



**DEPARTMENT OF BUSINESS ADMINISTRATION  
AWADHESH PRATAP SINGH UNIVERSITY  
REWA (MP)**

**Bachelor of Business Administration (BBA)  
Full-Time Eight Semester Programme**

**Choice Based Credit System (CBCS)**

**SYLLABUS**

**Session: 2021-22**

**Bachelor of Business Administration (BBA)**  
**Full-Time Eight Semester Programme**

**Choice Based Credit System (CBCS)**

PROGRAMME OUTCOME (CBCS)

PO#	PROGRAMME OUTCOME
PO1	<b>Critical Thinking:</b> This program places a strong emphasis on the value of being conscious of our presumptions, challenging their accuracy, and approaching concepts and choices from several angles. It entails having the capacity to recognize, assess, and make sensible choices based on logical reasoning.
PO2	<b>Effective Communication:</b> This program helps participants improve their communication skills and makes sure they can express themselves accurately in written, spoken, and technological mediums. It also encompasses the capacity to link individuals, concepts, literature, media, and technology, as well as the capacity to communicate effectively and interpret the world.
PO3	<b>Social Interaction:</b> It emphasizes on the capacity to solicit the opinions of others, resolve conflicts, and aid in reaching decisions in group settings. It entails having the capacity to collaborate with others, forge agreement, and settle disputes.
PO4	<b>Effective Citizenship:</b> The necessity of sympathetic social concern and equity-focused national development is emphasized. It entails being aware of the problems that society faces, being involved in civic affairs via volunteering, and behaving in a way that reflects a thorough understanding of these problems.
PO5	<b>Ethics:</b> It emphasizes the significance of appreciating many value systems, comprehending the moral implications of choices, and taking accountability for them. It entails being conscious of ethical concerns and basing judgments on ethical principles.

PO6	<b>Environment and Sustainability:</b> Understanding environmental surroundings and sustainable development are the main objectives. It entails being conscious of how human behavior affects the environment and acting to advance sustainability.
PO 7	<b>Self-directed and Life-long Learning:</b> gaining the capacity to participate in independent, ongoing learning in light of socio-technical developments. It entails having the capacity to learn on one's own, adjust to new technology, and consistently acquire new abilities and information.

### **PROGRAMME SPECIFIC OUTCOME (BBA)**

PSO#	PROGRAMME SPECIFIC OUTCOME
PSO1	Graduates will possess a solid foundation of knowledge and skills in various areas of business, including management, marketing, finance, accounting, economics, and business law.
PSO2	Graduates will have a comprehensive understanding of financial management principles, including financial analysis, budgeting, financial reporting, and investment decision-making.
PSO3	Graduates will have an entrepreneurial mindset, including the ability to identify and evaluate business opportunities, develop business plans, and understand the basics of starting and managing a business.
PSO4	Provide opportunities to excel in Business, academics, research Industry.

## Course Outcome (COs) (BBA)

S.No.	Course Name	Course Code
	<b>Semester-I</b>	
101	<b>MANAGEMENT PROCESS &amp; ORGANISATIONAL BEHAVIOUR</b>	BBA 101
	<b>Course Outcome</b>	
CO1	This course will give an understanding of the basic concepts, principles and process of management.	
CO2	Participants will be acquainted with the functions, responsibilities of managers.	
CO3	Understanding of how people behave under different conditions.	
CO4	Integrate the learning in handling managerial jobs at several levels in the organisation.	
CO5	Understanding on the complexities associated with management of group behaviour in the organisation.	
102	<b>BASICS OF ECONOMICS</b>	BBA 102
	<b>Course Outcome</b>	
CO1	Participants will be acquainted with role of economics in business management.	
CO2	Understanding of concepts of various market structures.	
CO3	Understanding of demand and supply functions, Demand forecasting.	
CO4	Different pricing techniques	
CO5	The participants will be expected to take optimum decisions in their business under different market conditions.	
103	<b>BUSINESS ENVIRONMENT</b>	BBA 103
	<b>Course Outcome</b>	
CO1	Acquaint the participants with different constituents of environment	
CO 2	Environment and their impact on the business operations	
CO 3	Gain an understanding of various micro and macro factors in the environment	
CO 4	This will enable the participants to communicate effectively in a business context, both internally and externally.	
CO 5	This will enable the participants to integrate sustainability, mitigate risks, comply with regulations, and create positive impacts.	
104	<b>ENGLISH LANGUAGE</b>	BBA 104
	<b>Course Outcome</b>	

CO 1	Hone reading, writing and over all communication skills of the participants	
CO 2	Understand the process of communicating.	
CO 3	Expand their vocabulary and develop better grammar and sentence structure	
CO 4	Develop critical thinking skills through reading and analyzing English texts	
CO 5	Gain confidence in using English in various real-life situations.	
	<b>Semester-II</b>	
201	<b>FINANACIAL MANAGEMENT</b>	BBA 201
	<b>Course Outcome</b>	
CO 1	Understanding of the fundamental concepts of financial management.	
CO 2	Learn techniques for capital budgeting, such as net present value (NPV), internal rate of return (IRR), and payback period.	
CO 3	Including financial statements, time value of money, risk and return, and capital budgeting.	
CO 4	The participants will be able to analyze and interpret financial ratios.	
CO 5	they are expected to appropriately apply financial management principles to real-world scenarios.	
202	<b>QUANTITATIVE TECHNIQUES</b>	BBA 202
	<b>Course Outcome</b>	
CO 1	This course will enable participants to understand and apply statistical and mathematical methods for data analysis and problem solving.	
CO 2	Use quantitative techniques to analyze and interpret data for making informed decisions.	
CO 3	Gain proficiency in using statistical software and tools for data analysis.	
CO 4	Apply mathematical modelling techniques to optimize outcomes and solve complex problems.	
CO 5	Develop critical thinking skills in evaluating the limitations and assumptions of quantitative techniques.	
203	<b>STARTUPS &amp; ENTREPRENEURSHIP</b>	BBA 203
	<b>Course Outcome</b>	
CO 1	Understanding related to the tools necessary to create sustainable and viable businesses.	
CO 2	Understand the fundamental concepts of start-ups and entrepreneurship.	
CO 3	Understanding idea generation, business planning, and market analysis.	
CO 4	Generate innovative ideas and exploit market opportunities by turning them into a feasible business plan.	

CO 5	Foster an entrepreneurial mindset, including creativity, innovation, resilience, and adaptability, for successful startup ventures.	
204	<b>ENVIRONMENTAL STUDIES</b>	BBA 204
	<b>Course Outcome</b>	
CO 1	Install an in-depth knowledge on natural process essential to sustain life and govern economy	
CO 2	This will develop the critical thinking and analytical ability among the participants to strategize for environmental protection	
CO 3	Develop skills in environmental assessment, monitoring, and reporting.	
CO 4	Gain awareness of global environmental issues, such as climate change, deforestation.	
CO 5	Participants would be able to understand the principles of environmental management and sustainable development.	
	<b>Semester-III</b>	
301	<b>MARKETING MANAGEMENT</b>	BBA 301
	<b>Course Outcome</b>	
CO 1	This course will help participants to understand the basic concepts and principles of marketing.	
CO 2	Understand the basic concepts the marketing mix (product, price, place, promotion), behavior, and market segmentation.	
CO 3	Develop skills in pricing strategies.	
CO 4	Develop critical thinking skills in adapting marketing strategies to changing market condition.	
CO 5	Learn how to analyze and respond to market competition, market trends, and changes in consumer behavior.	
302	<b>FINANCIAL ACCOUNTING &amp; TALLY</b>	BBA 302
	<b>Course Outcome</b>	
CO 1	Participants will understand the basic principles of financial accounting, including the preparation and interpretation of financial statements.	
CO 2	Learn how to create and manage accounts, ledgers, and financial reports using Tally.	
CO 3	Generate accounting and inventory masters, vouchers and basic reports in tally.	
CO 4	Develop skills in bookkeeping, financial reporting, and financial analysis.	
CO 5	Apply financial accounting principles and Tally skills to real-world business scenarios for effective financial management and decision making.	
303	<b>INDIAN ETHOS FOR EFFECTIVE MANAGEMENT</b>	BBA 303

	<b>Course Outcome</b>	
CO 1	Participants will understand the fundamental principles of Indian ethos, values, and ethics in the context of effective management.	
CO 2	Learn how to apply Indian ethos in organizational management, including leadership, decision making, and team management.	
CO 3	Gain awareness of Indian cultural diversity, traditions, and customs, and their implications for effective management.	
CO 4	Display ethical business behaviour and promote good to the society along with improving profitability.	
CO 5	They will be expected to apply Indian ethos principles to real-world management scenarios for effective leadership.	
304	<b>COMPUTERS FOR MANAGEMENT</b>	BBA 304
	<b>Course Outcome</b>	
CO 1	This will develop skills in using popular software tools, such as Microsoft Office suite (Word, Excel, PowerPoint) and other relevant business applications.	
CO 2	Learn how to effectively use digital tools and platforms for communication, collaboration, and project management in a business environment.	
CO 3	Understand the basics of database management, data analysis, and data visualization using relevant software applications.	
CO 4	Apply computer skills and technology knowledge to real-world business scenarios for improved productivity, efficiency, and decision making in a management context.	
CO 5	Understanding of basics of computers, software, operating systems and emerging technologies	
	<b>Semester-IV</b>	
401	<b>HUMAN RESOURCE MANAGEMENT</b>	BBA 401
	<b>Course Outcome</b>	
CO 1	Understand the principles and practices of human resource management.	
CO 2	understand recruitment, selection, training, compensation, performance management, and employee relations.	
CO 3	Understand the importance of talent acquisition, development, and retention in organizational success.	
CO 4	Learn how to effectively communicate and negotiate with employees, managers, and other stakeholders.	

CO 5	Learn how to develop and implement human resource policies and procedures.	
402	<b>BUSINESS LAW</b>	BBA 402
	<b>Course Outcome</b>	
CO 1	This course will help participants to understand the basic principles of business law, including legal concepts, contracts, torts, and business ethics.	
CO 2	Gain awareness of legal risks and liabilities in business operations and develop strategies to mitigate them.	
CO 3	Develop skills in dispute resolution and alternative methods of resolving business-related legal conflicts.	
CO 4	Enable graduates to take appropriate routine as well as non-routine decisions for their business.	
CO 5	The participants will learn about ethical considerations in corporate social responsibility, sustainability and ethical decision making.	
403	<b>DIGITAL MARKETING</b>	BBA 403
	<b>Course Outcome</b>	
CO 1	The course will develop understanding of underpinning principles and concepts of digital marketing.	
CO 2	Participants will be able to explore digital future and looking at trends that shape the use of technology.	
CO 3	A thorough understanding of the creative process from proposition to promotional delivery of online contents.	
CO 4	Apply digital marketing concepts and strategies to real-world business scenarios.	
CO 5	Develop skills in creating and managing engaging digital content, including website content, social media posts, blogs, and email campaigns.	
404	<b>COMMUNICATION SKILLS</b>	BBA 404
	<b>Course Outcome</b>	
CO 1	Understand the fundamental principles and components of effective communication, including verbal, nonverbal, and written communication.	
CO 2	Develop skills in active listening, empathy, and feedback to enhance communication effectiveness.	
CO 3	Develop skills in effective presentation and public speaking, including organizing ideas, using visual aids, and engaging an audience.	
CO 4	Apply effective communication skills to real-world scenarios, such as job interviews, customer interactions, and team collaborations, for personal and professional success.	
CO 5	Gain awareness of different communication styles and cultural differences, and how to adapt communication for diverse audiences.	



<b>Semester-V</b>		
501	<b>PRODUCTION MANAGEMENT</b>	BBA 501
<b>Course Outcome</b>		
CO 1	This course will ensure comprehensive understanding of the principles, concepts, and techniques related to production management	
CO 2	Learn about the role of production in organizations, production planning and control, production systems, and production process design.	
CO 3	Learn about forecasting, capacity planning, production scheduling, inventory management, and quality management and importance of quality in production management.	
CO 4	Understanding of supply chain management and its relevance to production management.	
CO 5	Making informed operations decisions, including production planning and control	
502 F	<b>WORKING CAPITAL MANAGEMENT</b>	BBA 502 F
<b>Course Outcome</b>		
CO 1	This will equip participants with the knowledge and skills to effectively manage a company's short-term assets and liabilities	
CO 2	Optimize its operational efficiency, liquidity, and profitability.	
CO 3	Understanding key concepts such as cash flow management, inventory management, accounts receivable and payable management, and financial analysis techniques.	
CO 4	The participants will be able to appropriately able to manage & support its day-to-day operations and achieve their organization's financial goals.	
CO 5	The participants would be able to take optimal decisions and efficiently manage their company's working capital	
502 M	<b>CONSUMER BEHAVIOUR</b>	BBA 502 M
<b>Course Outcome</b>		
CO 1	Students will gain a deep understanding of the factors that influence consumer decision-making,	
CO 2	Students will learn how to analyze consumer behavior through the application of theories, models, and research methods	
CO 3	Students will learn how to apply consumer behavior concepts and insights to develop effective marketing strategies.	
CO 4	Students will develop effective communication skills to communicate consumer behaviour insights	
CO 5	Interpret consumer data, and make informed decisions based on consumer insights.	
502 H	<b>HUMAN RESOURCES DEVELOPMENT</b>	BBA 502

		H
	<b>Course Outcome</b>	
CO 1	Participants will learn how to design, implement, and evaluate HRD programs and initiatives	
CO 2	This course will develop an understanding of the role of HRD in aligning human resources with organizational goals	
CO 3	Understanding of the key concepts, theories, and models related to human resource development	
CO 4	Develop leadership and change management skills to effectively lead and manage HRD initiatives in organizations.	
CO 5	The impact of HRD initiatives on organizational performance.	
503	<b>PERSONALITY DEVELOPMENT &amp; CHARACTER BUILDING</b>	BBA 503
	<b>Course Outcome</b>	
CO 1	Participants will develop an understanding of their own personality traits, strengths, weaknesses, values, beliefs, and emotions through self-awareness exercises and self-reflection activities.	
CO 2	Learn strategies and techniques for personal growth and development.	
CO 3	Developing resilience, improving communication skills, and enhancing emotional intelligence.	
CO 4	Learn effective interpersonal skills, including active listening, empathy, conflict resolution, negotiation, and assertiveness.	
CO 5	Develop a personal code of ethics that aligns with their values and character.	
504	<b>FIELD PROJECT</b>	BBA 504
	<b>Course Outcome</b>	
CO 1	This course offers an opportunity to apply the theoretical knowledge and skills they have gained in the course to a real-world field project.	
CO 2	Gain practical experience in the field by working on a real-world project	
CO 3	Develop practical skills, such as data collection, data analysis, problem-solving, critical thinking, and project management, which are valuable in their future careers.	
CO 4	Develop and enhance their professional skills, such as communication, teamwork, time management, and presentation skills,	
CO 5	Develop skills in identifying and analyzing problems, generating solutions, and making informed decisions based on real-world data and information.	

	<b>Semester-VI</b>	
601	<b>MANAGEMENT INFORMATION SYSTEM</b>	BBA 601
	<b>Course Outcome</b>	
CO 1	This course will provide comprehensive understanding of the principles, concepts, and techniques related to management information systems.	
CO 2	Components of IT infrastructure and the architecture of information systems, including hardware, software, networks, databases, and other technological	

	components.	
CO 3	Learn about business process modeling, analysis, and improvement using Information systems, decision support systems and their applications in organizations	
CO 4	The graduates are expected to apply the understanding of various information systems to meet the information requirements of the organization	
CO 5	Competency in MIS will help graduates to ensure better communication and connectivity throughout the organization across all levels of management.	
602 F	<b>FINANCIAL CONTROL SYSTEM</b>	BBA 602 F
	<b>Course Outcome</b>	
CO 1	The Participants will learn about the importance of financial control in managing organizational resources, ensuring financial stability, and achieving financial goals	
CO 2	The process of financial planning and budgeting, including the development, implementation, and monitoring of financial plans and budgets	
CO 3	Learn about tools used in financial control to assess the financial performance of organizations.	
CO 4	Learn how to analyze financial statements, including balance sheets, income statements, and cash flow statements, to assess the financial health of organizations and make informed financial decisions.	
CO 5	The graduates are expected to ensure financial discipline and optimal utilisation of resources in the organisation	
602 M	<b>SALES MANAGEMENT</b>	BBA 602 M
	<b>Course Outcome</b>	
CO 1	The participants will learn about the sales process, sales strategies, sales techniques, and sales team management to achieve sales targets and goals.	
CO 2	they will learn the importance of sales planning and forecasting in organizations.	
CO 3	Learn about the different stages of the sales process, including prospecting, qualifying, presenting, negotiating, and closing.	
CO 4	This course will promote the knowledge and skills necessary to attract and retain the customers and thus helping the business to grow	
CO 5	The graduates are expected to develop responsiveness towards challenges of increasing competition in the business world by resorting to improved methods of sales & distribution aimed at reducing cost, increasing profits and fulfilling the customers' expectations.	
602 H	<b>WAGES AND SALARY ADMINISTRATION</b>	BBA 602 H
	<b>Course Outcome</b>	
CO 1	Participants will learn about different types of wages, compensation systems, and factors affecting wages, including legal and regulatory considerations.	

CO 2	Wage surveys, benchmarking, and market pricing to determine competitive wages for different job roles.	
CO 3	The legal and regulatory framework governing wages and compensation, including minimum wages, overtime, equal pay, pay equity, and other relevant laws and regulations	
CO 4	Learn about techniques and tools used in wage and compensation analysis, such as job evaluation, salary surveys, pay gap analysis, and pay equity analysis.	
CO 5	The graduates will be able to analyse, integrate and use this knowledge in solving compensation related problems in the organisation.	
603 F	<b>E-ACCOUNTING &amp; TAXATION WITH GST</b>	BBA 603 F
	<b>Course Outcome</b>	
CO 1	This course gives comprehensive understanding of accounting principles, concepts, and practices used in modern organizations.	
CO 2	Learn how to effectively use e-accounting tools and software to manage accounting processes, taxation laws and regulations, including direct and indirect taxes, such as income tax, goods and services tax (GST), and other applicable taxes.	
CO 3	The graduates will elicit knowledge about tax structures and tax planning.	
CO 4	It also promotes critical thinking, analytical thinking and problem solving. This can be of great help if they wish to specialize in taxation.	
CO 5	Developing financial literacy skills that are essential for managing their personal finances.	
603 M	<b>ADVERTISING &amp; SALES PROMOTION</b>	BBA 603 M
	<b>Course Outcome</b>	
CO 1	This course will give an understanding of advertising principles, concepts, and practices used in marketing and promotion	
CO 2	The role of advertising in the marketing mix, advertising strategies and tactics, advertising campaigns, and the creative process in advertising.	
CO 3	Learn how to plan, develop, and implement effective advertising campaigns.	
CO 4	Gain knowledge of sales promotion strategies and techniques, such as discounts, coupons, loyalty programs, contests, sweepstakes, and other promotional tools.	
CO 5	The participants will be able to understand the complexities involved in targeting and positioning decisions. The graduates are expected to take appropriate decisions for launching their new products.	
603 H	<b>INDUSTRIAL &amp; LABOUR LAWS</b>	BBA 603 H
	<b>Course Outcome</b>	
CO 1	This course is an attempt to appreciate the conceptual and practical aspects of industrial relation at both macro and the micro levels.	
CO 2	Gain knowledge of the legal aspects of workplace safety and health, including occupational safety and health regulations	

CO 3	The participants will learn role of trade unions, social and political influences of labour relations on business	
CO 4	It will help them to deal with the realities of managing a business in the complex world within the boundaries of defined legislations.	
CO 5	Understanding comprehensive framework for occupational safety, health, and working conditions.	
604	<b>INTERNSHIP</b>	BBA 604
	<b>Course Outcome</b>	
CO 1	This will give participants the hands-on experience and develop practical skills related to their field of study or career interests.	
CO 2	Interns build professional networks by connecting with professionals in their field, including mentors, supervisors, and colleagues.	
CO 3	Gain a deeper understanding of their industry or field of interest by observing and participating in real-world work environments	
CO 4	This will enable personal growth by challenging interns to step out of their comfort zones, adapt to new environments	
CO 5	This will also expose interns to professional etiquette and workplace norms, including communication protocols, dress code, and workplace etiquette.	
	<b>Semester-VII</b>	
701	<b>STRATEGIC MANAGEMENT</b>	
	<b>Course Outcome</b>	
CO 1	Participants will gain knowledge and understanding of the principles, concepts, and frameworks of strategic management.	
CO 2	Learn about the strategic management process, strategic planning, and strategic decision-making.	
CO 3	Learn how to analyze the internal and external environments of organizations to identify opportunities and threats	
CO 4	The participants will learn conceptual, diagnostic and analytical skills in strategy formulation and execution	
CO 5	Learn about the challenges and opportunities of strategic management in a global and international context.	
702 F	<b>PROJECT MANAGEMENT</b>	BBA 702 F
	<b>Course Outcome</b>	
CO 1	This course enables to understand the framework for evaluating Capital expenditure Proposals, their planning & management in the review of the projects undertaken	
CO 2	Participants will learn risk management, quality control, and project monitoring and control.	
CO 3	Learn how to effectively identify, analyze, and manage project stakeholders, including understanding their needs	
CO 4	Learn how to efficiently execute project plans.	

CO 5	Learn how to efficiently managing tasks, resources, budgets, and timelines, and making informed decisions to keep projects on track	
702 M	<b>RETAIL MANAGEMENT</b>	BBA 702 M
	<b>Course Outcome</b>	
CO 1	Participants will gain knowledge and understanding of the principles, concepts, and theories of retail management	
CO 2	Learn about the retail industry, retail formats, and the retail marketing mix, including product assortment, pricing, promotion, and store layout.	
CO 3	Effectively plan and manage retail buying and merchandising activities.	
CO 4	Learn how to analyze consumer behavior, market trends, and competition to make informed buying and merchandising decisions.	
CO 5	Learn about sales techniques, customer relationship management, and customer retention strategies.	
702 H	<b>ORGANISATIONAL DEVELOPMENT</b>	BBA 702 H
	<b>Course Outcome</b>	
CO 1	Participants will gain knowledge and understanding of the principles, concepts, and theories of organizational development	
CO 2	Learn about the history, evolution, and current trends in OD, and the various approaches and models used in organizational development interventions.	
CO 3	Learn how to diagnose and assess organizational issues, problems, and needs using appropriate diagnostic tools, methods, and techniques.	
CO 4	Learn how to collect, analyze, and interpret data related to organizational culture, structure, systems, processes, and performance to identify areas for improvement and change.	
CO 5	Learn about various organizational development intervention strategies, such as team building, organizational culture change, process improvement, and leadership development.	
703	<b>RESEARCH METHODOLOGY</b>	BBA 703
	<b>Course Outcome</b>	
CO 1	This course will acquaint the participants with the fundamentals of research before they go to the corporate world for their project	
CO 2	The participants will learn various components of research framework like problem identification, research design, data collection, analysis, report writing and presentation.	
CO 3	This will also cultivate critical thinking, analytical skills and problem solving skills in the participants.	
CO 4	The graduates are expected to conduct disciplined research in the area of their specialisation to meet the organisational requirements and objectives.	
CO 5	Understanding utility of statistics in research as well as in informed decision-making.	
801	<b>INTERNATIONAL BUSINESS</b>	BBA 801
	<b>Course Outcome</b>	
CO 1	This course facilitates the students in understanding International	

	Business in a multi- cultural world.	
CO 2	The participants will learn various aspects of international business and role of political, social, cultural variables in influencing the business.	
CO 3	Understand the concepts of comparative advantage, trade barriers, trade agreements, foreign direct investment, and multinational corporations, and their implications for international business operations.	
CO 4	Understand the challenges and opportunities of managing global supply chains, including coordination, collaboration, and risk management across borders.	
CO 5	The graduates are expected to formulate and execute appropriate strategies and plans essential to succeed in global business world.	
802	<b>OPERATION RESEARCH</b>	BBA 802
	<b>Course Outcome</b>	
CO 1	This course develops an understanding of basic management science techniques and their role in managerial decision making essential to succeed in global business world.	
CO 2	Decision-making in different domains, such as logistics, supply chain management, transportation, manufacturing, and service operations.	
CO 3	Understanding of as mathematical modeling, optimization, simulation, decision analysis queuing theory, and forecasting.	
CO 4	Develop problem-solving skills through the application of Operations Research techniques to real-world problems.	
CO 5	This course will hone the critical thinking, analytical skills and problem solving ability of the participants and will enable them to propose, communicate and implement action plan that addresses opportunities and issues related to optimum allocation of resources in the business world.	

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### PROGRAMME STRUCTURE

(As per NEP 2020 & CBCS Ordinance 14 A)

1<sup>st</sup> Year

<b>SEMESTER – I</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
101 Management Process & Organisation Behaviour	Major Core	60	40	100	6
102 Basics of Economics	Minor Core	60	40	100	6
103 Business Environment*	GE	60	40	100	4
104 English Language	AE	60	40	100	4
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>400</b>	<b>20</b>

<b>SEMESTER – II</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
201 Financial Management	Major Core	60	40	100	6
202 Quantitative Techniques	Minor Core	60	40	100	6
203 Start-ups & Entrepreneurship*	GE	60	40	100	4
204 Environmental Studies	AE	60	40	100	4
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>800</b>	<b>40</b>

**GE: Generic Elective**

**AE: Ability Enhancement**

\*Students may choose this course as a **Generic Elective** or may choose a Generic Elective Course offered in other UTDs at the same level or may choose a Course offered by MOOCs through SWAYAM.

**The student will be awarded Certificate in Business Administration (CBA) on successful completion of first year.**



## 2<sup>nd</sup> Year

<b>SEMESTER – III</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
301 Marketing Management	Major Core	60	40	100	6
302 Financial Accounting & Tally	Minor Core	60	40	100	6
303 Indian Ethos for Effective Management	GE	60	40	100	4
304 Computers for Management	SE	60	40	100	4
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>1200</b>	<b>60</b>

<b>SEMESTER – IV</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
401 Human Resources Management	Major Core	60	40	100	6
402 Business Laws	Minor Core	60	40	100	6
403 Digital Marketing*	GE	60	40	100	4
404 Communication Skills	SE	60	40	100	4
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>1600</b>	<b>80</b>

**GE: Generic Elective**                      **SE: Skill Enhancement**

\*Students may choose this course as a **Generic Elective** or may choose a Generic Elective Course offered in other UTDs at the same level or may choose a Course offered by MOOCs through SWAYAM.

**The student will be awarded Diploma in Business Administration (DBA) on successful completion of second year.**

### 3<sup>rd</sup> Year

<b>SEMESTER – V</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
501 Production Management	Major Core	60	40	100	6
502 F Working Capital Management** 502 M Consumer Behaviour** 502 H Human Resources Development**	DSE	60	40	100	4
503 Personality Development & Character Building	SE	60	40	100	4
504 Field Project	Core			100	6
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>2000</b>	<b>100</b>

<b>SEMESTER – VI</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
601 Management Information System	Major Core	60	40	100	6
602 F Financial Control System** 602 M Sales Management ** 602 H Wages And Salary Administration**	DSE	60	40	100	4
603 F E-Accounting & Taxation with GST** 603 M Advertising & Sales Promotion** 603 H Industrial & Labour Laws**	DSE	60	40	100	4
604 Internship	Core			100	6
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>2400</b>	<b>120</b>

**SE: Skill Enhancement DSE: Discipline Specific Elective**

\*\*Student may choose any one set of specialization Course; Finance, Marketing or HRM (Group F or M or H) as **Discipline Specific Electives**.

**The student will be awarded Bachelor Degree in Business Administration (BBA) on successful completion of third year.**

## 4<sup>th</sup> Year

<b>SEMESTER – VII</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
701 Strategic Management	Major Core	60	40	100	6
702 F. Project Management** 702 M. Retail Management** 702 H. Organisational Development	DSE	60	40	100	4
703 Research Methodology	Minor Core	60	40	100	4
704 Research Project	Core			100	6
<b>SEMESTER TOTAL</b>				<b>400</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>2800</b>	<b>140</b>

<b>SEMESTER – VIII</b>					
<b>Course Code &amp; Name</b>	<b>Course Type</b>	<b>Theory Paper</b>	<b>Internal Assessment</b>	<b>Maximum Marks</b>	<b>Credits</b>
801 International Business	Major Core	60	40	100	6
802 Operations Research	Minor Core	60	40	100	4
803 Internship & Dissertation	Core			100	10
<b>SEMESTER TOTAL</b>				<b>300</b>	<b>20</b>
<b>CUMULATIVE TOTAL</b>				<b>3200</b>	<b>160</b>

**DSE: Discipline Specific Elective**

\*\*Student may choose any one set of specialization Course; Finance, Marketing or HRM (Group F or M or H) as **Discipline Specific Electives**.

**The student will be awarded Honors Bachelor Degree in Business Administration (BBA Honors) on successful completion of fourth year.**

## Credit Distribution as per the Ordinance 14 A

		Main Faculty (as per prerequisite)		Any Faculty	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Field Projects/ internship/ apprenticeship /community engagement & service	Credits	Qualification Title (Credits Requirements)	
		Subject I	Subject II	Subject III						
Level	Sem	Major		Minor	Generic Elective Course	Vocational Course	#Inter/Intra Faculty			
		Core	DSE							
Level 5	1	6		6	4	-	4	-	6+6+4+4 =20	(40) Undergraduate Certificate in Main Faculty
	2	6		6	4	-	4	-	6+6+4+4 =20	
Level 6	3	6		6	4	4	-	-	6+6+4+4 =20	(80) Undergraduate Diploma in Main Faculty
	4	6		6	4	4	-	-	6+6+4+4 =20	
Level 7	5	6	4	-	-	4	-	6	6+4+4+6 =20	(120) Bachelor Degree in Main Faculty
	6	6	4+4	-	-	-	-	6	6+4+4+6 =20	
Level 8	7	6	4	4 Resear ch Metho dology	-	-	-	6	4+4+4+6 =20	(160) Bachelor Degree (Honours/Researc h) in Main Faculty
	8	6	-	4	-	-	-	10	6+4+10 = 20	
<b>Total</b>		<b>48</b>	<b>16</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>8</b>	<b>28</b>	<b>160 Credits</b>	

## **101: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR**

### **Course Objective:**

To help the students to acquire basic knowledge in concepts and theory of Principles of Management and to familiarize the students with basic management concepts and behavioural processes in the organization.

### **Course Contents:**

**UNIT - I** Principles of Management, Management School & Thoughts, Functions and Responsibilities of management, Management in Indian Culture and tradition.

**UNIT - II** Planning: Process, types and Significance, Objective, strategies and Policies, MBO. Planning for start –ups, Organizing: nature and purpose of organizing, Concepts of departments, line and staff relationship, Types of organisational structures.

**UNIT - III** Direction: Principles and techniques. Leadership: Concept, Theories and Styles; Qualities of a good leader. Motivation: Types & Significance. Controlling: the system and process of controlling, Control techniques. Coordination as an essence of management;

**UNIT - IV** Concept of Organisational Behaviour, Contributing Disciplines to organisational Behaviour. Perception- Perceptual selectivity, Perceptual organisation, Attitudes and Values.

**UNIT - V** Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organisation, Stress Management- Meaning, Cause, Effect and Coping Strategies for Stress

### **Outcome:**

#### **Business Environment and Domain Knowledge**

This course will enable participants to understand the basic concepts, principles and process of management. They will be acquainted with the functions, responsibilities of managers along with understanding of how people behave under different conditions and why they behave as they do. Participants would be able to integrate the learning in handling managerial jobs at several levels in the organisation and evaluate most optimal solution to the problems by gaining better understanding on the complexities associated with management of group behaviour in the organisation.

### **Suggested Readings:**

1. Rovwer J.C. & Daniel L., Management principles & Practice, John Wile & Sons.
2. Koontz D and Welhrich, Management, International Student Edition, Tokyo 1980.
3. Agrawal R.D., Organisation & Management MC Graw Hill, New Delhi 1982.
4. Newman and Warran, The Process of Management: Concepts, Behaviour and Practices, PHI.
5. Shekcharan Uma, Organisational Behaviour, Text & Cases, New Delhi THM, 1989.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 102: BASICS OF ECONOMICS

### Course Objective:

The course aims to acquaint students with basic fundamentals of microeconomic theory. It will enhance the skills of students in tabular and graphic interpretation of the economic concepts and theory in decision making of a firm and its application in management.

### Course Contents:

**UNIT - I** Introduction to Economics, Nature and Scope of Economics, Methods of Economics. Managerial Economics: Meaning and Scope, Relationship with Other Disciplines. Factors of Production: Theories of Rent, Interest and Profit.

**UNIT - II** Concept of Demand & supply, Concept of Market Equilibrium, Elasticity Of Demand & supply, Shift in demand& supply curve. Utility Analysis, Marginal Concept Of Utility. Indifference Curve Analysis: Assumptions, Properties Of IC. Consumer's Equilibrium: Maximising Satisfaction.

**UNIT - III** National Income: Estimates and analysis, Measures of National Income, GNP, NNP, GDP, DPI and HDI. Business Cycles: Phases, Govt. Policies and Impact on Society.

**UNIT - IV** Market: Different Types Of Market, Market Structure: Main Features, Perfect Competitions: Main Features, Price Determination in Perfectly Competitive Firm

**UNIT - V** Theory of firm: Profit maximization and Sales maximization; Balance of trade and Balance of payment; Production Theory: Short term and long term production functions.

### Outcome:

#### Business Environment and Domain Knowledge

This course will acquaint the participants with role of economics in business management. Their understands of concepts of various market structures, demand and supply functions, demand forecasting and different pricing techniques will enable them to take optimum decisions in their business under different market conditions.

### Suggested Readings:

1. Adhikary M., Business Economics, New Delhi, Excel Books, 2000.
2. Chopra O P, Managerial Economics, New Delhi, TMH, 1985.
3. Koutsoyiannis A., Modern Micro Economics, New York Mac Millian, 1991.
4. Keat, Paul G & Philips K. Y. Young, managerial Economics, Prentice hall, New Jersey, 199

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **103: BUSINESS ENVIRONMENT**

### **Course Objectives:**

The aim of this paper is to acquaint students with environmental factors and their relevance in the business and to expose them to the latest changes in the economic scene of the country as well as the global business scenario.

### **Course Contents:**

**UNIT - I** Introduction to Business Environment, Classification of Business Environment, Factors Affecting Business, Role of Environment in Business, Strategy to Change Environment

**UNIT - II** Economic & Political Environment: Economic Environment of Business, Economic Policies: Old & New, Five Year Plans, Political Environment & Economic System, Indian Constitution & Business, Changing Profile Of Indian Economy, Business Risk Posed by Indian Political System

**UNIT - III** Technological Environment: Introduction, Level of Technology, Research & Development, Impact of Technology in Business, Relationship Between Business & Technology, Human Factor & Technology, Industrial Policy

**UNIT - IV** Culture Environment: Introduction, Role & Effect of Culture on Business, Social Responsibility of Business Organizations. Material & Non-Material Culture. VUCA (Volatility Un-Certainty Complexity and Ambiguity)

**UNIT - V** Global market, pros & cons of global market, world trade organization, joint ventures, and international trade barriers

### **Outcome:**

#### **Business Environment and Domain Knowledge**

This course will acquaint the participants with different constituents of environment and their impact on the business operations. The participants will be able to gain an understanding of various micro and macro factors in the environment and how an entity works in a business environment.

### **Suggested Readings:**

1. Aswathappa, K Business Environment for Strategic Management
2. Duttand Sundaram, Indian Economy
3. Mishra and Puri, Indian Economy
4. Cherunilam Francis, Business Environment

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 104: ENGLISH LANGUAGE

**Course Objective:** The objectives of the course are to improve the competence of the student's basic language skills and to acquaint student with working official English Language.

### Course Contents:

#### I. Language content:

##### A. Structural Items:

- i. Simple, Compound and Complex Sentences.
- ii. Co-ordinate clauses (with, but or, neither-no, Otherwise or else)
- iii. Sub-ordinate clauses- Noun clauses- as subject object and complement. Relative clauses, (restrictive and non-restrictive clauses) Adverb Clauses (open and hypothetical, conditional: with because, though, where, so, that, as long as, as soon as)
- iv. Comparative clauses (as+ adjective / adverb + as no sooner ....that)

##### B. Tense:

- i. Simple present, Progressive and present perfect
- ii. Simple past, progressive and past perfect
- iii. Indication of futurity

##### C. The passive (Simple present and past, Present and perfect and to infinitive structure)

##### D. Reported speech

- i. Declarative sentences
- ii. Imperatives
- iii. Interrogative-wh-questions, yes/no questions
- iv. Exclamatory sentences.

##### E. Modals (Will, shall, would, ought, to have to/have got to, can-could, may-might and need)

##### F. Verb Structures (infinitive and gerundial)

##### G. Linking devices

Note: The above language item will be introduced to express the following communicative functions:

- a. Seeking and imparting information
- b. Expressing attitudes-intellectual and emotional
- c. Persuasion and discussion etc.

II **Reading Comprehension:** Adequate practice should be provided in reading with understanding through graded materials prescribed in the text book. Attempt should also be made to expand the learner's vocabulary.

III **Writing Skills:** Graded practice should be provided in the basic skills of composition. The following forms of composition should be practiced.

- a) Paragraph writing (150 words)
- b) Letter Writing (both formal and informal)

IV **Speaking:** Contextualized vocabulary teaching and oral work should be used to strengthen the learner's acquirement of the sound distinction, stress and intonation in English.

**Outcome:** This course will hone reading, writing and over all communication skills of the participants which is very basic and imperative for almost all kind of management jobs in the organisation. The graduates are expected to understand the process of communicating and interpreting the human experiences through literary representation using historical context and disciplinary methodologies.



## **201: FINANACIAL MANAGEMENT**

### **Course Objective:**

The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.

### **Course Contents:**

**UNIT - I** Introduction, Meaning of Finance, Business Finance, Finance Function, Aims of Finance Function, Organization structure of finance, Financial Management – Goals of Financial Management, Financial Decisions, Role of a Financial Manager.

**UNIT - II** Ratio analysis, Meaning Interpretations of ratios, classification of ratio, funds flow and cash flow analysis.

**UNIT - III** Capital structure, source of capital, leverage: financial and operating, optimum Capital structure, Theories of Capital structure, Factors influencing Capital structure. Capitalization: over capitalization analysis, under capitalization.

**UNIT - IV** Concept of time value of money, Capital budgeting, methods of investments evaluation, payback period and accounting rate of return, discounted cash flow method and internal rate of return.

**UNIT - V** Dividend decision of the firm, dividend payment and valuation of Firm's dividend policy, Determinants of dividend policy & Types of dividend policy.

### **Outcome:**

#### **Business Environment and Domain Knowledge**

The Graduates will acquire the knowledge on allocation and management of financial resources which will help them to deal with day to day working capital decisions, major capital investment decisions and raising long term finances.

### **Suggested Readings:**

1. Van Horne, James C, Financial Decision Making Engle Cliffs, New Jersey, Prentice Hall Inc.
2. Bhalla V.K., Financial Management and Policy, New Delhi.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 202: QUANTITATIVE TECHNIQUES

### Course Objective:

The objective of the course is to provide elementary knowledge of the concepts of Quantitative Techniques and their application in business field.

### Course Contents:

**UNIT - I Linear Equation and Calculus:** Equation in two variable, solution to Linear Equation, Linear Equalities and Inequalities, Graphical solution; Differential Calculus and Integral Calculus: Optimization using calculus, logarithms

**UNIT - II Matrices:** Introduction, Types and Properties of matrices: Addition, subtraction and multiplication, Cofactor, Ad joint, Transpose, Inverse

**UNIT - III Introduction to Statistics:** Definition of statistics, scope of statistics, limitations of statistics, Types of data: Primary and Secondary data, Methods of collecting primary data, Construction of frequency distribution

**UNIT - IV Measures of central tendency:** Measures of central tendency: Mean Median Mode (all for grouped and ungrouped data). Mean deviation, Standard Deviation, Skewness.

**UNIT - V Correlation and Regression Analysis:** Correlation, Karl Pearson coefficient of Correlation, Spearman's Rank Correlation, Regression analysis.

### Outcome:

#### Critical thinking, Business Analysis, Problem Solving and Innovative Solutions

The participants will be able to learn basics of mathematics and statistics applicable in business which will help them to translate a problem in the real business into simple mathematical model to allow easier understanding and aid in problem solving. This will also hone the critical thinking, analytical skills and problem solving ability of the graduates.

### Suggested Readings:

1. Levin Recharad I : Statistics for Management
2. Gupta, C.B. : An Introduction to Statistics.
3. Gupta. S.C : Fundamentals of Statistics.
4. Elhance, D.N : Fundamentals of Statistics.
5. Ray & Sharma : Statistics.
6. Raghavchari, C. : Business Mathematics.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **203: STARTUPS & ENTREPRENEURSHIP**

### **Course Objective:**

The objective of the course is to familiarize participants with various concepts used in the process of entrepreneurship and start ups.

### **Course Contents:**

**UNIT - I** Concept and Nature of Entrepreneurship, Entrepreneurial Trait, Types and Significance, Role and Importance of entrepreneur in economic growth.

**UNIT - II** Entrepreneurial Development programmes in India, History, Support, Objectives, Stages of Performance, Entrepreneurial Environment, EDP and their valuation.

**UNIT - III** Entrepreneurial Behaviour and entrepreneurial Motivation, N- Achievement and Management success. Innovation and Entrepreneur, Entrepreneurial Success in Rural Areas.

**UNIT - IV** Establishing Entrepreneur System, Search for Business Idea, Sources of Ideas, Idea Processing, Input requirement.

**UNIT - V** Sources and Criteria of Financing, fixed and Working capital assessment, technical assistance, Marketing assistance, Sickness of units and Remedial assistance.

### **Outcome:**

#### **Developing Social Responsiveness and Leadership-**

This course will create an understanding related to the tools necessary to create sustainable and viable businesses. The graduates will be able to generate innovative ideas and exploit market opportunities by turning them into a feasible business plan. They are expected to reciprocate to the requirements of the society by creating unique solutions to the market problems.

### **Suggested Readings:**

1. Desai Vasant, Small Scale Industrial Industries & Entrepreneurship
2. Shukla M.B., Entrepreneurship & Business Management
3. Gupta C.B., Entrepreneurship Development in India

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 204: ENVIRONMENTAL STUDIES

### Course Objective:

The aim of this course is to provide basic knowledge of environment and familiarize them with its management.

### Course Contents:

**UNIT - I** Introduction to environmental studies-Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.

**UNIT - II** Ecosystem-What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession, Ecological Interactions.

**UNIT - III** Biodiversity - a. Levels of biological diversity: genetic, species and ecosystem diversity; Bio geographic zones of India; Biodiversity patterns and global biodiversity hot spots b. India as a mega-biodiversity nation; Endangered and endemic species of India c. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;

**UNIT - IV** Environmental Pollution and Global Environmental Issues:- a. Environmental pollution, b. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture c. Nuclear hazards and human health risks (Chernobyl, 3 mile Island, Daiichi-Fukushima) d. Solid waste management; Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water

**UNIT - V** Environmental Management: Policies & Practices-Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies. Environmental communication and public awareness, Role of National Green Tribunal.

### Outcome:

The course will install an in-depth knowledge on natural process essential to sustain life and govern economy. This will develop the critical thinking and analytical ability among the participants to strategize for environmental protection and conservation of biodiversity. The graduates are expected to develop empathy for different life forms and appreciate the ecological linkages within web of life.

### Suggested Readings:

1. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press.
2. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate.
3. Enger E. and Smith B., Environmental Science: A Study of Interrelationships, McGraw-Hill Higher Education.
4. Basu, R.N, Environment, University of Calcutta.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **301: MARKETING MANAGEMENT**

### **Course Objective:**

The objective of the paper is to familiarize the student with modern marketing concepts, tools and techniques to develop their skills required for the performance of marketing function.

### **Course Contents:**

**Unit- I** Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies.

**Unit- II** Market segmentation, Marketing Mix, Marketing Environment, Marketing System, Marketing research.

**Unit- III** Product Classification & Product mix, branding and packaging decision, promotion mix: Advertising, Selling and Sales promotion.

**Unit- IV** Pricing decision, methods of setting prices, pricing strategies product promotion, Consumer Behaviour and Decision Making.

**Unit- V** Channel of distribution, Factors affecting choice of channel, Types of intermediaries and their roles.

### **Outcome:**

#### **Business Environment and Domain Knowledge**

This course will demonstrate strong conceptual knowledge in functional areas of marketing management and its application. The understanding of impact of economic, political and technological factors on activities pertaining to market will help graduates in identification and resolution of their problems related to marketing management.

### **Suggested Reading:**

1. Philip Kotler, Principles of Marketing, Prentice Hall of India.
2. William J. Stanton, Fundamentals of Marketing, Mc Graw, New Delhi.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **302: FINANCIAL ACCOUNTING & TALLY**

**Course Objective:** The basic purpose of this course is to develop an insight of postulates, principles, and techniques of accounting and utilisation of financial and accounting information for planning, decision making, and control.

### **Course Contents:**

**UNIT- I** Accounting and its place in business and relationship with other financial areas, Double entry system. Book Keeping: Meaning, Advantages, Concepts and Conventions.

**UNIT- II** Type of books of accounts and their Preparation. Journal, Ledger, Trial balance, Depreciation.

**UNIT- III** Preparation of Final Account: Trading Account, Profit & Loss Account, Balance Sheet.

**UNIT-IV** Hire Purchase Accounts: Accounting record in the book of purchase and vendor

**UNIT- V** Computerized Accounting / Accounting Software: Introduction to tally, Safety of accounts or password, characteristics, making ledger accounts, writing voucher, voucher entry and making different types of voucher, correcting sundry debtors and sundry creditor's accounts, preparation of trial balance, accounts books, cash books, bank books, ledger account, group summary, sales register and purchase register, journal register, statements of accounts and balance-sheet.

### **Outcome:**

#### **Business Environment and Domain Knowledge**

This course will acquaint the participants with the basics of accountancy concepts and principles. The participants will be able to generate accounting and inventory masters, vouchers and basic reports in tally.

### **Suggested Readings:**

1. Grewal, T.S. , Double Entry Book Keeping Accountancy Principles, Sultanchand& Sons, New Delhi
2. Gupta, R L. Advanced Accounting, Sultanchand& Sons, New Delhi
3. Anthony R N and Reece, J S , Accounting Principles, 6th ed., Homewood, Illinois, Richard D Irwin, 1995

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

### **303: INDIAN ETHOS FOR EFFECTIVE MANAGEMENT**

**Course Objective:** This is a value based course. The objective of this course is to acquaint the students with the moral values and traditional wisdom inherent in our Indian mythology and literature.

#### **Course Contents:**

##### **UNIT- I: Introduction**

Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices. Managerial lessons from Vedas, Ramayan, Mahabharat, Bible and Quran.

##### **UNIT- II: Indian Values**

Indian Heritage in Management. Impact of Value on Stakeholders, Trans-Cultural Human Values, Secular v/s Spiritual Values, Value System in Work Culture. Meditation, Mental Health and Yoga. Gurukul System of Learning. Gandhian Approach in Management & Trusteeship. Importance of Trusteeship Principles in Business Management.

##### **UNIT- III: Ethos& Laws**

Ethics v/s Ethos, Indian v/s Western Management, Work Ethos and Values for Indian Managers. Relevance of value based management in Global Change. Nishkama Karma, Law of Karma, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection and Corporate Karma Leadership.

##### **UNIT- IV: Understanding Ethics**

Need for Ethics, Ethical Values, Myths and Ambiguity, Ethical Codes, Ethical Principles in Business. Theories of Ethics, Absolutism v/s Relativism. Kohlberg's six stages of Moral Development (CMD).

##### **UNIT- V: Managing Ethical Dilemma**

Ethical Decision Making, Ethical Reasoning, Dilemma Resolution Process. Ethical Dilemma in different business areas of Finance, HRM, Marketing and International Business. Ethics and Value Based Leadership. Traditional Indian Wisdom towards Business Ethics.

#### **Outcome: Value based learning & Leadership**

The participants of this course will be able to learn values from Indian mythology and use them in sustainable growth of business organisations. The graduates are expected to integrate the lessons from the mythology with business behaviour. This will enable graduates to display ethical business behaviour and promote good to the society along with improving profitability.

#### **Suggested Readings:**

K.C. R. Raja	:	Ethics, Indian Ethos & Management
Bishwanath Ghosh	:	Ethic in Management & Indian Ethos
R. Nandgopal&AjithSankar R. N.	:	Indian Ethos & Values in Management
G. D. Sharma	:	Management & Indian Ethos
S. K. Chakraborty	:	Ethics in Management :Vedantic Perspective

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **304: COMPUTERS FOR MANAGEMENT**

### **Course Objective:**

To help the students to learn computer application skills in the major areas.

### **Course Contents:**

**UNIT- I** Introduction to computers, Components of computer system, CPU, input output devices, Storage media. Importance of Computer as data storage for Business and Management.

**UNIT- II** Generation of computers and programming language, Flow chart, Flow Symbols, Advantages. Importance and application of cloud storage, Artificial intelligence in management.

**UNIT- III** Number system: binary, octal, hexadecimal applications and inter conversions, Computer arithmetic.

**UNIT- IV** Computer software and operating system, Computer Networks, Transmission Medium: Introduction: Transmission medium; Guided & Unguided Transmission medium, Twisted pair, Coaxial cable, Optical fiber, Comparison of fiber optics and copper wire: Wireless transmission; Electromagnetic spectrum, Radio transmission, Microwave transmission:

**UNIT-V** Personnel computer and its use in business: application packages, introduction to spread sheet, word processing. Data base management system- Roles, Types, Functions, Current Practice and Future.

### **Outcome:**

#### **Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions**

The course will hone the critical thinking, analytical ability and problem solving skills of the participants. They will gain an understanding of basics of computers, software, operating systems and emerging technologies essential to manage operations in the organisation with high end automated systems.

### **Suggested Readings:**

1. Sinha . P. K Computers Fundamentals
2. Taxali PC Software made Easy

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.



## **401: HUMAN RESOURCE MANAGEMENT**

**Course Objective:** The Objective of this course is to familiarize participants with the dimensions of Human Resource Management in emerging India Context.

### **Course Contents:**

**UNIT- I** Concept and functions of Human Resource management, Role of Human Resource management in an Organisation, Human Resource policy.

**UNIT- II** Staffing Policy and process; Human Resource Planning, Job Analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, promotion.

**UNIT- III** Manpower Training & Development: Employment training and Development, Employee Training, performance Appraisal and Potential Appraisal.

**UNIT- IV** Wage & Salary Administration, Job Evaluation importance, process and methods, Strategic Human Resource Management: objective of SHRM, Strategic HR Choices, SHRM Barriers.

**UNIT- V** Industrial disputes and participative Management, Grievance Vs Dispute Grievance Handling Procedure, Disciplinary Action.

### **Outcome:**

#### **Business Environment and Domain Knowledge**

This course will enable the participants to understand various aspects related to managing human resources and ensuring their optimal utilisation at different levels in the organisation. They will learn the influence of external environment forces on human resource management and will be able integrate this knowledge to take correct business decisions.

### **Suggested Readings:**

1. Rustoms Daver, Personnel management & Industrial relations, Vani Books, New Delhi
2. Edwin Philip, Principles of Personnel Management, Mc Graw Hill, International Book Co., New Delhi
3. M.S. Saiyedhir, Personnel management, Tata McGraw Hill, New delhi
4. Onkar R.M, Personality management and Career management, S Chand Publications.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **402: BUSINESS LAW**

### **Course Objective:**

The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.

### **Course Contents:**

**UNIT-I:** Contract Act: essentials of valid contract, capacity to contract, free consent, unlawful & void agreements, discharge of contract, remedies for breach of contract

**Unit- II:** Consumer Protection Act 1986, rights & responsibilities, consumer protection council, consumer disputes redressal agencies, bailment & pledge

**Unit-III:** Companies Act 1956: nature & types of companies, formation of companies, memorandum & articles of association prospectus, share capital, membership, meetings & winding up

**Unit-IV:** Law of Sales of Goods: conditions & warranties, transfer of property & title, performance of contract, rights of an unpaid seller, suits for breach of contract

**Unit -IV:** Negotiable Instruments Act 1881: nature & types of negotiable instrument, negotiation & assignment, holder-in-due course, dishonour & discharge of negotiable instrument: arbitration

### **Outcome:**

#### **Business Environment, Domain Knowledge, Critical Thinking & Problem Solving**

The graduates will be able to learn about functioning of legal business environment and its applicability in business operations. This will enable graduates to take appropriate routine as well as non-routine decisions for their business. They will be able to critically evaluate the situation and generate solutions in the business thereby responsibly handling leadership roles.

### **Suggested Readings:**

1. K.Aswathappa: Principles of Business Law (Himalaya)
2. Bulchandani K.R.: Business Laws (Himalaya, Bombay)
3. Maheswari R.P.: Business Law (National Pub., New Delhi)
4. Reddy P.N.: Essentials of Company Law (Himalaya Bombay)
5. Sharma N.K.: Company Law & Secretarial Practice Sahitya Bhavan, Agra)
6. B.K. Acharya: Company Law & Secretarial Practices (Himalaya, Bombay)

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 403: DIGITAL MARKETING

### Course Objective:

This course aims to familiarize students with insights of digital marketing. The Course provides students with the effective and emerging trends of digital marketing and online advertising.

### Course Contents:

**UNIT- I: Introduction to Digital Marketing (DM)-** Introduction to Digital marketing and its Evolution, Concept and fundamentals of Digital Marketing, Importance and scope of digital marketing, , digital marketing applications and benefits.

**UNIT- II : Digital marketing framework-** Digital marketing channels: types and business models, Trends in digital marketing, Types of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) –

**UNIT- III: Digital Marketing Management-** Types of online advertisements: Video ads, Text ads, Image ads, Local ads, Content network ads, Role of web marketing manager, Web marketing department structure, Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process.

**UNIT-IV: Introduction to social media marketing-**meaning-definition-types of social media websites, mobile apps, email, Blogging platforms, Book marking websites. Social Media Management-Social Media Target Audience, Sharing content on Social Media,; DO's and Don'ts of Social media.

**Unit-V: Digital marketing strategy development:** marketing mix analysis, copy writing in digital marketing, Social Media Promotion-paid advertising and other methods, Web Analysis: Google analytics & data collection for web analytics, Search engine Analytics – search engine ads

### Course Outcome:

After completion of the course students should be able to understand underpinning principles and concepts of digital marketing. Students will also be able to Explore digital future and looking at trends that shape the use of technology. Gain a thorough understanding of the creative process from proposition to promotional delivery of online contents.

### Suggested Readings:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Digital Marketing: Seema Gupta-Mcgraw hill
3. Chaffey, Dave. and Chadwick, Fiona Ellis.,(2012), Digital Marketing: Strategy, Implementation and Practice, Pearson Education.
4. Bhatia Puneet, Fundamentals of Digital Marketing ,Pearson

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 404: COMMUNICATION SKILLS

### Course Objective:

This Course is aimed at equipping the students with necessary techniques and skills of communicating individually and in a group. Oral, written and non-verbal communication skills are considered important in accomplishing the organisational goals and maintaining harmony.

### Course Contents:

**UNIT- I** Introduction: Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness.

**UNIT- II** Public Speech: Composition, Principles, Speech Delivering Skills, Group Discussion Do's and Don'ts of GD's Communication in Committees, Seminars and Conference.

**UNIT-III** Non Verbal Communication: Meaning and Importance. Listening: Difference between Listening and Hearing.

**UNIT- IV** Drafting Of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curricular Vitae.

**UNIT- V** Business Correspondence: Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter – Enquiry Reply Orders Complaints Circular Letter.

### Outcome:

#### Effective Communication

The graduates will learn several aspects of verbal, non-verbal communication and barriers of communication through presentations that would certainly help them in the initial years of their career. This course will also incorporate correct practices of effective business writing among the participants who will help them in future while drafting business correspondence with brevity and clarity.

### Suggested Readings:

1. Rodrigues M V Effective Business Communication, Concept Pub. Co. New Delhi, 1992
2. Sharma R C & Mohankrishna Business correspondence & Report Writing , TMH, New Delhi , 1996
3. Treece, Maira, Successful Business communications, 3rd ed., 1987, Allyn and Bacon Boston

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **501: PRODUCTION MANAGEMENT**

### **Course Objective:**

The course is designed to acquaint the students with decision making in production and operation functions in both manufacturing and services.

### **Course Contents:**

**UNIT- I** Introduction – Nature and Scope of Production Management, Production Planning and Control Product.

**UNIT- II** Plant Location – Facility Location, Plant Layout – Layout Planning and Analysis. Productivity, Production Order and Work Study.

**UNIT- III** Replacement, Purchase Management, Store Management.

**UNIT- IV** Material Management: An Overview of Material Management, Material Planning and Inventory Control, Concept of JIT.

**UNIT- V** Quality Control: Total Quality Management ISO 9000 & 14000, Safety Management.

### **Outcome:**

#### **Business Environment and Domain Knowledge**

This course will demonstrate various aspects related to manufacturing operations in the organisation. The graduates will be able to analyse facility alternatives and their capacity decisions, implement suitable material handling practices, adapt appropriate quality control measures and thus ensuring optimum production in the organisation and improved competitiveness in the market.

### **Suggested Readings:**

1. Chary, S.N. Production and Operation Management, New Delhi, Tata McGraw Hills
2. Chunawalla, Patel : Production and Operation Management Himalaya Publications

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **502 F: WORKING CAPITAL MANAGEMENT**

### **Course Objective:**

The course is aimed at equipping the students with incepted knowledge of managing current assets and raising short-term finance.

### **Course Contents:**

**UNIT- I** Working Capital Management: Concepts of working capital and its determinants, Risk-returns trade-off.

**UNIT- II** Cash Management and Marketable Securities, Cash Planning.

**UNIT- III** Credit Management, Optimum Credit Policy.

**UNIT- IV** Inventory Management: Need and Objectives of Inventory Management, Inventory Management Techniques, Selective Inventory Control.

**UNIT- V** Short term financing, money market in India, monetary system, debt financing, bank financing.

### **Outcome:**

This course will provide in-depth knowledge and skills on management of current assets and current liabilities in the organisation. The graduates are expected to evaluate working capital management policies and their impact on liquidity, profitability risk and operating flexibility of the firm, thus helping the organisation in meeting its strategic objectives.

### **Suggested Readings:**

1. S.C. Kuchal: Financial management, Chataniya publishing House, Allahabad.
2. Khan and Jain: Financial Management, Tata McGraw Hill New Delhi.
3. I.M. Pandey: Financial Management, Vikas Publishing House, New Delhi.
4. Basant Raj: Corporate Financial Management, Tata McGraw Hill, New Delhi.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 502 M: CONSUMER BEHAVIOUR

### Course Objectives:

The basic objective of this course is to develop an understanding about the Consumer Decision Making Process and its application in marketing function.

### Course Contents:

**UNIT- I** Introduction to Consumer Behaviour, Concept, Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules.

**UNIT- II** Consumer Decision Making Process, Four views of Consumer decision rules- Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making, Nicosia Model.

**UNIT - III** Consumer Motivation, needs and goals, Positive and Negative Motivation, Dynamic nature of Motivation, Consumer Perception, Conceptual Frame Work.

**UNIT- IV** Consumer attitude and change. Influence of personality and self concept on buying behaviour. Diffusion of Innovations, Diffusion Process, The adoption Process.

**UNIT- V** Reference group influence, profile of consumer's opinion, Leadership. Industrial buying.

### Outcome:

#### **Business Environment, Domain Knowledge, Social Responsiveness & Ethics**

This course gives an understanding of consumer behaviour by highlighting personal, socio-cultural and environmental dimensions that influence decision making of consumers. The graduates will be able to identify opportunities in the market and make utmost of them by adapting smarter marketing strategies. The participants will gain an understanding of social issues & problems in the society and will be able to explore solutions to it within ethical boundaries which would further affect consumer judgment and buying decision positively.

### Suggested Readings:

1. Schiffman L.G. , Kanuk, II Consumer Behaviour, PHI, New Delhi.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **502 H: HUMAN RESOURCES DEVELOPMENT**

**Course Objectives:** The objective of this course is to help the students gain understanding of the need and methods of Management Development.

### **Course Contents:**

**UNIT- I** HRD – goals, Concepts and importance, HRD Climate and Practices in India, HRD Functions and Strategies.

**UNIT- II** Manpower Planning Training and Development, Assessment of Training need, Training Effectiveness, designing and Administrating Training, Feedback.

**UNIT- III** Performance Appraisal – Concept, Need and Methods, Differentiate between Performance Appraisal and Potential Appraisal, career Planning and Management.

**UNIT- IV** Organisation Change and Development: organisation change overview, levels of organisation change and its management, organization Development process and techniques.

**UNIT- V** HR report, Audit and research, Quality of Work Life, TQM, Human Resource Information System.

### **Outcome:**

#### **Business Environment and Domain Knowledge& Social Responsiveness and Ethics**

The course will create an understanding of various subsets pertaining to the development of human resources in the organisation. The graduates will be able to integrate the concepts of HR with domain concept in order to take correct business decisions. They are expected to learn skills of planning, designing and administering various developmental activities aimed at up scaling the performance of the employees.

### **Suggested Readings:**

1. Rao, TV Alternative approaches & Strategies of Human Resources Development, Jaipur, Rawat,1988.
2. Pareek, U. Managing Transitions, The HRD Response. New Delhi,Tata Mcgraw Hill, 1992.
3. Dayal, Ishwar. Successful Applications of HRD, New Delhi, NewConcepts,1996.
4. Tripathi PC Personnel Management & IR.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.



## **503: PERSONALITY DEVELOPMENT & CHARACTER BUILDING**

### **Course Objective:**

The objective of this course is to impart students an understanding of different dimensions of personality and ways to rebuild their image and character.

### **Course Contents:**

**UNIT- I: Personality Development:** Introduction to personality and its determinants, Types of personalities, personality traits, developing effective habits, emotional intelligence, manners and etiquettes.

**UNIT- II: Attitude:** Define attitude, factors affecting attitudes, positive attitudes and advantages, ways to develop positive attitude.

**UNIT- III: Communication Skills:** Self Confidence, effective reading/writing/listening/ Communication skills, overcoming stage fear, art of professional presentation, role of body language, use of audio visuals in presentations, negotiation skills.

**UNIT- IV: Habits:** guiding principles, identifying good and bad habits, breaking bad habits, Time Management, Importance of time management, Techniques of time management.

**UNIT- V: Stress Management:** Introduction to stress, types and causes of stress, strategies for stress reduction.

### **Outcome:**

This course will improve confidence, self esteem of the participants and will cause an overall impact on communication skills and the way one sees the world. They will be able to shape their inner and outer being with organised pattern of behaviour that will make them distinctive. The graduates are expected to develop an outgoing and impressive personality and character that will be reflected in their work behaviour.

### **Suggested Readings:**

1. Hurlock Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.
2. Stephen Covey, Seven habits of highly effective people
3. Petes S. J., Francis, Soft skills and Professional Communication. New Delhi: Tata Mc graw-Hill Education.
4. Claus Peggy, Jane Rohman and Molly Hamaker, The Hard truth about soft skills. London:Harper Collins.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **601: MANAGEMENT INFORMATION SYSTEM**

**Course Objectives:** The objective of the course to develop the basic understanding of the decision support system of artificial intelligence for business organisation.

### **Course Contents:**

**UNIT- I** Managerial information system definition basic concepts frame work, major trends in technology application of information technology.

**UNIT- II** Systems approach to MIS, operating elements of MIS. MIS and decision making.

**UNIT-III** MIS structures on the basis of management activity and organisational functions. Synthesis of MIS structure and its evaluation, role of MIS, at various levels viz operational, planning and control.

**UNIT-IV** Need of information, levels of information handling, characteristics of information at various control levels advantages of computerization.

**UNIT- V** Data flow diagram, data dictionary, data base management system, and word processing, electronic spread sheet and managerial application. Use of computer in managerial operations.

### **Outcome:**

#### **Critical thinking, Business Analysis, Problem Solving and Effective Communication**

This course will acquaint the participants with role of information technology, decision support system at various levels in business. This will improve problem solving capacity, critical thinking and analytical skills and thereby innovative solutions to the problem of bulk data processing will be generated. The graduates are expected to apply the understanding of various information systems to meet the information requirements of the organisation. Competency in MIS will help graduates to ensure better communication and connectivity throughout the organization across all levels of management.

### **Suggested Readings:**

- 1.Olson Davis Management Information System
- 2.Laudon & Laudon Management Information System

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **602 F: FINANCIAL CONTROL SYSTEM**

### **Course Objective:**

The aim of this course is to draw the attention on financial control system for achieving financial goals of the organisation.

### **Course Contents:**

**UNIT- I** Financial Planning, Steps in Financial Planning, Principles of a Sound Financial Planning, Financial forecasting.

**UNIT- II** C-V-P Analysis- assumptions, inter relationships of cost, volume and profits, constructing the breakeven (graphical approach).

**UNIT- III** Absorption and Marginal costing

**UNIT-IV** Responsibility centres: Objectives and determinant; Cost Center Profit centers and Investment centres.

**UNIT- V** Offering Audit and management Audit.

### **Outcome:**

The course will impart knowledge and skills related to various aspects of financial control system like ensuring compliance with defined accounting standards, reducing accounting errors and maintaining audit trails. The graduates are expected to ensure financial discipline and optimal utilisation of resources in the organisation.

### **Suggested Readings:**

1. J.Batty: Corporate Planning and Budgeting control, Mcdonald and Evans Ltd.
2. A Withismove: Acenting for Management Control, Opitman Publishing.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 602 M: SALES MANAGEMENT

### Course Objective:

The objective of this course is to expose the students with Modern sales management concept and techniques and help them to develop abilities and skills required for effective Sales management.

### Course Contents:

**UNIT- I** Nature and Scope of Sales Management, Setting and Formulating, Personnel Selling objectives, Sales theories.

**UNIT- II** Selection, Training, Compensation and Motivation of sales force, Evaluation and Control of Sales, Compensating Sales Personnel, Evaluating and Supervising Salesman.

**UNIT- III** Sales planning and Sales Budgeting Methods, Importance and Limitation of sales forecasting.

**UNIT- IV** Sales Organisation, Purpose, Principles and Policies of Sales Organisation, Setting up of sales Organisation, Typical Sales Organisation Structure.

**UNIT- V** Evaluation and control of sales efforts, Objectives and quotes for Sales Personnel.

### Outcome:

#### Business Environment and Domain Knowledge

This course will promote the knowledge and skills necessary to attract and retain the customers and thus helping the business to grow. The graduates are expected to develop responsiveness towards challenges of increasing competition in the business world by resorting to improved methods of sales & distribution aimed at reducing cost, increasing profits and fulfilling the customers' expectations.

### Suggested Readings:

1. Stanton, William J. Management of Sales Force. Chicago, Irwin, 1995.
2. Johnson, EM etc. sales management: Concepts, Practices and Cases. NewYouk, John Wiley, 1989.
3. Anderson, R. Professional Sales Management; Englewood Cliffs, New Jersey, PHInc. 1992.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **602 H: WAGES AND SALARY ADMINISTRATION**

**Course Objectives:** The course is designed to promote understanding of issue related to the compensation or rewarding Human Resources in corporate sector and impart skills in designing, analysing, and restructuring reward management system, Policies and strategies.

### **Course Contents:**

**UNIT- I** Job Evaluation, Wages and Salary Administration, Method of wages Administration, Factor affecting wages administration, Importance of Wage administration in Indian Context, Wage theories.

**UNIT- II** Wage Differentials – Concept and its determinants, Internal and external equity in wages differentials, understanding different components of wage packages.

**UNIT- III** Compensation Design for Specific Type of Human Resources like Compensation of Chief Executives Senior Managers, R&D Staff etc. Different Components of Compensation Packages like Fringe Benefits, Incentives nature and importance.

**UNIT- IV** Working of different Institution related to reward system – Wage board, Pay commissions.

**UNIT- V** Wage and Salary Administration Act – The Payment of wages act 1936, Minimum Wages act 1948.

### **Outcome:**

#### **Domain Knowledge, Critical Thinking and Problem Solving**

This course will acquaint the participants with how wage and salary are administered and how various internal as well as external factors influence them. The graduates will be able to analyse, integrate and use this knowledge in solving compensation related problems in the organisation. This will hone their critical thinking & problem solving skills.

### **Suggested Readings:**

1. Srivastava S.C. Industrial Relations and Labour Laws. NewDelhi, Vikas, 1994.
2. Malhotra OP The Law of Industrial disputes. Vol. I & II Bombay. N.M.tripathi,1985.
3. Seth DD, Industrial Disputes Act 1947m Vol. I&II Bombay, 1995.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 603 F: E-ACCOUNTING & TAXATION WITH GST

### Course Objective:

The objective of the course is to acquaint the participant with the implication of tax structure and to provide working knowledge of principles and provisions of GST and Customs

### Course Contents:

**UNIT-I: Golden Rule of Accounts;** Transaction convert into Journal with the help of Golden Rule, Concept of Ledger, Trial Balance and Final Accounts. Introduction of Tally ERP 9 Creation of Company & ledgers, Balance Sheet, Various vouchers making (as for example – receipts, payments, etc); Monthly Bank Reconciliation in TALLY; 20. Various report generation & key functions in TALLY

**UNIT-II: GST** Introduction Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Mechanism, Registration.

**UNIT-III : Valuation for GST** Levy and collection of GST Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.

**UNIT-IV : Tax Credit** Input Tax Credit Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work.

### UNIT-V: Tax Invoice

Procedures Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

### Outcome:

#### Domain Knowledge, Critical thinking, Business Analysis and Problem Solving

The course will develop the foundation of participants in e-accounting and tax related concepts like conducting & recording business transactions online, filing income tax return and computing the tax liability of the individuals. The graduates will elicit knowledge about tax structures and tax planning. It also promotes critical thinking, analytical thinking and problem solving. This can be of great help if they wish to specialize in taxation.

### Suggested Readings:

1. Ahuja, GK & Gupta, Ravi Systematic Approach to Income Tax, Allahabad, Bharat Law House..
2. Singhanian, VK Direct Taxes: Law and Practices, Delhi, Taxman.
3. Shrinivas, EA, Handbook of Corporate Tax Planning, New Delhi, TMH.

## **603 M: ADVERTISING & SALES PROMOTION**

### **Course Objective:**

The purpose of this paper is to acquaint the students with the concepts which are helpful in developing a sound advertising, sales and distribution policy in organisation.

### **Course Contents:**

**UNIT- I** Definition, Objectives, Functions and classification of advertisement, Advertising as a component of marketing mix, Advertising as a marketing communication process, Use of marketing for stimulating primary and secondary demand.

**UNIT- II** Advertising Vs other forms of mass communication, Communication mix, DAGMAR approach, Determination of target audience, building of advertising programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

**UNIT-III** Media Planning – Media characteristics, Media Selection, Media Scheduling. Social and economic relevance of advertising, ethics and truth in Advertising.

**UNIT- IV** Sales promotion- Meaning and Importance of sales promotion, Objective and strategies for sales promotion, Consumer oriented sales promotion, Trade oriented coupons, Deals, Premiums, Contest etc.

**UNIT- V** Trade oriented sales promotion- Allowance and Discount, Training of distributors, Sales force contest and rewards.

### **Outcome:**

The course will acquaint the participants with different tools of advertising and sales promotion. The participants will be able to understand the complexities involved in targeting and positioning decisions. The graduates are expected to take appropriate decisions for launching their new products.

### **Suggested Readings:**

1. Aaker David a. Advertising Management, 4th ed., PHI NewDelhi, 1985.
2. Ogilvy, David, nlgilvy on Advertising London, Lonfman, 1983.
3. Sontakki Advertisingn Management
4. Mohan M Advertising Management

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **603 H: INDUSTRIAL & LABOUR LAWS**

### **Course Objectives:**

Organizational efficiency and performance are interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relation at both macro and the micro levels.

### **Course Contents:**

**UNIT- I** Industrial Relation: Historical evaluation of I.R. Concept, Scope and Objectives of IR, Emerging Trends in IR. Trade Unions: Concept, Objectives and Functions.

**UNIT- II** Industrial unrest in India, ILO, Worker's participation in Management (WPM), Collective Bargaining: concept, function and importance.

**UNIT- III** Grievance; Nature and course, Difference between grievance and dispute, Resolution method of Grievance, Strikes, Lock Outs, Layoff and Retrenchment, negotiation and settlement.

**UNIT- IV** Labour Legislation, factors influencing labour legislations, Industrial disputes act, 1947, contract labour Act 1970, Factory Act 1948.

**UNIT- V** Trade Union Act 1926 Definition & Scope, Registration of Trade Union, rights and liabilities of registered trade union, Industrial employment (standing order) Act 1946.

### **Outcome:**

#### **Business Environment and Domain Knowledge**

The participants will learn role of trade unions, social and political influences of labour relations on business and thereby it will help them to deal with the realities of managing a business in the complex world within the boundaries of defined legislations.

### **Suggested Readings:**

1. Das R.P. Management of Industrial Relations, Varanasi, Kkrishna Trading Corp. 2001.
2. Agrawal SN Labour Relations Law in India.
3. Taxmann Lsnpit Lsed. 1999.
4. Monal Arora Industrial Relations, Exel Books.1997
5. Maheswari Industrial Law
6. Pylee Industria Relations & Personnel Management
- 7.Chawla R.C. Mercantile Law

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.



## 701: STRATEGIC MANAGEMENT

### **Course Objective:**

To equip students with the necessary insight into designing strategies for an organisation and linking the organisations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.

### **Course contents:**

**UNIT –I** Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.

### **UNIT –II Strategy Formulation**

Environmental Appraisal: Mega, Micro & Relevant, Organisational Appraisal, SWOT Analysis, ETOP, OCP, & SAP Profiles, Environment Scanning & Sources of Information.

### **UNIT –III Strategic Alternative & Choice**

Various Strategic Alternative, Grand Modernisation, Diversification, Integration, Merger, Takeover, Joint Venture, Turn Around, Divestment & Liquidation, Strategic Choice and Process.

### **UNIT –IV Strategic Implementation**

Issues involved, Project & Procedural Implementation, Resources Allocation, Structural, and Functional & Behavioural Implementation.

### **UNIT –V Strategic Evaluation & Control**

An overview, nature and importance of Strategic Evaluation. Participant and Barriers in Strategic Evaluation. Requirements for Effective Evaluation.

### **Outcome:**

#### **Domain Knowledge, Global Approach, Social Responsiveness and Ethics**

The course gives a holistic picture of how companies determine their long term goals and adapt course of action by appropriately allocating the resources. The participants will learn conceptual, diagnostic and analytical skills in strategy formulation and execution. The graduates are expected to identify and interpret critical challenges and opportunities and strategize business decisions in dynamic business landscape.

### **Suggested Readings:**

- 1.J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
- 2.Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH
- 3.Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
- 4.Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).
5. Kazmi Azhar: Strategic Management and Business Policy, (Mcgraw Hill Series in Management).
6. Bhattacharya S. C.: Strategic Management: Concepts and cases, A. H. Wheeler Publishing Co. Ltd.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 702 F: PROJECT MANAGEMENT

### **Course Objective:**

The basic purpose of this course is to understand the framework for evaluating Capital expenditure Proposals, their planning & management in the review of the projects undertaken.

### **Course contents:**

**UNIT- I** Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager. Generation and Screening of Project idea;

**UNIT- II** Capital Expenditure; Importance & Difficulties. Market demand & situational analysis; technical analysis; analysis of project risk; social cost benefit analysis.

**UNIT- III** Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

**UNIT- IV** Multiple projects & constraints; Network Techniques for Project management, Project Review & Administrative Aspects. Project Financing in India; problem of time & cost overrun in public sector enterprises in India.

**UNIT- V** Project Appraisal, Environmental appraisal of projects- Financial & Technical Environment. Project Report Preparation, Specimen of a Project Report;

### **Outcome:**

This course covers some of the issues related to managing projects in organizations, and students will be expected to get insight on project management applied in business courses. This course also impart the students about latest and relevant knowledge from the field of project management theory and practice.

### **Suggested Readings:**

1. Chandra, Prasanna, Projects: Preparation, Appraisal, Budgeting & Implementation.
2. Ahuja, G. K. & Gupta, Ravi, Systematic Approach to Income Tax, Allahabad, Bharat Law House, 1997.
3. Bhalla V. K. Modern Working Capital Management, New Delhi, Anmol, 1997.
4. Chaturvedi & Jauhari-Project Management(Himalaya Publishing House)

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **702 M: RETAIL MANAGEMENT**

### **Course Objective:**

The objective of this course is to give an understanding of different aspects of retailing and impart skills to the students required for marketing jobs or to start retail business of their own.

### **Course Contents:**

**UNIT I:** Introduction to Retailing: Concept of retailing, Functions of retailing, Retailing channels, importance of retailing, Retail industry in India/Emerging trends in retailing.

**UNIT II:** Understanding the Retail Consumer: Retail consumer behaviour, factors influencing the retail consumer, consumer decision making process.

**UNIT III:** Retail Market segmentation and strategies: Market segmentation, kinds of markets, strategies for effective market segmentation, Growth strategies, Retail value chain.

**UNITIV:** Retail Location Selection: Types of retail locations, factors determining the location decisions, Retail operations and retail pricing: store management, inventory management, retail pricing factors, pricing strategies.

**UNIT V:** Merchandise Management: Meaning of merchandising, factors influencing merchandising, functions of merchandising manager, merchandise planning and buying.

### **Outcome:**

The participants will learn different aspects related to retailing and thereby they will be able to take appropriate decisions on how to satisfy growing customer needs in rapidly changing and competitive business environment.

### **Suggested Readings:**

1. Levi Michael, Weitz Barton- Retailing Management, Tata Mc Graw Hill, New Delhi.
2. Berman Berry, Evans J.R. – Retail Management- A strategic Management Approach, Pearson Education, New York.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 702 H: ORGANISATIONAL DEVELOPMENT

### Course Objective:

The objective of this paper is to prepare students as organizational change facilitator using knowledge and techniques of behavioural science.

### Course Contents:

**UNIT- I: Introduction** Organization Change- An overview, Approaches to problem Diagnosis, some major technique of Planned Change, Steps in OD, general OD Competencies, OD skills.

**UNIT- II: O.D. Intervention-I** An overview of OD Intervention, Classification of OD, Team Interventions, Inter-Group and the Party Peace Making Interventions. Training Experiences; Behaviour Modelling and Life.

**UNIT- III: O.D. Intervention-II** Comprehensive Intervention; Confrontation Meeting, Survey Feedback, Strategic Management Activities and Grid OD, Structure Interventions- Job Design, Job Enrichment, MBO, Quality Circle, QWL, TQM, Parallel Learning Structure.

**UNIT- IV: Key Consideration & Issue on OD** Issue in Consultant- Client Relationship, Power and Politics in OD, System Ramification Resistance to Change, leadership and Labour Relations.

**UNIT- V: Research on OD** Assessing effect of OD, Recent Development in research on OD, Future of OD, Condition optimal success of OD.

### Outcome:

The graduates will elicit knowledge about different types of change and ways to manage that change in the organization. They are expected to develop responsiveness towards the change by exploring the opportunities and strategizing decisions in the favour of organization.

### Suggested Readings

1. French WH and Bell CH, Organizational Development, New Delhi, PHI, 1991
2. Bennis WG : Organizational Development
3. Pareek U : Managing Organization Change.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the courses.

## 703 : RESEARCH METHODOLOGY

### Course Objectives:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

### Course Contents:

**UNIT- I** Nature and scope of research methodology, Problem formulation and statement of research, objectives cost and value of information, Bayesian Decision theory.

**UNIT- II** Research process, research design – exploratory research, descriptive research and experimental research designs

**UNIT- III** Methods of data collection – observational and survey methods. Questionnaire Design attitude measurement techniques

**UNIT- IV** Administration of surveys, sample design, selecting an appropriate statistical technique.

**UNIT-V** Field work and tabulation of data, analysis of data, scaling and clustering method research applications

### Suggested Readings:

1. Bennet, Roger, Management Research, ILO, 1983
2. Kothari, C R , Research Methodology, Kalyani Publications, 2001
3. Fowler, Floyd J Jr, Survey Methods, 2nd ed., Sage pub, 1983

### Outcome:

#### **Critical thinking, Business Analysis, Problem Solving and Innovative Solutions**

This course will acquaint the participants with the fundamentals of research before they go to the corporate world for their project. The participants will learn various components of research framework like problem identification, research design, data collection, analysis, report writing and presentation. This will also cultivate critical thinking, analytical skills and problem solving skills in the participants. The graduates are expected to conduct disciplined research in the area of their specialisation to meet the organisational requirements and objectives.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 801: INTERNATIONAL BUSINESS

### Course Objective

The objective of this subject is to facilitate the students in understanding International Business in a multi-cultural world.

### Course Contents:

**Unit- I: INTRODUCTION TO INTERNATIONAL BUSINESS** Meaning and Definition of International Business — Theories of International Trade — Economic Theories — Forms of International Business - Nature of International Business

**Unit- II: MODES OF ENTRY INTO INTERNATIONAL BUSINESS** Mode of Entry: Exporting, Licensing, Franchising, Contract Manufacturing, Turn Key Projects, Foreign Direct Investment: Mergers, Acquisitions and Joint Ventures ,Comparison of different mod. of Entry

**Unit- III: GLOBALIZATION** Globalization: Meaning - Features — Stag. —Production — Investment and Technology, Globalization — Advantages and Disadvantages — Methods and Essential Conditions for Globalization. MNC's Ad International Business: Definitions — Distinction between Indian Companies — MNC — Global Companies. and TNC — Organizational Transformations — Merits and Demerits of MNC's in India

**Unit- IV: INTERNATIONAL MARKETING INTELLIGENCE** Information required — Source of Information — International Marketing Information System and Marketing Research.

**Unit-V: EXIM TRADE** Export Trade, Procedure, Steps & Documentation, Direction of India's Trade — Export Financing — Documents related to Export Trade — Export Marketing — Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment — Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.

### Outcome:

#### Global Exposure and Cross cultural Understanding

The participants will learn various aspects of international business and role of political, social, cultural variables in influencing the business. The graduates are expected to formulate and execute appropriate strategies and plans essential to succeed in global business world.

### Suggested Readings:

1. Dr.Aswathappa International Business, Tata McGmw Hill.
2. P. SubbaRao — International Business — HPH
3. ShyamShukla; International Business, Excel Books.
4. Francis Cherunilam, International Business, Prentice Hall of India

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## 802: OPERATION RESEARCH

### Course Objective:

The objective of the course is to develop an understanding of basic management science techniques and their role in managerial decision making.

### Course Contents:

**UNIT- I: Introduction to OR** Introduction, Nature and scope, Methodology/ Modelling in OR, Principles of Modelling in OR. Types of models, Overview of various OR models used in business.

**UNIT- II: Linear Programming** Linear Programming, Introduction, Formulation, Graphical and Simplex Method for solving L.P.P Maximization & Minimization type problems.

**UNIT- III : Operational Models** Transportation Problems: Formulation Basic Feasible solution and optimality test, balanced/unbalanced problem; Assignment Problems: Minimization and maximization type, balanced/unbalanced problem.

**UNIT- IV : Network Analysis:** Network Analysis : Basic concepts, Rules of Network construction, PERT & CPM: Determination of critical path ,Determination of project completion time, Dummy activity, Dynamic Programming. (Elementary concept).

**UNIT -V: Operational Theories** Game Theory: Type of Game. Two person Zero Sum Game, Saddle Point. Dominance rule, solution to  $2 \times 2$ ,  $2 \times n$  and  $m \times 2$  games. Queuing theory: Operating characteristics of a Queuing system, Replacement theory (Elementary concept).

### Outcome:

#### Critical thinking, Business Analysis, Problem Solving and Innovative Solutions

This course will hone the critical thinking, analytical skills and problem solving ability of the participants and will enable them to propose, communicate and implement action plan that addresses opportunities and issues related to optimum allocation of resources in the business world.

### Suggested Readings:

1. Vohra N.D., Quantitative Techniques in Management, New Delhi, TMGH 1990
2. Sharma SD, Operations Research
3. Sharma JK, Operational Research: Theory and Applications, New Delhi, Macmillan India Ltd. 1997
4. Narag A S, Linear Programming and Decision Making New Delhi, Sultan Chand, 1995.

List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.

## **803: INTERNSHIP & DISSERTATION**

### **Objective:**

The objective of this course is to give a practical exposure to the participants regarding the functioning of the business organisations by taking up a project during the tenure of the Internship and going through a practical problem of that organisation.

### **Course Contents:**

The participants will be required to undergo a vocational training of 6-8 weeks in any business/commercial organisation of national /international repute. They will be required to have an orientation of the enterprise and/or identify one of the practical problems, study the variables through primary/secondary data, report the research findings & conclusion on the basis of data analysis and give certain suggestions for future.

The Dissertation submitted by the participants will be evaluated by at least one external and one internal examiner as per the rules. The candidate will have to make an oral presentation on his practical work with or without help of PPT and will appear in a Viva-voce conducted in the department/institute or on-line as decided by the university.

### **Outcome:**

#### **Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions**

The course will develop the skills on analysing the business data, application of relevant analysis and problem solving and reporting in functional area of management such as Marketing, Finance or Human Resource Management. The graduates are expected to apply theoretical lessons acquired in the classroom to the real-world business challenges in the internship environment.