward rates; theories of time; term structure of interest rates; yield curve; yields to maturity; convexity and immunization; interest rate risk</p> | 23 |

Reference Books/ Text Books / Cases:

- * Financial Calculus, Cambridge University Press. Investment Analysis and Portfolio Management by Prasanna Chandra, Tata McGraw Hill.
- * Karatzas, L. and Shreve S.E., Methods of Mathematical Finance , Springer
- * Watsham,T.J .and Perramore. K. Quantitative Methods in Finance, International Thomson Business Press.
- * Security Analysis and Portfolio Management by Pandian Punithavathy , Himalaya Publishing House Pvt. Ltd.

- * Security Analysis and Portfolio Management by Ranganathan M. and Madhumathi R., Pearson

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

- * *Understand the objectives, process, advantages and disadvantages of financial analytics.*
- * *Identify the capital budgeting techniques and compound interest problems.*
- * *Comprehend models and theories of security analysis and portfolio management.*
- * *Recognize risk and return framework used for sound investment decision*

BFBE0103: SOCIO TECHNICAL ANALYTICS

Introduction: Socio-technical analytics prepares students to understand and develop solutions for problems involving systems and enterprises that are socio-technical in nature, i.e. including the human element in understanding the qualitative and quantitative process of evolving the enterprise/system. The qualitative knowledge delivered by the curriculum addresses social and governance phenomena and challenges particular to socio-technical systems. The quantitative aspect complements the program with the skills to technically analyze the evolving and uncertain nature of enterprises.

Objectives: This course will introduce students to socio cultural analytics and will demonstrate how to practically apply these analytics to real-world business decisions. Students will develop an understanding of the data available in society, its uses and limitations, and be exposed to methods for measuring performance of research efforts

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction to Socio-technical Analytics: Understanding analytics, Overview of socio-technical system and socio-technical analytics, role of socio-technical analytics as a decision support tool in an organization; scope, objectives of socio technical analytics, basic principles of technical analytics.</p> <p>Social Change in Modern Society Sociological theories of social change, Development and dependency, Agents of social change, Education and social change, Science, technology and social change.</p> <p>Understanding Society as a system: Understanding meaning of society, social stratification, role of social learning in management decision making, various sub-system of society, Major Social ethics affecting business decision making. CSR and the role of CSR to society as well as business.</p> | 23 |
| II | <p>Social statistics and Research methodology: Meaning of research, objectives and importance of research, difference between methods and methodology, methods of research, concept of research design, data collection methods, meaning of statistics, difference between statistics and parameter, meaning of positivism and non-positivist methodologies.</p> <p>Challenges of Social Transformation: Crisis of development: displacement, environmental problems and sustainability, Poverty, deprivation and inequalities, Violence against women, Caste conflicts, Ethnic conflicts, communalism, religious revivalism, Illiteracy and disparities in education.</p> | 22 |

Reference Books/ Text Books / Cases:

* Bauman, Z, and May, T. Thinking Sociologically. Malden, USA: Wiley-Blackwell.

- * Qualitative Research Methods for the Social Sciences 8th Edition by Bruce L. Berg (Author), Howard Lune (Author)
- * Mills, C.W. Sociological Imagination. New York: Oxford University Press.
- * Handbook on Resilience of Socio-Technical Systems, Edited by Matthias Ruth, the late Stefan Goessling-Reisemann, formerly University of Bremen, Germany.

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

- * *Identify the role of social technical analytics in management decision making that further lead to social changes in modern society.*
- * *Develop an understanding of the basic principles of analytics.*
- * *Recognize the social stratification and CSR activities that connect people with organization.*
- * *Understand the role of statistics and research methodology in business decision making*



BFBE0201: INTERNATIONAL BUSINESS ENVIRONMENT

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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



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

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

BCME0401: MANAGEMENT OF INTERNATIONAL TRADE

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

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

Credits: 04

Semester V

L-T-P: 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BCME0402: INTERNATIONAL LOGISTICS

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BCME0403: INTERNATIONAL TREATIES AND CONVENTION

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

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

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

Credits: 04

Semester V

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

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 | Introduction to Small & Family Business: Entrepreneurship and Small Business, Role and importance of small business; forms of organisation for small business. The nature, importance, and uniqueness of family business, The family's relationship with the business: developing a strategic vision & building teamwork, Professional Management of the Family Firm Getting Started: Type of startup ideas, Using innovative thinking to generate business idea, internal and external analysis to identify business ideas, Setting up a SSI; formalities of launching a new venture | 23 |
| II | Human resource management and leadership perspective, the role of balanced board of directors, Cousin companies: family governance in multigenerational family firms Succession Planning: Managing succession: the leadership challenge, Model of Succession in Family Business, Building financial security and relinquishing control, Wealth management: family offices and philanthropy, Ingredients for responsible leadership; Family relations, Marketing research for the new venture | 22 |

Reference Books/ Text Books / Cases:

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

Case Study:

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

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

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

BFBE0302: PROJECT PLANNING & MANAGEMENT

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

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

Credits: 04

Semester V

L-T-P :4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction: 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 Project planning: Identification of investment opportunity, project screening, pre feasibility project | 22 |
| II | Feasibility analysis: 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>Basics of E-Business: 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>Online Business with technology: Business Operation, Concepts of b2b, b2c, c2c, b2g, g2c etc., Management issues relating to E-commerce.</p> | 23 |
| II | <p>Internet Security: E- Contract, Digital signatures and Legal Affairs, Securities in E- Payment system. Cyber securities: Introduction, Types and Cyber threats, cyber safety tips.</p> <p>CRM, SCM & Data Warehousing: Introduction to CRM, Role of CRM, Importance of CRM, E-business to improve supply chain, SCM & 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>Modern Office and Office Accommodation: Meaning & Definitions of office and office management; Elements, Importance & Functions of office management; Qualities, Duties and Responsibilities of Office Manager; Meaning & Principles of office Accommodation; Location of Office; Meaning, Objectives, Principles of office Layout.</p> <p>Office Systems and Procedures: Meaning & Definition of System and Procedure; Objectives, Importance, Advantages & 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>Records Management and Correspondence: Meaning and Definition, Principles, Process of Record Management; Meaning, Characteristics, Classification & Methods of Filing System; Meaning, Types & Steps of Indexing; Modern trends in Record Making. Meaning and Types of correspondence; Handling and Disposal of Mail.</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

BFBE0401: LOGISTICS MANAGEMENT

Introduction: This course examines the emerging practices that define supply chain management. Logistics is concerned with the efficient integration of suppliers, factories, warehouses and stores so that merchandise is produced and distributed: In the right way.

Objectives: To help the students, understand the framework and fundamentals of Logistic Management especially logistics related activities as the foundation for building and sustaining high performance and effectiveness in the organization

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction to logistics Management: Concepts, objectives and scope of logistics, Elements and importance of logistics, Significance of logistics, Meaning and objectives and importance of logistics in an Indian economy, The Total distribution concepts, Integrated Logistics, Role of IT in warehousing & Physical Distribution, Cost associated With Logistics, Logistics in International Trade, Logistics& Communication in Physical distribution.</p> <p>Dimensions of Logistics Management: The Macro perspective and the macro dimension, Logistic system analysis strategy, Importance of Customer service in logistics,</p> | 23 |
| II | <p>Types of Logistics- Land, Sea and Air, Transportation Service, Economics and Pricing, Outsourcing Logistics: Reason, Third party Logistics (3PL) and fourth party logistics (4PL); Reverse logistics, Emerging concepts in logistics; Logistics 4.0</p> <p>National and International Logistics Management: Characteristics of Indian supply chains Meaning and objectives, relevance, and importance of logistics in global economy, Characteristics of global supply chains, Global Supply Chain Integration, Supply Chain Security, Role of Government in controlling international trade and its impact on Logistics and Supply Chain. E-Supply Chains management, Selection of logistic Partners; One Case study on contemporary logistics management</p> | 22 |

Reference Books/ Text Books / Cases

- * John Gattorna, Handbook of Logistics and Distribution Management
- * Levi, S. D. et al. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Tata McGraw-Hill.
- * P. Fawcett, R. McLeish and I Ogden. Logistics Management
- * Christopher, M. Logistics & Supply Chain Management: Strategies for Reducing Cost & Improving Service. Pearson, India.

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

- * *Understand the general concepts of customer service applications of logistics information systems.*
- * *Learn the logistics role in the economy and the organization.*
- * *Comprehend the basic frame work of Logistics system and its significance in achieving firm's objectives.*
- * *Understanding real business life issues related to International Ports systems and various problems during practical implementation*

BFBE0402: RECENT TRENDS IN E-COMMERCE

Introduction: The subject recent trends in Electronic Commerce posit the general awareness and related aspects and current trends of Electronic Commerce.

Objectives: To enable the students in terms of appearing for competitive exams whereby they understand how to become tech. savvy to face the new challenges emerging in the market

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>E-Commerce: Introduction of Electronic Commerce, Definition, Advantages & Limitations. Evolution of Information Age, Information Strategy & Challenge. Applications of E-Commerce, Levels of E-Commerce. Evolution of Internet: Internet Governance; Internet Protocol, Concept of data and information – differences.</p> <p>Security: Security Threats; Network Security; Data & Transaction Security World Wide Web (WWW), Conceptual Framework of E-Commerce, General Model of Business, Electronic Means of doing Business, Forces Effecting E-Commerce, E-Commerce on Private Network,</p> | 22 |
| II | <p>Types of E-Commerce: Inter Organization (B2B) E-Commerce, Intra- Organisational ECommerce, Business to Consumer (B2C) E-Commerce.</p> <p>EDI: Nature, Benefits of E.D.I, Demerits of E.D.I. Introduction to legal and Security Issues in E-Commerce. Legal issues: Laws for E-Commerce, Issues of Trademarks & Domain Names. Overview of Electronic Payment Technology. E-commerce in India: The Internet in India, Barriers to Growth of E-Commerce in India.</p> | 23 |

Reference Books/ Text Books / Cases

- * Agarwala & Agarwala , E-Commerce.
- * Bajaj & Nag, E-Business (TMH: New Delhi).
- * Gary P.Schneider. Electronic Commerce. Cengage Learning, Boston.
- * Turban, King & Lang. Introduction to Electronic Commerce. Pearson Prentice Hall.

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

- * Understand the concept of executing business through e-commerce and its contemporary necessity.
- * Understand the application of Electronic commerce in the field of business management to make business global.
- * Explore different kind of hurdles in the way to follow the electronic distribution of product.
- * Remembering the various types of E-commerce and their importance in business

BFBE0403: STORE KEEPING AND WAREHOUSING

Introduction: This course provides a detailed description of storekeeping & warehousing related concept. It is the key part of supply chain. This course introduces students to the basic principles of warehousing and stores management and provides them insight how to control the movement of materials with in the warehouses.

Objectives: To familiarize with the concept of warehousing and stores management and to provide adequate knowledge to minimize storage costs of materials

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction to Store Keeping: Meaning and importance of store keeping; components of store keeping, Areas where store keeping is required, Roles, attributes and qualification of a store keeper: Functions and challenges associated with a Store Keeper.</p> <p>Meaning of warehousing: Introduction, Objectives, Meaning of a Warehouse, Need for warehousing management, Evolution of warehousing, Role of a warehouse manager, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies. Practical case studies followed in warehousing industry.</p> <p>Merchandise Management System: Introduction, Objectives, Meaning of Merchandise Management System, Organisation Structure in Merchandise Management,</p> | 22 |
| II | <p>Strategic Aspects of Warehousing: Introduction, Objectives, Different Types of Customers in Warehousing, Importance of Warehouse in a Value Chain.</p> <p>Strategic Retail Product and its Procurement: Introduction, Objectives, Retail Product, Product Assortment Management, Assortment management framework procedure related with retail and warehouses products.</p> <p>Inventory and Statistics: Introduction, Objectives, Inventory Cost and Service, Lead Time, Demand Forecasting, Management of Stock Levels, Replenishment Methods. Numerical Problems related with the different form of organizational inventory and statistics.</p> <p>Inventory Control: Introduction, Objectives, Concept of Inventory Control, Impact of Stock Inaccuracy, Frequent Stock Checking, Security and Preventing Loss mechanism adopted by inventory units.</p> <p>Technology Aids in Retail warehouse Management: Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID). Modern adopted tools and techniques for the purpose of retail warehouses.</p> | 23 |

Reference Books/ Text Books / Cases

* Gopalakrishnan P.-Purchasing and Materials management – Tata McGraw Hill.

- * Purchasing and supply chain management. By Robert Monczka, Robert Trent and Robert Handfield. South-Western.
- * Supply Chain Management: Strategy, Planning and Operation. By Sunil Chopra and Peter Meindl. Prentice-Hall, Inc.
- * Production & Operations Management – S.N. Chary, TMH

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

- * *Define the concept and significance of storekeeping and warehousing.*
- * *How students can ensure a smooth issue of materials to the issue department and accurate accounting of the materials received and issued?*
- * *Students can ensure a favorable working atmosphere is maintained for the personnel working in the store and ensure proper safety measures are taken for the safety of the store building, materials in the store and the men working in the store.*
- * *Students can ensure that the store is always maintained up to date in all respects in a presentable condition and minimize the cost of storekeeping and warehousing to improve the overall efficiency of the operation*

BFBE0404: PURCHASING AND INVENTORY MANAGEMENT

Introduction: The course attempts to explain the importance of maintaining a systematic and well organized infrastructure and orderly inventory systems

Objective: Through this course the students will be able to understand and apply the modern practices of purchasing and inventory control

Credits: 04

Semester V

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Purchasing Management: Purchasing functions and purchasing systems, ABC analysis and VED analysis in purchasing, make or buy decision, selection of sources and vendor rating, materials budget, organization for buying, lead time analysis, buffer stock, materials requirement planning for organization. Functions and objectives of Inventory, Inventory control, ABC system, | 22 |
| II | Material requirement planning, Enterprise resource planning, Stock valuation and verification techniques, Process of stock verification. Introduction to Inventory Management, Store management, Purchasing Strategies-Negotiation skills, Disposal of obsolete and scrap items, Categorization and reasons of Obsolete/surplus, Spare parts Management- Salient Features of Spare; Inventory Control of Spares; Categorization of Spares Relevance of Maintenance and Maintenance Costs. | 23 |

Reference Books/ Text Books / Cases/Articles :

- * Gopalakrishnan P.- *Purchasing and Materials Management* – Tata McGraw Hill – 23rd Edition
- * Buffa, E. S., & Sarin, R. K. *Modern Production / Operations Management*. New Delhi: Willey India.
- * Gupta, C. B. *Operations Management and Control*. New Delhi: Sultan Chand & Sons.

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

- * Illustrate warehousing management, its modern techniques, and purpose of warehouse management system.
- * Understanding the basic concepts of Purchasing and Materials Management on different setups.
- * Outline the skills necessary to procure the safety stocks.
- * Understanding various types of Stock Management and their importance in business.



BFBC0805: BUSINESS WISDOM-V

Introduction: This subject of Practical on Business Wisdom V would be in continuation to the knowledge gained by students during the first four semesters of the course.

Objective: To enable the students to gain insights into the role played by various agencies such as govt. and bank in running a successful business.

Credits: 02

Semester V

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Banking-related knowledge – Day-to-day operations of bank such as opening and closing of account, cash deposits, funds transfer, issuing of a cheque book, demand draft, applying for a facility and other related provisions</p> <p>Taking business to the next level - To expand one's business, that is, from local to regional then to national and finally international levels. Role of foreign exchange in the internationalization of a business</p> <p>Technical aspects related to business – how to become web-developers so as to develop a website for one's business, how to create blogs for business and use various online platforms for promotion of business</p> <p>Role played by the government with regard to functioning of a business</p> <p>Case studies on various business houses (especially related to CSR) – both international and national and lessons to be learnt from them</p> <p>Learning by doing- role plays on business counseling, negotiation and conflict management and training-related issues</p> <p>Loans – types, procedure for approval and payment as applicable for a businessperson and the implications of the same in the overall scheme of things</p> | 22 |
| II | <p>Institutions in India to support/supervise business – various agencies and organizations which provide assistance in the start/continuance of a business as well as keep an eye on their functioning such as FICCI, SIDBI, IRDA, FII, SEBI, etc.</p> <p>A brief understanding on the various legal aspects related to running a business and how they should be dealt with</p> <p>Videos- of inspirational business stories and international best business practices (such as Toyota, Honda, Sony, Hyundai, etc.)</p> <p>Insurance and risk management – how businesses could minimize their risk by getting themselves insured and the various provisions related to the same</p> <p>Public speaking- on industrial visits, fair visits, events attended, meetings attended, guest lecture attended, etc.</p> <p>Industrial relations- with special reference to factories act, compensation act and trade union act. Procedure to get quality certifications and training related to it.</p> <p>Common international customs- as practiced in the popular</p> | 23 |



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| | countries and how knowing them is beneficial for business Inter-class discussions- with other classes of the same course on various issues related to business | |
|--|--|--|

Reference Books/ Text Books / Cases:

- * Maheshwari, S.N. and Maheshwari, S.K., Banking Law and Practice, Kalyani Publishers, New Delhi.
- * Varshney, P. N. Banking Law and Practice. New Delhi: Sultan Chand and Sons
- * Desai, Vasant. Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
- * Sinha, P.R.N. et al Industrial Relations, Trade Unions, and Labour Legislation. Pearson Education.
- * Carell, Negotiating Essentials: Theory , Skills and Practices. Pearson Education
- * Relevant case studies.

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

- * *Comprehend the nuances of the businessperson within and how to enhance them*
- * *Be acquainted with various international customs commonly found*
- * *Understand the role of various players (banks, government agencies) associated with the business scenario*
- * *Understand the significance of various factors which help in the making of a successful businessperson*



BFBC0806: PRACTICAL ON MANAGERIAL APTITUDE-I

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

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

Credits: 02

Semester V

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Newspaper/magazine Analysis- Discussions on various latest news & research articles for developing viewpoint of student</p> <p>Public Speaking Skills- Vocabulary enrichment, word usage, synonyms-antonyms, idioms, phrases, Reading Comprehension</p> <p>Discussion- Discussion on the emerging and famous topic related to field of technology and innovations offered in business field</p> <p>Role Plays- Engaging the students in performing role plays on the current situations</p> <p>Regular discussions on- Current Affairs, Economics news, Current Affairs, Finance, History, Corporate News, on industrial visits, fair visits, events attended, meetings attended, guest lecture attended, etc.</p> <p>English Usage Improvement- One Word Substitution, Para Jumbles, Correct spelling, Sentence correction</p> | 22 |
| II | <p>Conduct classroom activities such as Quiz on- Brand Punchlines, International Organisations, World Records</p> <p>Personality Grooming- Introductory sessions based on various personality traits</p> <p>Students engagement by conducting Presentations- Individual classroom presentation on concurrent topics</p> <p>Dialogue-building exercises- Dialogue process on host of issues with an eye on competitive exams</p> <p>Data Interpretation- Tables, Logical and critical reasoning, Graphs, Pie charts etc.</p> <p>Organizing extempore on- Entertainment, Social Issues, Politics, Geography, Science, Books and Authors, Sports</p> <p>Current affairs-international, national, sports, economics, society, politics, trade, business, famous personalities, environment, etc</p> | 23 |

Reference Books/ Text Books / Cases:

- * R. Gupta, Management Aptitude Test Entrance Exam Guide
- * Patodi, B, Choudhary, A, Verbal Ability & Comprehension for CAT/ XAT/ IIFT/ CMAT/ MAT/ Bank PO/ SSC New Delhi, Disha Publication
- * Saxena, V, Bhatia, V, Crack WAT/GD/PI for MBA Admissions (Must for CAT/ XAT/ IIFT/ FMS/ SNAP/ NMAT/ CMAT Aspirants), New Delhi, Disha Publication

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

- * *Understand various situations in a comprehensive manner with the help of public speaking and role play.*
- * *Practice effective and persuasive communication skills*
- * *Understand the issues which are the characteristics of today's business scenario in the country*
- * *Understand the process of representing and analysing the data with the help of framing the tables and charts.*

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 | Concepts of Strategic Planning & Management: Conceptual Framework for Strategic Management - Concept of Strategy, Importance of Strategy, Levels of Strategy, Modes of Strategy Making. Strategic Planning and Management: 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. Various Analyses Related to Strategic Management: Environmental Analysis: Dynamics of Environment, Need of Environment Scanning, Characteristics of Environment, Environmental Factors. Competitive Analysis: EFAs, Porter's Five-forces Model | 22 |
| II | Strategy Formulation, Choice, Implementation & Control: Strategy Formulation: Corporate Strategy, Business Strategy, Functional Strategy Choice of Strategy: Concept, Choice Process, Corporate Portfolio Analysis Strategy Implementation: Structural Implementation, Functional implementation, Behavioral Implementation, Organizational Change and Innovation. Strategic Evaluation and Control Techniques | 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.

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

- * Understand about the dynamism of environment in which business is conducted
- * Understand the various forces which shape the course of action for any business vis-à-vis its outlook
- * Understand how strategies play role of reducing uncertainties in business
- * Understand the various aspects related to strategy formulation and its implementation

BBAE0105: 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 | Negotiation: 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. Communication and Negotiation: 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. Counseling: 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)

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

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

BBAE 0106: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

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

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

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction: 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>Recruitment, Selection and staffing in International context: 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>Performance Management: performance and appraisal in IHRM appraisal of expatriate, third and host country employees, issues and challenges in international performance management,</p> <p>Training and development in international context: training & development of international staff, types of expatriate training, HCN training.</p> <p>International Compensation: Forms of compensation, Approaches to international compensation.</p> | 23 |

Reference Books/ Text Books / Cases:

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

Case Study:

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

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

- * Understand the Concept and trends of IHRM and appreciate how and why it has become so critical.
- * Describe the significance of IHRM with regard to competitiveness.
- * Define issues that impact recruitment, selection and staffing in international context.



- * *Understand the future challenges related to IHRM.*
- * *Highlighting the core concepts of Human Resource Management in International context.*

BBAE 0107: LEADERSHIP SKILLS & CHANGE MANAGEMENT

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

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

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction to Leadership: Definition, Importance of Leadership, Role of Leader, How is leadership differentiated from Management? Theories of Leadership: Contingency & Situational theories of leadership, Leadership Model, Leadership Competencies. Managing Change: 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. Leading people to Change: Social identity of organizational system: how to investigate it, Individual dimensions of the change process Individual reaction to the change process, Groups dynamics in changing, Learning process, change , monitoring, A changing future – preparing for progressive and continual change, Innovation and trends for the future. | 23 |

Reference Books/ Text Books / Cases:

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

Case Study:

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

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

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

BBAE 0108: LABOUR LAWS

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

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

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction to labour Legislation: Labour Laws- Concept, Origin, Objectives and Classification, Philosophy of Labour Laws, Labour Policy, Emerging Issues and Future Trends.</p> <p>The Factories Act, 1948- 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>Wages and Labour Laws: The payment of Wages act, 1936- Application of the act, rules for the payment of Wages, Deductions from Wages, maintenance of registers and records, Inspectors, Appeal.</p> <p>The Minimum Wages act, 1948- Object, fixation and revision of wages, advisory board and central advisory board, safeguards in payment of minimum wages.</p> | 22 |
| II | <p>Labour Welfare and Social Security: An overview of Employee State Insurance Act 1948 for The workmen' compensation Act, 1923- 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>Industrial Relations Law: The Trade union act, 1926- 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>The Industrial Dispute act, 1947- Object, what is an Industrial Dispute, Strikes and Lock-out- Prohibition of strikes and lockouts, lockout in public utility services, strike and lockout in industrial establishments, illegal strikes and lockouts, Lay-off, retrenchment. Brief introduction of Conciliation Machinery, Adjudication Machinery and Voluntary reference of Disputes to Arbitration, Employee Provident Fund Act 1952.</p> | 23 |

Reference Books/ Text Books / Cases:

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

- * Taxmann. Labour Law. New Delhi: Taxmann Publications Limited.

Case Study:

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

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

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

BBAE0205: MARKETING OF SERVICES

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

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

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction to Services Marketing: Definition, Concept & Characteristics of Services, Difference between goods & Service Marketing. Classification of services. Importance of Services Marketing. Extended Service Marketing Mix: 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. Delivering Quality Service: 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>Introduction—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>Situational Analysis: Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, nonstore-based, and Other forms of nontraditional retailing.</p> <p>Retailer Relationship: Customer Relationship & Channel Relationship.</p> <p>Retail Location & Site Selection: Factors affecting location decision, importance of location to a retailer, types of retail location, trading area analysis, Location based retail Strategies & Site Selection.</p> | 22 |
| II | <p>Store Design: Interior & Exteriors, Store layout, Types of layouts, Factors affecting store layout & Display.</p> <p>Store Administration: Space management, Managing store inventories and display.</p> <p>Merchandise Management: Concept, Importance, devising merchandise plans & implementation of these plans</p> <p>Pricing in Retailing: Factors affecting retail price, retail pricing objectives & developing retail price strategy.</p> <p>Retail Communication Mix: elements of retail promotional mix, Planning retail promotional strategy & 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 | Introduction to Product Management: What is a Product- Product Personality, Types of Products- Product Line, and Product Mix. Factors influencing design of the product. Developing Product Strategy: PLC, Launching Strategies, Portfolio Management-BCG, GE, Porter's Model, Competitor's Analysis, Market potential, Product Demand pattern and Trend Analysis. New Product Development- Product Differentiation and Positioning strategies, Market Potential & Sales Forecasting- Forecasting target market potential and sales- Methods of estimating market and sales potential, planning for involvement in international market. | 23 |
| II | Pricing the Offer: Price Elasticity of Demand, Costs, Pricing Strategies. Concept of Product Testing. Test Marketing. Product Launch. Brand Management- 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 | 22 |

Reference Books/ Text Books / Cases:

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

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

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

BBAE0208: CUSTOMER RELATIONSHIP MANAGEMENT

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

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

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction and Significance of CRM: 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>CRM Process : 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>CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & up Selling, Behavior Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing.</p> <p>Implementation and Trends in CRM: 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

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

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

BBAE0305: INVESTMENT MANAGEMENT

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

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

Credits: 04

Semester VI

L-T-P : 3-1-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction: Investment – Nature, Objectives and Process, Investment, Speculation & Gambling, Factors influencing selection of investment, Alternatives for Investment, Capital Market and its classification</p> <p>New Issue Market: Concept, Function, Role, Concept of Underwriting, Methods of Floating New Issue, Pricing of New Issue.</p> <p>Secondary Market: Stock Exchanges in India – BSE & 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>Market Indices – SENSEX & NIFTY, Introduction to Future & Options Segment, Concept of Mutual Funds.</p> <p>Fundamental Analysis: Economy Analysis, Industry Analysis, Company Analysis</p> <p>Technical Analysis: Assumptions, Dow Theory, Support & Resistance Level, Indicators, Charts – Point & Figure Chart, Bar Chart, Chart Patterns, Limitations, Overview of Efficient Market Theory</p> | 23 |

Reference Books/ Text Books / Cases:

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

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

- * *Comprehend the investment alternatives that 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 | Introduction to Income Tax Act, 1961: 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. Heads of Income: Residential Status and Tax Liability, Income From House Property, Simple Numericals. Income From Business & Profession-Simple Numericals, Income From Salaries-Meaning, | 22 |
| II | Heads of Income: , Allowances, Perquisites, Valuation of Perquisites, Provident Fund, Retirement Benefits. Simple Numericals. Income From Capital Gains, Income from other sources. Determination of Gross Total Income and tax liability of an individual. Simple Numericals. Deductions under section 80 C to 80 U. | 23 |

Reference Books/ Text Books / Cases:

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

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

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

BBAE0307: PERSONAL FINANCIAL PLANNING

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

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

Credits: 04

Semester VI

L-T-P : 3-1-0

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

Reference Books/ Text Books / Cases:

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

Case:

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

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

- * *List about taking personal and family financial decisions.*
- * *Develop 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.*
- * *Understanding the 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 | Issue of shares -Calls in arrears and Calls in Advance, Forfeiture and Re-issue of forfeited shares. Valuation of Shares - Meaning, factors affecting valuation, Different methods of valuation of shares, Numerical Valuation of Goodwill -Meaning, Types of Goodwill, Different methods of Valuation of Goodwill, Numerical Amalgamation - Merger and Acquisition, Different methods of purchase consideration. Numerical | 22 |
| II | Liquidation of a company – liquidators’ final statement of account, Numerical. Accounting of Holding company & subsidiary company – Preparation of Consolidated Balance Sheet and calculation of minority interest. Numerical Profit Prior to Incorporation - Calculation of profit prior and post to incorporation. Numerical | 23 |

Reference Books/ Text Books / Cases:

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

Case:

- * Based on latest annual report of limited companies

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

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

BFBE0104: LOGISTICS & SUPPLY CHAIN ANALYTICS

Introduction: This course provides an understanding of fundamental concepts of logistics and supply chain analytics. We explore the key role supply chain and logistics activities play in a firm's success; provide an understanding of fundamental concepts of supply chain management and learn about the key, operational functions along a firm's supply chain.

Objective: To provide foundational knowledge associated with the logistics and supply chain analytics as well as to describe the various tools and techniques for implementation of analytics based on the supply chain drivers such as location, logistics and inventory.

Credits: 04

Semester VI

L-T-P: 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction: Logistics- Meaning, Characteristics, Types & Functions, In-bound and Out-bound logistics, Core and support activities of logistics; Logistical performance cycles. Logistics Mix, Supply Chain – Meaning, Objectives, Functions & Drivers Logistics Strategy and Planning Decisions: Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, setting number of warehouses in logistics system, Setting safety stock levels Lack of supply chain coordination and the Bullwhip effect. Difference between Logistics and Supply Chain Management | 23 |
| II | Managing Flows: Planning Networks – Decision trees – Distribution Network Design – Role – Factors Influencing Options, Value Addition. Supply Chain Network optimization models. Logistics information system – Role of IT – Framework for IT adoption. Location And Layout Planning: Plant/Warehousing Decisions – Location Methods – Location Models – Network Models – Layout Methods – Line Balancing: KPIs (Cycle time, Idle time) – Inventory Management, Government intervention in supply chain regulations, Future of Supply chain management in India | 22 |

Reference Books/ Text Books / Cases:

- * Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press
- * Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div American Mgmt Assn,
- * G.V.Shenoy, U.K.Srivastava, S.C.Sharma, Operations Research for Management, New Age International, Revised
- * James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications,
- * Stadler Hartmut and Kilger Christoph Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies”,

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

- * *Understanding knowledge and techniques to manage Logistics and supply chain operations effectively using fundamental knowledge of management.*
- * *Understanding quantitative methods to solve problems in supply chain and logistic industry*
- * *Develop analytical skills using various statistical techniques to implement the concepts of Logistics and supply chain analytics to aid Decision Making.*
- * *Understanding application of integrated supply chain analytics and logistics planning.*

BFBE0105: BIG DATA ANALYSIS

Introduction: This course Big Data Analysis enable the students to get in-depth understanding status, program and strategy of Data Analysis.

Objective: Make the students aware of the concept of Big Data Analysis thereby enabling them to understand the visualization of data, Big data workflow and Big data applications in business rural infrastructure and rural development program.

Credits: 04

Semester VI

L-T-P: 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction to Data: Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Data Classification, Nature of Data</p> <p>Introduction to Big Data: Introduction –Big Data and its importance, Four Vs, Drivers for Big data, Big data applications in Accounting, Marketing and Operations. Big data Analysis vs Reporting, Use of Big Data analysis in real world situation</p> <p>Introduction to Data Analytics: Data and Relations, Predictive Analytics- Simple linear regression- Multiple linear regression- Interpretation of regression coefficients. Data Visualization,</p> | 23 |
| II | <p>Relevance of data analytics in business operations, relevance of data analytics in service sector, Data privacy, concept and practices, Ethical aspects of data sourcing, Future of Data analytics in India.</p> <p>Business implementation of Big Data: Big Data Implementation, Big Data workflow, Operational Databases, Graph Databases in a Big Data Environment, Real-Time Data Streams and Complex Event Processing, Applying Big Data in a business scenario, Security and Governance for Big Data, Big Data on Cloud, Best practices in Big Data implementation, Big Data Computation, Big Data Storage, Big Data Computational Limitations.</p> | 22 |

Reference Books/ Text Books / Cases:

- * Minelli, M., Chambers, M., &Dhiraj, A., Big data, big analytics: emerging business intelligence and analytic trends for today's businesses. John Wiley & Sons.
- * Baesens, Analytics in a Big Data World: The Essential Guide to Data Science and Its applications, Wiley India Private Limited.
- * Chris Eaton, Dirk derooset al., "Understanding Big data", McGraw Hill.
- * Frank J. Ohlhorst, Big data Analytics: Turning Big Data into Big Money, Wiley and SAS Business Series.

Intended outcomes: After this course students will be able to-

- * Develop the concept of Data analytics and its business implication
- * Learn the statistical tools used in data analytics and develop Big Data solutions.
- * Analyze large data sets and identify patterns that will improve any company's and organization decision-making process.
- * Understanding and using the most common algorithms, to make sense of large amounts of data, which are applicable to most business and management problems

BFBE0106: DATA ENVIRONMENT AND MANAGEMENT

Introduction: *The course attempts to explain the importance of data management in business and strategic operations.*

Objective: *Through this course the students will be able to understand and apply the modern practices of data management and also develop an understanding of data environment.*

Credits: 04

Semester VI

L-T-P: 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction to Database Management: Definition; Characteristics; Importance and scope, Data Independence, Data Mining, Statistical tools used in Data management: A brief overview, Transaction Management. Brief understanding of modern data-related terms such as Blockchain, Internet of Things, Machine Learning, Artificial Intelligence. Importance of Data in current business environment, Ethics of Data accessibility and processing, Application of Information Technology in Data accessing. | 23 |
| II | Use of Database system for strategic and operational decision making, Managerial issues related with data technologies, Emerging technologies in Data management; Data warehousing, Cloud computing & web enabled data driven system, Commercial database management system, Future of Data Management, Data security: Threats and recent controversies, use of Big Data by business firms. | 22 |

Reference Books/ Text Books / Cases:

- * Hoffer, J. A., Ramesh, V., & Topi, H. *Modern database management* (p. 600). Pearson.
- * Elmasri, R., & Navathe, S. *Fundamentals of database systems* (Vol. 7). Pearson.
- * Rahimi, S. K., & Haug, F. S. *Distributed database management systems: A Practical Approach*. John Wiley & Sons.

Intended outcomes: *After this course students will be able to-*

- * *Understand, comprehend and apply the practice of data management*
- * *Learn the importance of database system usage for various purposes.*
- * *Recognize the impact and importance of data in strategic management*
- * *Develop professional skills for managing, selecting, and appraising data.*

BFBE0107: BUSINESS INTELLIGENCE

Introduction: This subject of Business Intelligence features sections on Business Intelligence Essentials, Business Intelligence Types, Stages of Intelligence Cycle, and BI Team and Opportunities.

Objective: To enable the students to provide the key methods of BI concepts using real business cases.

Credits: 04

Semester VI

L-T-P: 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Business Intelligence an Introduction: Introduction, Definition, History and Evolution, Business Intelligence Segments, Difference between Information and Intelligence, Factors of Business Intelligence System, Real time Business Intelligence, Business Intelligence Applications</p> <p>Business Intelligence Essentials: Concept Creations, Creating Business Intelligence Environment, Business Intelligence Landscape, Types of Business Intelligence, Business Intelligence Platform, Dynamic roles in Business Intelligence, Roles of Business Intelligence in Modern Business- Challenges. Business Intelligence in decision making process.</p> <p>Business Intelligence Types: Introduction, Multiplicity of Business Intelligence Tools, Types of Business Intelligence Tools, Modern Business Intelligence, the Enterprise Business Intelligence, Information Workers</p> | 23 |
| II | <p>Stages of Intelligence Cycle: Required qualifications at different stages of the intelligence cycle, Scope and logic of the language for analysis, Business intelligence software and business intelligence on the web, Real time situation with business intelligence. Ethical and legal limits in private organizations, Industrial espionage: the fine line of hiring competitor's employees, introduction to cyber law with business intelligence</p> <p>BI Team and Opportunities: BI Software and its business opportunities. -Technical equipment of intelligence and counterintelligence available to nation states and private organizations. - Costing of business intelligence-The theory of modern techniques of crypto analysis. -Managing and Organizing for an effective BI Team. -Learning, personal development and information technology.</p> | 22 |

Reference Books/ Text Books / Cases:

- * Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel and Thomas H. Davenport
- * The CIO Paradox: Battling the Contradictions of IT Leadership by Martha Heller and Maryfran Johnson
- * Precision Marketing: Maximizing Revenue Through Relevance by Sandra Zoratti and Lee Gallagher

- * Data Science for Business: What you need to know about data mining and data-analytic thinking by Foster Provost and Tom Fawcett

Intended outcomes: *After this course students will be able to-*

- * *Learn how managers use business analytics to formulate and solve business problems and to support managerial decision making.*
- * *Develop an understanding systematic investigation/research related to the decision support and BI systems and technologies for today's dynamic business environment.*
- * *Identify the best practices and pitfalls of managing data analytics projects.*
- * *Remembering the fundamental principles of data science and business intelligence that form the basis for data mining processes, methods and systems*

BCME0404: CROSS CULTURAL ISSUES IN INTERNATIONAL BUSINESS

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

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

Credits: 04

Semester VI

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BCME0405: INTERNATIONAL ETHICAL AND LEGAL ISSUES

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

Objectives: To acquaint the students with the concepts related to ethics and legal issues

To enhance their skill to effectively manage ethical and legal issues in international perspective.

Credits: 04

Semester VI

L-T-P : 4-0-0

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

Reference Books/ Text Books / Cases:

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

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

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

BBAE0203: INTERNATIONAL MARKETING

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

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

Credits: 04

Semester VI

L-T-P :4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Introduction: Introduction to International Business- an overview; International marketing management process, Difference between domestic marketing and International marketing, Definition & 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>International Product Planning and Pricing decisions: 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>International Distribution Decisions: 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>International Promotion Strategies: 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>Emerging trends in International Marketing: International Marketing through Internet; Ecological concerns and international marketing ethics.</p> | 22 |

Reference Books/ Text Books / Cases:

- * Keegan, Warran J. and Mark C. Green, Global Marketing, Pearson.
- * Cateora, Phillip R.; Grahm, John L. and Prashant Salwan, International Marketing, Tata McGraw Hill.
- * Czinkota, Michael R. and Illka A. Ronkainen, International Marketing, Cengage Learning.

- * Terpstra, Vern; Foley, James and Ravi Sarathy, International Marketing, Naper Press.33
- * Jain, Subash C., International Marketing, South-Western.

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

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

BFBE0202: INTERNATIONAL HUMAN RESOURCE AND STRATEGIC ISSUES

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

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

Credits: 04

Semester VI

L-T-P :4-0-0

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

Reference Books/ Text Books / Cases:

- * Dowling P. J., *International Human Resources Management*, Cengage EMEA.
- * Harzing, A. W. and Pinnington, A., *International Human Resource Management*, Sage Publication, London.
- * Saini, D. S. and Sami A. K., *Human Resource Management – Perspectives for the New Era*, Response Books (A Division of Sage), New Delhi.
- * Aswathappa, K. and Dash, S., *International Human Resource Management*, McGrawHill Education India.

- * Hollinshead, G., *International and Comparative Human Resource Management*, McGrawHill Education India.
- * Evans, P., Pucik, V. and Bjorkman, I., *The Global Challenge: International Human Resource Management*, McGrawHill Education India.
- * Tayeb, M.H., *International Human Resource Management*, Oxford University Press, India.
- * Dessler, G., and Varkkey, B., *Human Resource Management*, Pearson Education, Delhi.
- * Decenzo, D.A., and Robbins, S. P., *Fundamentals of Human Resource Management*, Wiley, India.
- * Rao, V. S. P., *Human Resource Management: Text and cases*, Excel Books.

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

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

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 | Introduction to Innovation and Creativity: 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. Leading the Creativity Organization: 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. Managing & Developing the Creative Organization: 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>Introduction: Materials Management- 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>Inventory - Need of Inventory - Costs associated with Inventory - Types of Inventory- Basic EOQ Model - EOQ with discounts - Classification of material - ABC Analysis - VED, HML, FSN, GOLF, SOS (Numericals expected on Basic EOQ, EOQ with discounts & ABC)</p> | 23 |
| II | <p>Purchase Management - Purchasing - Procedure - Dynamic purchasing - Principles - Import substitution - International Purchase - Import purchase Procedure</p> <p>Inventory control – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.</p> <p>Materials Handling - Principles of Materials Handling system - Materials Handling Equipments –Store Keeping - Objectives - Function of store keeping - Store responsibilities& Procedure- Layout & Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards - Bincard - Stock Cards, Environmental issues</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

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 | Introduction to Business: 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 Social Responsibility of Business: 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 | Business Objectives, Standards & Codes: 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 | Introduction to Regulatory Framework & Environment: FEMA, EXIM Policy, ECGC Export Promotion council, commodity boards – Role and functions of Export Promotion council, Commodity boards, Directorates of commercial intelligence and statistics, Indian trade promotion organization, Incentives for Export Promotion Terms of International Payments, Export Financing – Pre Shipment Credit, Post Shipment Credit, EXIM Bank. Export Procedure: Registration of exporters, Export Procedure, Quality Control and Pre-shipment Inspection – inspection agencies, | 23 |
| II | Procedure for Excise and Custom Clearance, Shipment of Cargo and Clearance, Cargo Insurance, Export by Air or Post Parcel, Role of Clearing & Forwarding Agent, Procedure for Availing Export Incentives. Export Documentation: Performa invoice, commercial invoice and its attestation, packing list, Inspection, certificate, certificate of origin, GSP certification, shipping bills, A.R, A.R(4) forms, Mate receipts, GR-Forms or SDF, Marine insurance policy, ECGC policy, bill of exchange, bank certificate for Export B/L, AWB, Special Consular Invoice- bill of entry and airway bill. | 22 |

Reference Books/ Text Books / Cases:

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

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

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

BFBE0405: GREEN SUPPLY CHAIN MANAGEMENT

Introduction: This subject attempts to facilitate the importance of sustainable practices in the field of supply chain management.

Objective: To enable the student to understand and apply continuous improvement techniques and value stream mapping to reduce waste and environmental impacts in managing supply chain.

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction to Sustainability, Green Supply Chain; meaning and definition, Importance of sustainable practice in supply chain management, Managing and preventing exploitation of resources in Supply chain. Green procurement: vendor evaluation and sensitivity analysis. Closed Loop Supply chains, Managing Reverse Logistics, Recycling of logistics, Humanitarian Logistics; Concept and Practices, Case Study: Whirlpool corporation | 22 |
| II | Reverse Logistics, Recent trends in green supply chain management; environmental impacts of supply chains. Concept of Value Engineering Projects, Monitoring cost and environmental savings due to value engineering projects, Greenhouse gases and Carbon foot protocol: Impact on Supply chain management, Promotion of Green Supply chain through CSR practices; cases in India. Green supply chain performance evaluation; Benefits, methodology. | 23 |

Reference Books/ Text Books / Cases:

- * Doherty, S. and Hoyle, S., Supply chain decarbonization: the role of logistics and transportation in reducing supply chain carbon emission
- * Mangan, J., & Lalwani, C. Global logistics and supply chain management. John Wiley & Son
- * Hugos, M. H. Essentials of supply chain management. John Wiley & Sons.

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

- * Understand basic concepts of Green SCM on different setups.
- * Recognize skills necessary for building and managing relationships with customers, and stakeholders.
- * Understand the various types of SCM and importance of green SCM.

BFBE0406: STRATEGIC AND IMPLEMENTATION ISSUES IN SCM

Introduction: The subject Supply Chain Management posits the emerging awareness and related aspects along with the applications of SCM in business.

Objective: To provide a contemporary and forward-looking on the theory and practice of Supply Chain Management & to train the students to develop the basic understanding of how SCM enriches the business organizations in achieving a multidimensional growth

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | Introduction to Supply Chain Management Concepts, Objectives, Information and Material flows in the Supply Chain, Supply Chain Planning, Supply Chain Decision Making, Managing uncertainties in Supply chain, Benefits of Supply Chain Management in Industry. Supply Chain Process Cycles, Supply Chain Integration, Bullwhip effect in Supply Chain, Information Systems and Processing in Supply Chain. Inventory Planning and control. Need and Role of an Information System in SCM, Enterprise Resource Planning (ERP), Concept of SAP in Supply chain, | 23 |
| II | Current Trends of use of IT in SCM, Use of IT enabled technologies /services in Logistical system. Bar-coding, Tierization of suppliers. Vendor Managed Inventory, Hub and Spoke concept, Dynamic pricing, Third Party Logistics (3 PL's) providers, Fourth Party Logistics (4 PL's) providers, Reverse Logistics, Green Logistics, Cross docking, Risk Pooling, Trans shipment, Radio Frequency Identification, Electronic Data interface, Lean operations. Supply Chain Integration. | 22 |

Reference Books/ Text Books / Cases:

- * Business Logistics / Supply Chain Management , Ballou, Donald H. and S. Srivastava, Pearson Education.
- * Supply Chain Management - Strategy, Planning and Operation, Chopra, Sunil and Peter Meindl, Prentice Hall of India.
- * Supply Chain Management - Test and Cases, Janat Shah, Pearson.
- * Essentials of Supply Chain Management, Mohanty R. P and S. G. Desmukh, Phoenix publishing.

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

- * Learn about the concept and objective of supply chain management,
- * Understanding and pursuing a career in consulting or seeking position in Operations.
- * Recognizing different Basic tools for effective and efficient Supply chain management.
- * Highlighting the various applications of SCM in business and how to sustain in this competitive environment.

BFBE0407: PERFORMANCE METRICS AND MODELING

Introduction: The subject aims to articulates the importance of performance metrics and modeling for sustainable business model

Objective: To make students understand concepts related to performance metrics and make them aware of how decisions are taken for the betterment of the business

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Introduction: Concept of Metrics, Types of Metrics-Economic Metrics Indicators Stock market, Gross Domestic Product and Labour market Data; Operational Company Metrics indicators cost per click, cost per Acquisition, Absenteeism Rate, Overtime Hours, Lead to Opportunity Ratio, Lead Conversion Ratio; Project Portfolio Management: an Insight to scale up more than one project and its process.</p> <p>Performance Metrics: Introduction-Performance management: stages of employee development-coaching, corrective action and termination.</p> | 23 |
| II | <p>Concept of key performance Indicator- Financial (EBIT, EVA, Liquidity Ratio, Net Cash Flow, Gross Profit Margins) and Customer (360 degree customer view, support cost Vs Revenue) Focused, Difference between KPIs and Operational Metrics</p> <p>Model Evaluation: Metrics of performance evaluation(employee attendance, helpfulness, efficiency, initiative, quality) Methods of performance evaluation(Paired Comparison, Graphic Rating, 720 Degree Evaluation, competency on a scale, critical incident method, profitability evaluation) Methods of model comparison and Model selection</p> | 22 |

Reference Books/ Text Books / Cases:

- * David Newton, Business Models for Entrepreneurial Ventures, E3 Free Market Press
- * Scott R. Herriott, Metrics for Sustainable Business, Routledge
- * Martin Klubeck, Metrics-How to Improve Key Business Results, Apress

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

- * Understand the performance metrics and their importance.
- * Recognize the concept of key performance management indicator in taking business decision.
- * Summarizing the difference between KPI's and operational metrics.
- * Understand the importance and methods of performance evaluation.

BFBE0408: ENTERPRISE RESOURCE PLANNING

Introduction: *The subject recent Enterprise Resource Planning posit the general awareness and related aspects and current trends enterprises and their executions. To study the systems that help to link the enterprise*

Objective: *To enable the students in terms of appearing for competitive exams whereby they understand how to become tech savvy to face the new challenges emerging in the market*

Credits: 04

Semester VI

L-T-P : 4-0-0

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | Introduction: ERP, Need for Enterprise Resource Planning, Evolution of Enterprise Resource Planning, Issues to be consider in planning, design and Implementation of ERP. Reasons for the Growth of ERP, Various Modules of ERP; Advantage & Disadvantages of ERP. Identify the international issues of implementation of ERP. ERP and Related Technologies; Business Process Reengineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS); | 22 |
| II | Reasons for the growth of ERP. scenario and justification of ERP in India,, Failure & Success factors of ERP Implementation. ERP implementation methodology and guidelines for ERP implementation, Introduction to E-CRM: difference between CRM & E-CRM, features of E-CRM. Sales Force Automation (SFA) : Definition & need of SFA. Discuss the roles of consultants, vendors and users in ERP implementation. | 23 |

Reference Books/ Text Books / Cases:

- * Paul Greenberg, CRM at the Speed of Light: Social CRM Strategies, Tools, and Technologies for Engaging Your Customer, 4th Edition, McGraw Hill .
- * Vinod Kumar Garg, N. K. Venkita Krishna, Enterprise resource planning, PHIMartin Klubeck, Metrics-How to Improve Key Business Results, Apress

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

- * Understand the important function of various business software such as ERP AND CRM.
- * Comprehending the concept of business process reengineering.
- * Identifying the sills required in present scenario for building and managing relationships with major stakeholders
- * Understanding and retaining the ERP implementation methodology and sales force automation (SFA).



BFBC0807: BUSINESS WISDOM-VI

Introduction: It would provide the opportunity to the students to further their understanding on the topic of wisdom and how it is imperative for the success of any business

Objective: To enable the students to gain insights into the making of a successful brand as well as lessons to be learnt from failed businesses and related concepts.

Credits: 02

Semester VI

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|--|--------------------------|
| I | <p>Brand management – examples from successful and unsuccessful business and lessons to be learnt from them</p> <p>Business registration and related licensing : its procedure, documentation and other issues involved with regard to starting a business or renewing existing documents</p> <p>Logistics management (with a special reference to online portals like flipkart, snapdeal and amazon) and how its proper handling ensures better business</p> <p>Lessons to be learnt from failed business enterprises and how to use them for ensuring better performance of one's own firm</p> <p>Videos of business meetings, best HR practices and of successful entrepreneurs specifically highlighting the challenges as faced by them</p> <p>General knowledge on stock markets and MCX functioning, trading of shares and other related instruments like Mutual Funds and concepts like portfolio management</p> <p>Frequently used words and phrases of international languages as used in day-to-day conversation and found in business discussions</p> <p>Discussion on Budget in the form of its impact on the respective business domains of the students and how the same could be used for betterment of business avenues</p> | 22 |
| II | <p>Procedure to get quality assurance and training certificates and understanding how they play a crucial role in the smooth functioning of an organization</p> <p>Sessions with experts from various fields where they would share their experiences related to their respective areas and bring the students in line with the contemporary trends in business</p> <p>Discussion on career opportunities as lie ahead apart from business and the rationale for the same depending on the requirements of the students including discussion on higher studies avenues</p> <p>Understanding of the economic terms as applicable on a business and how learning them could make business easier</p> <p>HRM solutions for SMEs and MSMEs- recruitment of skilled personnel and understanding how effective recruitment plays a crucial role in the</p> <p>Investment avenues as available for a businessperson and how they can be used to further the cause of business</p> | 23 |

| | | |
|--|---|--|
| | Case study discussions on various business scenarios and domains as found in an organization | |
|--|---|--|

Reference Books/ Text Books / Cases:

- * 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.
- * Ramachandaran, K. Managing a New Business Successfully, New Delhi: Global Business Press
- * Jain, R. Governance of Family Firms. New Delhi: Macmillan India Ltd.
- * Relevant case studies

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

- * *Understand how to pitch themselves in front of various stakeholders*
- * *Hone their persona with regard to being more convincing and knowledgeable*
- * *Understand the various investment options as applicable for a business person*
- * *Analyze a case study in an effective manner pertaining to a business scenario*



BFBC0808: PRACTICAL ON MANAGERIAL APTITUDE-II

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

Objective: 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 VI

L-T-P : 0-0-4

| Module No. | Content | Teaching Hours (Approx.) |
|------------|---|--------------------------|
| I | <p>Development of a Business Manager: The concepts related to how a business manager approaches his work issues related to starting a New Business. B-Plan preparation. Venture-Challenges faced while one goes for putting business ideas to fruition. How to become a successful entrepreneur? Stories of successful Indian entrepreneurs. Samples Business Plans of various industries such as Telecom, Hospitality, Retail, e-Commerce.</p> <p>Corporate communication: Types of Communication, Communication Network, The C's of Good Communication, Barriers of Communication, Introduction. Elements of Business Presentation, Visual & Audio aids in Presentation. Designing a Presentation, Effective listening.</p> <p>Financial System & legal Environment: Recent financial system; Money & Capital market, EXIM Policy, FEMA, and Role of FII & FDI. FDI provisions in the Indian context</p> | 22 |
| II | <p>Economic & Political Environment: Economic Systems, NITI Aayog: Roles and responsibilities, Industrial Policy 1991, Policy for Small Scale Industry (MSME Act), Competition Act 2002.</p> <p>Employment Communication: Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion Strategies to Succeed, Dos and Don'ts, Concept, Purpose, Types of Interview, Tips for Success in Interviews, Employer's Preparation, Dos and Don'ts. Media Management: Press Release, Press Report, Press Conferences, Public Speaking. Meetings, Negotiation, Nature and Factors affecting Negotiation, Process of Negotiation, Managerial Importance of Negotiations, Negotiation Strategies.</p> | 23 |

Reference Books/ Text Books / Cases:

- * Mohan, Krishna & Banerji M. Developing Communication Skills. Macmillan Pub. India Ltd.
- * Sharma, R. C. & Mohan, K. Business Report Writing and Correspondence: Practical Approach to Business and Technical Communication. 3rd Edition. TMH.
- * Chaturvedi, P. D., & Chaturvedi, M. Business Communication: Concepts, Cases
- * Aswathappa, K. Essentials of Business Environment. Himalaya Publishing House.
- * Cherunilam, F. Business Environment. 18th edition. Himalaya Publishing House.
- * Paul, J. Business Environment. 3rd Edition. Tata McGraw-Hill Publication and Applications. Pearson Education

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

- * Understand and give presentations, both formal and informal.
- * Understand different forces impacting decision making in businesses around
- * Comprehend how to map different business opportunities existing in the market.
- * Understand current business practices lasted emerging opportunities and issues.