

Study & Evaluation Scheme of Bachelor of Business Administration

[Applicable for 2018-21]

Version 2018.01

[As per CBCS guidelines given by UGC]



Approved in BOS	Approved in BOF	Approved in Academic Council
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Study & Evaluation Scheme
Study Summary

Name of the Faculty	Faculty of Management
Name of the School	Quantum School of Management
Name of the Department	Department of Business Administration
Program Name	Bachelor of Business Administration
Duration	3 Years
Medium	English

Evaluation Scheme

Type of Papers	Internal Evaluation (%)	End Semester Evaluation (%)	Total (%)
Theory	40	60	100
Practical/ Dissertations/Project Report/ Viva-Voce	40	60	100
<i>Internal Evaluation Components (Theory Papers)</i>			
Sessional Examination I		50 Marks	
Sessional Examination II		50 Marks	
Assignment –I		25 Marks	
Assignment-II		25 Marks	
Attendance		50 Marks	
<i>Internal Evaluation Components (Practical Papers)</i>			
Quiz One		25 Marks	
Quiz Two		25 Marks	
Quiz Three		25 Marks	
Lab Records/ Mini Project		75 Marks	
Attendance		50 Marks	
<i>End Semester Evaluation (Practical Papers)</i>			
ESE Quiz		30 Marks	
ESE Practical Examination		50 Marks	
Viva- Voce		20 Marks	

Structure of Question Paper (ESE Theory Paper)

The question paper will consist of 5 questions, one from each unit. Students have to Attempt all questions. All questions carry 20 marks each. Parts a) and b) of question Q1 to Q5 will be compulsory and each part carries 2 marks. Parts c), d) and e) of Q1 to Q5 Carry 8 marks each and the student may attempt any 2 parts.

Important Note:

- 1. The purpose of examination should be to assess the Course Outcomes (CO) that will ultimately lead to attainment of Programme Outcomes (PO). A question paper must assess the following aspects of learning planned for specific course i.e. : Remember, Understand, Apply, Analyze, Evaluate & Create (reference to Bloom's Taxonomy). The standard of question paper will be based on mapped BL level complexity of the unit of the syllabus, which is the basis of CO attainment model adopted in the university.*
- 2. Case Study is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching methods used as pedagogy.*
- 3. There shall be continuous evaluation of the student and there will be a provision of real time reporting on QUMS. All the assignments will evaluate through modules available on ERP for time and access management of the class.*

Program Structure – Bachelor of Business Administration**Introduction**

Introduction

The 3-years Full-time BBA Course offered by the University aims to educate and prepare the young aspirants with the knowledge, analytical abilities, skills and aptitudes needed to provide business leadership in the rapidly changing and competitive global marketplace. The rigorous program aims in achieving the stated learning objectives through a series of standardized core courses and choice-based electives. The program provides a comprehensive foundation in the fundamentals of business management.

The BBA Program subjects are designed in such a way that students grasp maximum knowledge related to Management and Specialized domains. It will help students towards enhancing employability and entrepreneurial ability. In order to harness regional specialties and to meet region-specific needs the Quantum University modified the content of syllabus as per the regional demands and needs. The Quantum university offers the specializations Finance, Marketing, Human Resource, Digital Marketing & International Business.

Experiential Learning Programme (ELP)/ Hands On Training (HOT)

This program will be undertaken by the students in all the semesters and will be done through Projects. All these Projects will be compulsory. Summer Internship & Research Projects are based on their specialization.

Summer Internship 6 to 8 Weeks (End of Semester III)

Research Projects (Semester VI)

Choice Based Credit System (CBCS)

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our university.

The following is the course module designed

Core competency: Students will acquire core competency in Bachelor of Business Administration

Program/Discipline Specific Elective Course (DSEC):

Skilled communicator: The course curriculum incorporates basics and advanced training in order to make a graduate student capable of expressing the subject through technical writing as well as through oral presentation.

Critical thinker and problem solver: The course curriculum also includes components that can be helpful to graduate students to develop critical thinking ability by way of solving problems/numerical using basic & advance knowledge and concepts

Sense of inquiry: It is expected that the course curriculum will develop an inquisitive characteristic among the students through appropriate questions, planning and reporting experimental investigation.

Skilled project manager: The course curriculum has been designed in such a manner as to enabling a graduate student to become a skilled project manager by acquiring knowledge about mathematical project management, writing, planning, study of ethical standards and rules and regulations pertaining to scientific project operation.

Ethical awareness/reasoning: A graduate student requires understanding and developing ethical awareness/reasoning which the course curriculums adequately provide.

Lifelong learner: The course curriculum is designed to inculcate a habit of learning continuously through use of advanced ICT technique and other available techniques/books/journals for personal academic growth as well as for increasing employability opportunity.

Value Added Course (VAC): A value added audit course is a non-credit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be four courses of Aptitude in Semester I, II, III & IV semesters and two courses of Soft Skills in III & IV Semesters and will carry no credit, however, it will be compulsory for every student to pass these courses with minimum

45% marks to be eligible for the certificate. These marks will not be included in the calculation of CGPI. Students have to specifically be registered in the specific course of the respective semesters.

Skill Enhancement Course: This course may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

Generic/Open Elective Course (OEC): Open Elective is an interdisciplinary additional subject that is compulsory in a program. The score of Open Elective is counted in the overall aggregate marks under Choice

Based Credit System (CBCS). Each Open Elective paper will be of 3 Credits in III, IV and VI semesters. Each student has to take Open/Generic Electives from department other than the parent department. Core / Discipline Specific Electives will not be offered as Open Electives.

Mandatory Course (MC): This is a compulsory course but audit that does not have any choice and will be of 3 credits. Each student of B.Sc. (H). Program has to compulsorily pass the Environmental Studies and Human values & professional Ethics and NSS.

C. Program Outcomes of Bachelot of Buisness Administration

PO:1.The students can apply knowledge of management theories and practices to solve business problems.
PO:2.The students will be able to Foster Analytical and critical thinking abilities for data - based decision making.
PO:3.The students can be abreast with the e-business solutions in the current environment led by technology disruptions.
PO:4.The students will be able to develop ethical and value-based leadership ability.
PO:5.The students will be able to understand, analyze and communicate regional, national, global economic, legal and ethical aspects of business.

PO:6. The students are able to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO:7. Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
PO:8. Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PO:9. Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO:10. Develop Ethical Practices and Imbibe Values for better Corporate Governance.

D. Program Specific Outcomes:

PSO:1. Understand the dynamic and complex working environment of Business.

PSO:2. Determine the various PEST (Political, Economic, and Social Technological) factors influence on changes of business environment.

PSO:3. Analyze the various aspect of business research in the area of marketing, human resource and finance.

E. Program Educational Objectives (PEO's)

After successful completion of the program, the:

PEO1 : Students will exhibit understanding of broad business concepts and principles.

PEO2 :Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

PEO3 :Model business professionalism and demonstrate effective written and oral communication skills.

F. Pedagogy & Unique practices adopted:

—Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept. In addition to conventional time-tested lecture method, the institute will emphasize on experiential learning:

Role Play & Simulation: Role- play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role- play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play& simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical- based experiential learning of our students.

Video Based Learning (VBL) & Learning through Movies (LTM): These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.

Field/Live Projects: The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.

Industrial Visits: Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.

MOOCs: Students may earn credits by passing MOOCs as decided by the college. Graduate level programs may award Honors degree provided students earn pre-requisite credits through MOOCs. University allows students to undertake additional subjects/course(s) (In-house offered by the university through collaborative efforts or courses in the open domain by various internationally recognized universities) and to earn additional credits on successful completion of the same. Each course will be approved in advance by the University following the standard procedure of approval and will be granted credits as per the approval. Keeping this in mind, University proposed and allowed a maximum of two credits to be allocated for each MOOC courses. In the pilot phase it is proposed that a student undertaking and successfully completing a MOOC course through only NPTEL could be given 2 credits for each MOOC course.

For smooth functioning and monitoring of the scheme the following shall be the guidelines for MOOC courses, Add-on courses carried out by the College from time to time.

- a) It will be necessary for every student to take at least one MOOC Course throughout the programme.
- b) There shall be a MOOC co-ordination committee in the College with a faculty at the level of Professor heading the committee and all Heads of the Department being members of the Committee.
- c) The Committee will list out courses to be offered during the semester, which could be requested by the department or the students and after deliberating on all courses finalize a list of courses to be offered with 2 credits defined for each course and the mode of credit consideration of the student. The complete process shall be obtained by the College before the end of June and end of December for Odd and Even semester respectively of the year in which the course is being offered. In case of a MOOC course, the approval will be valid only for the semester on offer.
- d) Students will register for the course and the details of the students enrolling under the course along with the approval of the Vice Chancellor will be forwarded to the Examination department within fifteen days of start of the semester by the Coordinator MOOC through the Principal of the College.
- e) After completion of MOOC course, Students will submit the photo copy of Completion certificate of MOOC Course to the Examination cell as proof.
- f) Marks will be considered which is mentioned on the Completion certificate of MOOC Course.
- g) College will consider the credits only in case a student fails to secure minimum required credits then the additional subject(s) shall be counted for calculating the minimum credits required for the award of degree.

Special Guest Lectures (SGL) & Extra Mural Lectures (EML): Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or require experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and insights.

Student Development Programs (SDP): Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training

programs) relating to soft skills, interview skills, SAP, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted across the whole program. Participation in such programs is solicited through volunteering and consensus.

Industry Focused programmes: Establishing collaborations with various industry partners to deliver the programme on a sharing basis. The specific courses are to be delivered by industry experts to provide practice-based insight to the students.

Special assistance program for slow learners & fast learners: write the note how would you identify slow learners, develop the mechanism to correct the knowledge gap. Terms of advance topics what learning challenging it will be provided to the fast learners.

Induction program: Every year 3 weeks induction program is organized for 1st year students and senior students to make them familiarize with the entire academic environment of university including Curriculum, Classrooms, Labs, Faculty/ Staff members, Academic calendar and various activities.

Mentoring scheme: There is Mentor-Mentee system. One mentor lecture is provided per week in a class. Students can discuss their problems with mentor who is necessarily a teaching faculty. In this way, student's problems or issues can be identified and resolved.

Competitive exam preparation: Students are provided with one class in every week for GATE/ Competitive exams preparation.

Extra-curricular Activities: organizing & participation in extracurricular activities will be mandatory to help students develop confidence & face audience boldly. It brings out their leadership qualities along with planning & organizing skills. Students undertake various cultural, sports and other competitive activities within and outside then campus. This helps them build their wholesome personality.

Career & Personal Counseling: - Identifies the problem of student as early as possible and gives time to discuss their problems individually as well as with the parents. Counseling enables the students to focus on behavior and feelings with a goal to facilitate positive change. Its major role lies in giving: Advice, Help, Support, Tips, Assistance, and Guidance.

Participation in Flip Classes, Project based Learning(A2 Assignment), Workshops, Seminars & writing & Presenting Papers: Departments plan to organize the Flip Classes, Project based Learning(A2 Assignment), workshops, Seminars & Guest lecturers time to time on their respective topics as per academic calendar. Students must have to attend these programs. This participation would be count in the marks of general Discipline & General Proficiency which is the part of course scheme as non-credit course.

Formation of Student Clubs, Membership & Organizing & Participating events: Every department has the departmental clubs with the specific club's name. The entire student's activity would be performed by the club. One faculty would be the coordinator of the student clubs & students would be the members with different responsibility.

Capability Enhancement & Development Schemes: The Institute has these schemes to enhance the capability and holistic development of the students. Following measures/ initiatives are taken up from time to time for the same: Career Counseling, Soft skill development, Remedial Coaching, Bridge Course, Language Lab, Yoga and Meditation, Personal Counseling

Library Visit & Utilization of QLRC: Students may visit the library from morning 10 AM to evening 8 PM. Library created its resources Database and provided Online Public Access Catalogue (OPAC) through which users can be accessed from any of the computer connected in the LAN can know the status of the book. Now we are in process to move from OPAC to KOHA.

Quantum School of Business
 Bachelor of Business Administration
 Curriculum (2018-21)
 Program Code-02-3-01

BREAKUP OF COURSES

Sr.No	CATEGORY	CREDITS
1	Foundation Core(FC)	8
2	Program Core (PC)	87
3	Program Electives(PE)	16
4	Open Electives(OE)	9
5	Project	4
6	Internship	4
7	General Proficiency	6
8	Value Added Programs(VAP)	12
9	Disaster Management*	2*
TOTAL NO.OF CREDITS		146

*Non-CGPA Audit Course

SEMESTER-WISE BREAKUP OF CREDITS

Sr.No	CATEGORY	SEM1	SEM2	SEM3	SEM4	SEM5	SEM6	TOTAL
1	Foundation Core	2	4	2	-	-	-	8
2	Program Core	16	15	20	20	8	8	87
3	Program Electives	-	-	-	-	8	8	16
4	Open Electives	-	3	3	3	-	-	9
5	Projects	-	-	-	-	-	4	4
6	Internships	-	-	-	-	4	-	4
7	Value Added Program	2	2	2	2	2	2	12
8	GP	1	1	1	1	1	1	6
9	Disaster Management*							2*
TOTAL		21	25	28	26	23	23	146

*Non-CGPA Audit Course

SEMESTER 1

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3101	FC	Business Communication-1	1	0	2	2	1.0	Nil
BB3102	PC	Principles of Management	4	0	0	4	1.0	Nil
BB3103	PC	Micro Economics	4	0	0	4	1.0	Nil
BB3104	PC	Business Statistics	4	0	0	4	1.0	Nil
BB3105	PC	Financial Accounting	4	0	0	4	1.0	Nil
VP3101	VP	Value Added Program-I	0	0	4	2	1.0	Nil
GP3101	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	17	0	6	21		

Contact hours: 23

SEMESTER 2

Course Code	Category	COURSE TITLE	L	T	P	C	Version	Course Prerequisite
BB3201	FC	Environmental Science	2	0	0	2	1.0	Nil
BB3202	FC	Business Communication-2	2	0	0	2	1.0	Nil
BB3203	PC	Marketing Management	4	0	0	4	1.0	Nil
BB3204	PC	Macro Economics	4	0	0	4	1.0	Nil
BB3205	PC	Organizational Behavior	4	0	0	4	1.0	Nil
BB3206	PC	Business Laws	3	0	0	3	1.0	Nil
	OE	Open Elective-I	3	0	0	3	1.0	Nil
VP3201	VP	Value added program-II	0	0	4	2	1.0	Nil
GP3201	GP	General Proficiency	0	0	0	1	1.0	Nil
CE3201		Disaster Management*	2	0	0	2*	1.0	Nil
		TOTAL	24	0	4	25		

*Non-CGPA Audit Course

Contact Hours: 28

SEMESTER 3

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3301	FC	Leadership and Motivation	2	0	0	2	1.0	Nil
BB3302	PC	Business Finance	4	0	0	4	1.0	Nil
BB3303	PC	Production and Operation Management	4	0	0	4	1.0	Nil
BB3304	PC	Business Environment	4	0	0	4	1.0	Nil
BB3305	PC	Human Resource Management	4	0	0	4	1.0	Nil
BB3306	PC	Supply Chain Management	4	0	0	4	1.0	Nil
	OE	Open Elective II	3	0	0	3	1.0	
VP3301	VP	Value Added Program III	0	0	2	2	1.0	Nil
GP3301	GP	General Proficiency	0	0	0	1	1.0	
		TOTAL	25	0	2	28		

Contact Hours: 27

SEMESTER 4

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3401	PC	Management Accounting	4	0	0	4	1.0	Nil
BB3402	PC	Operations Research	4	0	0	4	1.0	Nil
BB3403	PC	Research Methodology	4	0	0	4	1.0	Nil
BB3404	PC	International Business	4	0	0	4	1.0	Nil
BB3405	PC	Company Law	4	0	0	4	1.0	Nil
	OE	Open Elective III	3	0	0	3	1.0	Nil
VP3401	VP	Value Added Program IV	2	0	2	2	1.0	Nil
GP3401	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	23	0	2	26		

Contact Hours: 25

SEMESTER 5

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3501	PC	Business Ethics	4	0	0	4	1.0	Nil
BB3502	PC	Project Management	4	0	0	4	1.0	Nil
BB3570	PC	Summer Internship report & viva-voce	4	0	0	4	1.0	Nil
VP3501	VP	Value Added Program V	1	0	2	2	1.0	Nil
GP3501	GP	General Proficiency	1	0	0	1	1.0	Nil
	Specialization Elective	Specialization Elective 1	4	0	0	4	1.0	Nil
	Specialization Elective	Specialization Elective2	4	0	0	4	1.0	Nil
		TOTAL	22	0	2	23		

Contact Hours: 24

FINANCE SPECIALIZATION

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3503	Specialization Elective	Risk Management and Insurance	4	0	0	4	1.0	FINANCE
BB3504	Specialization Elective	Working Capital Management	4	0	0	4	1.0	FINANCE

DIGITAL MARKETING SPECIALIZATION

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3505	Specialization Elective	Social Media Marketing and Analytics	4	0	0	4	1.0	Digital marketing
BB3506	Specialization Elective	Mobile & e-Marketing	4	0	0	4	1.0	Digital marketing

MARKETING MANAGEMENT SPECIALIZATION

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3507	Specialization Elective	Digital Marketing	4	0	0	4	1.0	MARKETING
BB3508	Specialization Elective	Marketing communication and advertising	4	0	0	4	1.0	MARKETING

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3509	Specialization Elective	Human Resource Planning & Development	4	0	0	4	1.0	HR
BB3510	Specialization Elective	Industrial Relations	4	0	0	4	1.0	HR

SEMESTER 6

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3601	Program Core	Business Policy and Strategy	4	0	0	4	1	Nil
BB3602	Program Core	Entrepreneurship Development	4	0	0	4	1	Nil
BB3670	Program Core	Project Report and viva-voce	4	0	0	4	1	Nil
BB3601	VP	Value Added program VI	2	0	0	2	1	Nil
GP3601	GP	General Proficiency	1	0	0	1	1	Nil
		TOTAL	15	0	0	15		

Contact Hours: 15

FINANCE SPECIALIZATION

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3603	Specialization Elective	Banking and Insurance	4	0	0	4	1	Finance
BB3604	Specialization Elective	International Financial Management	4	0	0	4	1	Finance

DIGITAL MARKETING SPECIALIZATION

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3605	Specialization Elective	Content Marketing	4	0	0	4	1	Basics of Digital Marketing
BB3606	Specialization Elective	Digital Marketing Laws	4	0	0	4	1	Basics of Digital Marketing

MARKETING MANAGEMENT SPECIALIZATION

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3607	Program Elective 1	Corporate Social responsibilities	4	0	0	4	1	Business Environment
BB3608	Program Elective 1	Sales & Distribution Management	4	0	0	4	1	Marketing

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3609	Program Elective 1	International Human Resource Management	4	0	0	4	1	HR
BB3610	Program Elective 1	Compensation Management	4	0	0	4	1	HR

Each student will have to appear 23 credits, 15 credits common paper and 8 credits elective papers

List of Open Elective
Semester II (Open Elective I)

S.No.	Code	Name	Department (Offering)
1.	CE3011	Carbon Emission & Control	Civil Engineering
2.	CS3011	HTML5	Computer Science and Engineering
3.	CS3021	Mining and Analysis of Big data	Management + CSE
4.	AG3011	Ornamental Horticulture	Agriculture
5.	BB3011	Entrepreneurial Environment in India	Business & Management
6.	JM3011	Media Concept and Process (Print and Electronic)	Journalism
7.	HM3011	Indian Cuisine	Hospitality & Tourism
8.	MB3011	SAP 1	Management
9.	EG3011	French Beginner A1	English
10.	CS3031	Microsoft Office Specialist (MSO-Word)	Computer Science and Engineering

Semester III (Open Elective II)

S.No.	Code	Name	Department (Offering)
1.	CE3013	Environment Pollution and Waste Management	Civil Engineering
2.	CS3013	Java Script	Computer Science and Engineering
3.	CS3023	Big Data Analytics: HDOOP Framework	Management + CSE
4.	AG3013	Organic farming	Agriculture
5.	BB3013	Establishing a New Business	Business & Management
6.	JM3013	Photo Journalism	Journalism
7.	HM3013	Chinese Cuisine	Hospitality & Tourism
8.	MB3013	SAP 3	Management
9.	EG3013	French Intermediate B1	English
10.	CS3033	MS -Excel (Advanced) MSO Certification	Computer Science and Engineering

Semester IV (Open Elective III)

S.No.	Code	Name	Department (Offering)
1.	CS3015	Environment Pollution and Waste Management	Civil Engineering
2.	CS3025	Java Script	Computer Science and Engineering
3.	AG3015	Big Data Analytics: HDOOP Framework	Management + CSE
4.	BB3015	Organic farming	Agriculture
5.	JM3015	Establishing a New Business	Business & Management
6.	HM3015	Photo Journalism	Journalism
7.	MB3015	Chinese Cuisine	Hospitality & Tourism
8.	EG3015	SAP 3	Management
9.	CS3035	French Intermediate B1	English
10.	CS3015	MS -Excel (Advanced) MSO Certification	Computer Science and Engineering

**Detailed Syllabus (Semester wise /course wise)
SEMESTER 1 Year -1**

BB3101	Title: Business Communication - 1	L T P C 1 0 2 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To make students communicate effectively in English.	
Expected Outcome	The students will be able to effectively comprehend, converse and write in English.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Grammatical Usage	6
Articles, tenses, prepositions and modals.		
Unit II	Contextual Vocabulary	3
Vocabulary for everyday use, evaluative, descriptive and action words.		
Unit III	Listening and Speaking Skills	5
Picture stories/story grammar, narration, dialogue, language games. (Use of audio-visual)		
Unit IV	Reading and Writing Skills	5
Letter writing, topic sentence and paragraph writing.		
Unit V	Netiquette	3
Email correspondence		
Text Books	1. Wren & Martin, English Grammar and composition, S. Chand Publication.	
Reference Books	1. Ramaswamy, Practical English Grammar, Sura College of Competition. 2. Sandeep Kumar Jain, Basic Concepts of English Grammar, Notion Press.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3101

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Develop understanding of importance of Personality Development: Communication & Soft Skills.	2	Emp/S/Ent
CO2	Skill of analyzing and create strategy to behaviorally inculcate a presentable signature personality with proven practical methods	2	Emp/S/Ent
CO3	Evaluate the Skills to determine optimum level of Communication: LSRW	3	Emp/S/Ent
CO4	Develop and apply the skills of a charismatic professional personality in terms of Communication, Body Language & Soft Skills	3	Emp/S/Ent
CO5	Putting the trainees on the testing anvils with skill-application and create the desired results under pre-described benchmark & retrain (if needed)	3	Emp/S/Ent

CO-PO Mapping for BB3101

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	2	1	2	2	2	2	2	2	2	3	3	2
CO2	3	3	2	3	2	3	3	1	2	2	3	3	2
CO3	3	3	1	3	3	3	3	2	2	2	3	3	2
CO4	1	3	1	1	3	3	2	2	1	1	1	1	1
CO5	2	3	1	2	3	3	3	1	2	2	3	3	2
Average	2	2.8	1.2	2.2	2.6	2.8	2.6	1.6	1.8	1.8	2.6	2.6	1.8

BB3102	Title: Principles and Practices of Management	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To provide understanding to the students with reference to working of business organization through the process of management.	
Expected Outcome	On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Management	8
	Definition, Function, Process, Scope and Significance of Management. Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management, Evolution of Management Theory Approaches of Management, Early Evolution of Management, Different Schools of Management Thought.	
Unit II	Planning	9
	Types of Plans: Missions or Purpose, Objective or Goals, Strategies, Policies, Procedure. Steps in Planning, Objectives. Management by Objectives. Strategies, Policies and Planning Premises, Strategic Planning Process, Presuming and Forecasting.	
Unit III	Organizing	10
	Planning : Nature, Scope, Objectives and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing-Principles, Span of Control, Line and staff Relationship, Authority, Delegation and decentralization, Organizational Structures, Formal and Informal organizations and Staffing.	
Unit IV	Directing	9
	Directing: Effective Directing, Supervision, Motivation, Different theories of Motivation-Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership-Theories and styles. Communication Process, Channels and Barriers of Effective Communication.	
Unit V	Controlling	8
	Controlling and Coordinating- Elements of managerial Control, Designing Control Systems, Management Control Techniques, Effective Control Systems. Coordination-Concept, Importance, Principles and Techniques of Coordination.	
Text Books	1. L.M. Prasad, Principles and Practices of Management, S. Chand and Publishers Educational Publishers, New Delhi. 2. Neeru Vashisht, Principles of Management, Taxman Publication, New Delhi.	
Reference Books	1. Ramesh B. Rudani, Principles of Management, McGraw Hill Publication, New Delhi. 2. Harold Koontz, Management, TMH Publication, New Delhi.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3102

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	After course completion, the student will be able to understand the importance of economics in business world.	2	Emp/S/Ent
CO2	After course completion, the student will be able to understand demand and supply and effect of these factors on production and pricing.	2	Emp/S/Ent
CO3	After course completion, the student will be able to differentiate different curve and will be able to implement strategies accordingly.	3	Emp/S/Ent
CO4	After course completion, the student will be able to understand different types of market structures.	3	Emp/S/Ent
CO5	After course completion, the student will be able to understand different theories of rent and its effect on economies at a large.	3	Emp/S/Ent

CO-PO Mapping for BB3102

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	1	3	3	3	1	3	3	3	1	2	2
CO2	2	3	2	3	3	3	2	3	3	3	2	2	2
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4	2	3	2	3	3	3	2	3	3	3	2	2	2
CO5	2	3	3	3	3	3	3	3	2	3	3	3	3
	2.2	3	2.2	3	3	3	2.2	3	2.8	3	2.2	2.4	2.4

BB3103	Title: Micro Economics	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To provide exposure to the management students about Micro Economic concepts and inculcate an analytical approach to the subject matter.	
Expected Outcome	The student would be able to apply economic reasoning to the real problems of business.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	8
Nature and Scope of Managerial Economics. Basic concepts of economic used in managerial decision making; Objective of a firm: Wealth, profit and sales maximization. Demand: law of demand, demand curve, determinants of demand, and elasticity of demand. Supply: law of supply, supply curve and determinants of supply.		
Unit II	Theory of Consumer Behavior	10
Utility: cardinal and ordinal utility, Diminishing marginal utility, Indifference curve analysis, Consumer's equilibrium, Price-consumption curve, Income-consumption curve and Engel curve, Price, Income and substitution effects, Consumer surplus and Revealed preference theory.		
Unit III	Theory of Production	10
Production function, Factors of production, Short-run and long-run production functions; Law of variable proportion, Returns to scale, Revenue curves, Total revenue, Average revenue and marginal revenue, Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic competition, and oligopoly; Pricing strategies and tactics.		
Unit IV	Theory of Distribution	8
Marginal Productivity theory of Distribution, Rent: Concept of Economic Rent, Theories of Rent – Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, concept of Minimum wages, Theories of profit, Liquidity Preference Theory of interest.		
Unit V	National Income, Inflation and Policies	8
National Income— Alternative concepts, measurement and determination of National income; Inflation—types, measurement and control: Monetary and Fiscal Policies. Currency flows and exchange rate determination.		
Text Books	1. H. Gravelle & R. Rees, Micro Economics, Pearson education Ltd, New Delhi. 2. D. N. Dwivedi, Micro Economics, Pearson education Ltd, New Delhi.	
Reference Books	1. J M Joshi and R. Joshi, Micro Economic Theory An Analytical Approach, New Age International Private Limited.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3103

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	After course completion, the student will be able to understand the importance of economics in business world.	2	Emp/S/Ent
CO2	After course completion, the student will be able to understand demand and supply and effect of these factors on production and pricing.	2	Emp/S/Ent
CO3	After course completion, the student will be able to differentiate different curve and will be able to implement strategies accordingly.	3	Emp/S/Ent
CO4	After course completion, the student will be able to understand different types of market structures.	2	Emp/S/Ent
CO5	After course completion, the student will be able to understand different theories of rent and its effect on economies at a large.	2	Emp/S/Ent

CO-PO Mapping for BB3103

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	1	2	1	2	1	2	2	2
CO2	3	3	3	1	3	3	3	1	3	3	1	3	3
CO3	2	2	2	3	2	2	2	3	2	2	3	2	2
CO4	1	1	1	2	1	1	1	2	1	1	2	1	1
CO5	3	2	3	1	2	3	3	1	2	3	1	3	3
	2.2	2.2	2.2	1.6	2	2	2.2	1.6	2	2	1.8	2.2	2.2

BB3104	Title: Business Statistics	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To aware students about the role of statistics in business decision making.	
Expected Outcome	Students can understand how to use statistics to solve problems to maximize the profit and to minimize the cost.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Population and Sample	9
Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. Methods of Sampling, Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions. Graphs – Histogram and Frequency polygon.		
Unit II	Measures of Central Tendency	9
Criteria for good measures of central tendency , Arithmetic mean , Median and Mode for grouped and ungrouped data and combined mean.		
Unit III	Measures of Dispersion	9
Concept of dispersion , Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation and Coefficient of Quartile deviation.		
Unit IV	Correlation and Regression	9
Concept of correlation, positive & negative correlation, Karl Pearson ‘s Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.		
Unit V	Time series	8
Introduction to time series, Objectives of time series, Identification of trend, Components of time series, Variations in time series, Methods of Trend Analysis and Choosing appropriate forecasting model.		
Text Books	1. S.P. Gupta, Business Statistics, S. Chand & Sons, New delhi. 2. J.K. Thukral, Business Statistics, Taxman publication Ltd, New delhi.	
Reference Books	1. D.N. Elhance, Fundamentals of Statistics, Kitab Mahal Publishers. 2. S.C. Sharma, Business Statistics, Arya Publishing Company.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3104

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Learn to solve the problems based on unitary method	2	Emp/S/Ent
CO2	Learn to solve the problems on profit	2	Emp/S/Ent
CO3	Learn to solve the problems on dispersion	3	Emp/S/Ent
CO4	Learn to solve the problems based on correlation	2	Emp/S/Ent
CO5	Learn concepts and to solving the problems based on Introduction to time series	2	Emp/S/Ent

CO-PO Mapping for BB3104

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	1	1	1	2	1	1	1	1	2	3	2	2
CO2	1	1	1	1	2	1	1	1	1	2	3	2	2
CO3	1	1	1	1	1	1	1	1	1	2	3	2	2
CO4	2	2	1	1	1	1	1	1	1	2	3	2	2
CO5	2	2	1	1	1	1	1	1	1	2	3	2	2
	1.4	1.4	1	1	1.4	1	1	1	1	2	3	2	2

BB3105	Title: Financial Accounting	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To provide an insight into the basics of accounting concepts and principle to prepare more realistic financial reports.	
Expected Outcome	These concepts would be helpful to develop the conceptual knowledge and analytical skills to sort out the complexities in Corporate transactions.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Accounting Concepts and Practices	7
Accounting utility in present corporate world: Introduction of accounting, features and Objectives of preparing accounting. Functions of accounting, Limitations of accounting, Users of accounting, Difference between book keeping and accounting, Difference between accounting, concept of accountancy and accounting terms. GAAP (Generally accepted accounting principles): Accounting principles, concepts and conventions, Accounting standards required in to process the accounting system.		
Unit II	Financial Transaction Process	6
Accounting applications: Introduction of Accounting equations, complexities comes in accounting equations, numerical problem in accounting equations. Double entry system: Meaning of double entry system, nature and scope. Introduction to Journal, Ledger, Subsidiary books including cash book and Trial Balance with real business case handling.		
Unit III	Financial Compatibilities with Balance Sheet and BRS	10
Final accounts: Introduction to component of final account including, trading account and profit and loss account. Differentiate between gross profit and net profit, and utility of balance sheet for firms. Prepare final accounts by incorporating both simple and advanced adjustment generally prevails in cut-throat competitive business scenario. Introduction to BRS and its numerical assessment.		
Unit IV	Depreciation and Bills of Exchange	9
Depreciation accounts: Introduction to depreciation needs and causes of depreciation. Methods of depreciations. Prepare fixed assets accounts using both simple and complex adjustments including sale one part of machines. Bills of Exchange accounts: Definition, needs, scope and introduction to parties enrolled i.e. drawer, Drawer and payee, Preparation of bills of exchange accounts in the books of parties enrolled in dealing.		
Unit V	Partnership Accounting	12
Partnership accounts: Revaluation accounts, Partnership deed, admission of new partner, retirement of partner. Realization accounts, Methods of dissolution, Problems solving through dissolution accounts.		
Text Books	1. T.S. Reddy & A.Murthy, Financial Accounting, 6 th Edition, Margham Publications. 2. P.C. Tulsian, Financial Accounting, Tata MC Graw Hill Ltd.	
Reference Books	1. M.C. Shukla, Advanced Accounts, S. Chand and Co., New Delhi. 2. Anitong Hawkins and Merchant, Accounting - Text and cases, Tata McGraw Hill, New Delhi. 3. B.K. Banerjee, Financial Accounting, PHI Learning (P) Ltd.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3105

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	Understanding fundamentals of accounting principles and it's importance.	2	Ent/Emp/S
CO2	Learning the double entry system and its application.	2	Ent/Emp/S
CO3	Preparation of Final Account and understanding their utility.	3	Ent/Emp/S
CO4	Understand, Evaluate and Apply concept of Depreciation in business plan.	3	Ent/Emp/S
CO5	Understand the concept of partnership firm.	2	Ent/Emp/S

CO-PO Mapping for BB3105

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	1	1	1	2	1	1	1	1	2	2	2
CO2	3	3	1	1	1	2	1	1	1	1	2	2	2
CO3	3	2	1	1	1	2	1	1	1	1	2	2	2
CO4	3	3	1	1	1	2	1	1	1	3	2	2	2
CO5	2	3	1	1	1	2	2	1	1	1	1	1	1
	2.8	2.8	1	1	1	2	1.4	1	1	1.4	1.8	1.8	1.8

VP3101	Title: Communication and Professional Skill - I	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	Nil	
Objective	The objective is to make student incorporate English language in there day to day life.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Personality Development	2
Meaning of Personality Development, importance, Determinants of Personality Development, Maslow's need hierarchy theory		
Unit II	Communication Skills	8
Introduction, Communication skills, Listening skills, Speaking skills. Speaking skills 1: Vocabulary games, story telling, just a minute, volte face, speaking skills Speaking skills 2: Short speech, Role-Play, Face-Off Speaking skills 3- Group discussion, debate, presentations		
Unit III	Reading Skills	2
Passage reading, news paper, success story, passage,		
Unit IV	Self-Management Skills	08
Self management skills: Goal setting setting, SWOT analysis, Self motivation Body language: gestures & postures, Facial Expressions, Physical appearance Soft skills: leadership skills, Team work Interpersonal Skills: Image building skills, Interpersonal skills		
Unit V	Writing Skills	02
Writing letter, E-mail etiquettes, Applications, Project writing, invitations, Resume writing		
Text Books		
Reference Books		
Mode of Evaluation	Internal and External Examination	
Recommended by Board of Studied on	05-04-2018	
Date of Approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	On the completion of course the Students will be able to write, understand, analyze and create sentences in professional language (English). Students' horizon will be expanded with the correct usage of Grammar in writing and speaking, and will be able to improvise their speaking ability.	2	Ent/Emp/S
CO2	Students will be able to take part in daily routine conversation in English	2	Ent/Emp/S
CO3	Students will be able to understand and partially be groomed in corporate etiquettes and culture	3	Ent/Emp/S
CO4	This course will aid the students to learn words and form strong vocabulary, use them correctly in a sentence while speaking and writing. Moreover, understand their meaning in the text	3	Ent/Emp/S
CO5	The Students will learn to use strategies to listen actively and able to distinguish more important ideas from less important ones. Implement them while participating in the discussions. Henceforth, It yields the improvement in understanding, analyzing, creating and implementing the learning into real world encounter, effectively.	2	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	1	2	1	2	1	2	2	2
CO2	3	3	3	1	3	3	3	1	3	3	1	3	3
CO3	2	2	2	3	2	2	2	3	2	2	3	2	2
CO4	1	1	1	2	1	1	1	2	1	1	2	1	1
CO5	3	2	3	1	2	3	3	1	2	3	1	3	3
Average	2.2	2.2	2.2	1.6	2	2	2.2	1.6	2	2	1.8	2.2	2.2

SEMESTER 2

Detailed Syllabus (Semester wise /course wise)

SEMESTER 2 Year -1

BB3201	Title: Environmental Science	LTPC 2002
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	Creating awareness among engineering students about the importance of environment, the effect of technology on the environment and ecological balance is the prime aim of the course.	
Expected Outcome	Students will understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.	
Unit No.	Unit Title	No. of hours(per Unit)
Unit I	Introduction to Environmental Studies & Ecosystems	3
Multidisciplinary nature of environmental studies, Scope and importance, Need for public awareness. Concept, Structure and function of an ecosystem, Energy flow in an ecosystem: food chains, food webs and ecological pyramids. Examples of various ecosystem such as: Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans and estuaries).		
Unit II	Natural Resources: Renewable & Non-renewable resources	5
Land as a resource, land degradation, landslides (natural & man-induced), soil erosion and desertification. Forests & forest resources: Use and over-exploitation, deforestation. Impacts of deforestation, mining, dam building on environment and forests. Resettlement and rehabilitation of project affected persons; problems and concerns with examples. Water resources: Use and over-exploitation of surface and ground water, floods, drought, conflicts over water (international & inter-state). Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems with examples. Energy resources: Renewable and non renewable energy sources, use of alternate energy sources and growing energy needs.		
Unit III	Biodiversity and Conservation	5
Levels of biological diversity: genetic, species and ecosystem diversity. Biogeographic zones of India. Ecosystem and biodiversity services. Biodiversity patterns and global biodiversity hotspots, India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.		
Unit IV	Environmental Pollution	4
Environmental pollution and its types. Causes, effects and control measures of: a) Air pollution b) Water pollution – freshwater and marine c) Soil pollution d) Noise pollution e) Thermal pollution. Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste.		
Unit V	Environmental Policies & Practices	5
Concept of sustainability and sustainable development. Water conservation & watershed management. Climate change, global warming, acid rain, ozone layer depletion. Disaster management: floods, earthquake, cyclones and landslides. Wasteland reclamation. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act, Wildlife Protection Act, and Forest Conservation Act, Issues involved in enforcement of environmental legislation. Environment: rights and duties. Population growth. Fieldwork: Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. Study of simple ecosystems-pond, river, hillslopes, etc.		
Textbooks	1. Bharucha, E, Textbook of Environmental Studies for Undergraduate Courses	
Reference Books	1. Kaushik Anubha, Kaushik CP, Perspectives in Environmental Studies, New Age Publication. 2. Rajagopalan, Environmental Studies from Crisis to Cure, Oxford University Press.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	

Date of approval by the Academic Council	11-06-2018
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Course Outcome for BB3201

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the importance of Environment and its scope. Students will be aware of various types of ecosystems	2	Ent/Emp/S
CO2	Students will understand about exploitation of resources. Various resources of energy. They will understand conservation of energy.	2	Ent/Emp/S
CO3	Students will understand about various diversities and will know its various components	2	Ent/Emp/S
CO4	Students will understand about various pollutants and types of pollution. Students will get aware about effects and reduction of pollution	3	Ent/Emp/S
CO5	Students will understand about various environmental acts and sustainable development	3	Ent/Emp/S

CO-PO Mapping for BB3201

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	1	2	1	2	2	2	1	2	3	2	2
CO2	2	2	1	2	1	2	2	2	1	2	3	2	2
CO3	2	2	1	2	1	2	2	2	1	2	3	2	2
CO4	2	2	1	2	1	2	2	2	1	2	3	2	2
CO5	2	2	1	2	1	2	2	2	1	2	3	2	2
	2	2	1	2	1	2	2	2	1	2	3	2	2

BB3202	Title: Business Communication - 2	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To understand business communication strategies and principles for effective communication in domestic and international business situations and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.	
Expected Outcome	Identify ethical, legal, cultural, and global issues affecting business communication and Utilize analytical and problem solving skills appropriate to business communication.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	4
Defining and classifying communication – purpose of communication, process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication.		
Unit II	Oral communication	5
Meaning of oral Communication, principles of successful oral communication – what is reflection and empathy: two sides of effective oral communication – effective listening, non-verbal communication.		
Unit III	Written Communication	5
Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.		
Unit IV	Business letters	4
Introduction to business letters – writing routine and persuasive letters – positive and negative messages.. Presentation skills: What is a presentation, elements of presentation, designing a presentation, Advanced visual support for business presentation types of visual aid.		
Unit V	Employment Communication	4
Introduction – Group discussions – interview skills Impact of Technology on Business Communication, Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.		
Text Books	1. Meenakshi Raman, Business Communication, Oxford Publication, New Delhi. 2. R.K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd, New delhi.	
Reference Books	1. Shalini Verma, Business Communication, Vikas Publication. 2. K.K. Sinha, Business Communication, Galgotia Publication, New Delhi. 3. A.K. Gupta, Business Communication, Kalyani Publication, Ludhiana. 4. Rajendra Pal, Business Communication, Sultan Chand Publication. New Delhi.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3202

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	After course completion, the student will be able to learn and understand the meaning and components of communication	2	Emp
CO2	After course completion, the student will be able to provide an overview of Prerequisites to Communication skills.	2	Emp
CO3	After course completion, the student will be able to learn and understand of outline to effective Organizational Communication	2	Emp
CO4	After course completion, the student will be able to impart the correct practices of the strategies of Effective Business writing.	3	Emp
CO5	After course completion, the student will be able to learn about the different communication skills	3	Emp

CO-PO Mapping for BB3202

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	1	3	3	3	3	1	3	3	1	2	1
CO2	2	3	2	3	3	3	3	2	3	3	2	2	2
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4	2	3	2	3	3	3	3	2	3	3	2	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3
	2.4	3	2.2	3	3	3	3	2.2	3	3	2.2	2.4	2.2

BB3203	Title: Marketing Management	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic concepts of marketing.	
Expected Outcome	The student will be able to identify core concepts of marketing and the role of marketing in business and society.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Marketing Management	9
Definition, nature, scope & importance of Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept and Societal marketing Concepts.		
Unit II	Segmentation & Positioning	10
Segmentation : Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning :Concept, Importance, Brand positioning, Repositioning, Consumer behavior : Concept, Importance and factors influencing consumer behavior.		
Unit III	Product & Pricing decisions	9
Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging., Meaning, objective, factors influencing pricing and methods of pricing.		
Unit IV	Promotion & Distribution	9
Promotion : Promotional mix, tools, objectives, media selection & management Distribution Concept, importance, different types of distribution channels etc.		
Unit V	Social Aspects of Marketing and consumer Behavior:	7
Consumerism; Consumer Protection Measure in India; Digital Marketing, Green Marketing.		
Text Books	1.Kotler Phillip, Marketing Management ,Pearson Publication, New Delhi. 2.C.B.Gupta , Marketing Management , Sultan chand Publication, New Delhi.	
Reference Books	1. R.L.Varshney, Marketing Management, Sultan Chand, New Delhi. 2. R. S. N. Pillai, Marketing Management, S.Chand, New Delhi.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3203

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	After course completion, the student will be able to understand the nature and importance of marketing	2	Ent/Emp/S
CO2	After course completion, the student will be able to analyze and understand the term segmentation.	4	Ent/Emp/S
CO3	After course completion, the student will be able to analyze the process of PLC. To create different methods related to marketing like positioning, packaging, branding.	4	Ent/Emp/S
CO4	After course completion, the student will be able to organize and understand the promotion mix and understand the different methods of distribution.	3	Ent/Emp/S
CO5	After course completion, the student will be able to understand the term consumerism.	3	Ent/Emp/S

CO-PO Mapping for BB3203

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	1	2	3	1	2	2	2	2
CO2	3	3	3	1	3	3	3	3	3	3	1	3	3
CO3	2	2	2	3	2	2	2	2	2	2	3	2	2
CO4	1	1	1	2	1	1	1	1	1	1	2	1	1
CO5	3	2	3	1	2	3	3	2	1	3	1	3	3
	2.2	2.2	2.2	1.6	2	2	2.2	2.2	1.6	2.2	1.8	2.2	2.2

BB3204	Title: Macro Economics	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To familiarize the students with the fundamental principles of economics and to make them understand the relevance of economics in business decisions.	
Expected Outcome	The students will able to understand the fundamentals of economics and use its knowledge in managerial decisions.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction of Macro Economics	8
Macro Economics: Definition, Nature & Scope, Importance & Limitations of Macro Economics. Basic Concepts: Stocks and flows. Circular flow of income in a closed economy and an open economy. National Income: Concepts, Measurement and Limitations of National Income Statistics, Circular flow of income in two and three and four sector economy.		
Unit II	Income and Consumption	11
Keynesian theory of income determination: Concept of employment, determinant of macroeconomics equilibrium with aggregate demand and aggregate supply analysis. Consumption: Meaning, determinant and importance. Consumption function. Theories of consumption – absolute income, relative income and permanent income hypothesis.		
Unit III	Theory of Multiplier	11
Theory of multiplier: Income generation process in a static and dynamic setting. Tax multiplier, foreign trade multiplier and balanced budget multiplier bankers from multiplier process, relevance of multiplier to a developing economy.		
Unit IV	Theory of Investment	8
Theory of investment: Management efficiency of capital and measures to promote investment, internal rate determination – classical, non-classical and Keynesian control.		
Unit V	Inflation, Monetary and Fiscal Policies	6
Inflation: Meaning, types and theories, stabilization policies monetary and fiscal policies.		
Text Books	1. H. L. Ahuja, Macro-Economics Theory and Policy, Sultan chand Publication, New Delhi. 2. Andrew B. Abel & S. Ben, Macro-Economic Analysis, Pearson Education, India.	
Reference Books	1. S. K. Mishra and V. K. Puri, Modern Macro- Economic Theory, Himalaya Publishing House. 2. E. Shapiro, Macro-Economic Analysis, McGraw Hill Education. 3. Mark Hirschey, Fundamentals of Managerial Economics, 9th edition, Cengage Learning.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3204

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	understanding of different school of thoughts of Macro economics	2	Ent/Emp/S
CO2	Demonstrate a way to measure concepts of national income and its related measure	4	Ent/Emp/S
CO3	Examine the GAP between theory of money and the present concepts of money along with concepts of supply of money	4	Ent/Emp/S
CO4	Analyze determinants of consumption and investment in the macroeconomic environment	3	Ent/Emp/S
CO5	Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy	3	Ent/Emp/S

CO-PO Mapping for BB3204

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	1	1	2	1	2	1	2	1	2	2	2
CO2	2	2	1	2	2	2	3	1	3	3	1	3	3
CO3	2	1	2	1	2	1	2	3	2	2	3	2	2
CO4	1	2	1	2	1	1	1	2	1	1	2	1	1
CO5	2	2	2	1	2	3	3	1	2	3	1	3	3
	1.6	1.8	1.4	1.4	1.8	1.6	2.2	1.6	2	2	1.8	2.2	2.2

BB3205	Title: Organizational Behavior	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	The goal of this course is to help students develop a conceptual understanding of Organization behavior theories and to provide them with skills to put those idea and theories into practices.	
Expected Outcome	Explain and evaluate the key assumptions on which organizations is managed and assess the effects of these ideas on employee's attitudes and actions.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Organizational Behaviour	9
Concept of Organizational Behavior (OB), nature and scope of OB ,Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on Organizational Behavior.		
Unit II	Individual Behaviour and Behaviour Dynamics	9
Individual Behavior - Attitude, Personality, Perception and individual decision-making – factors influencing perception;, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vroom's Expectancy theory. Introduction to Interpersonal Behavior: Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis and Johari Window Model.		
Unit III	Group Behaviour, Team and Leadership development	12
Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict. Leadership, Its Theories and Prevailing Leadership styles in Indian organizations. Managing Teams: Why work in Teams, Work teams in organization, Developing work Teams, Team Effectiveness, Team Building. Learning: Learning and Learning Cycle, Components of Learning, Theories of Learning.		
Unit IV	Organization Culture	8
Introduction to Organization Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity. Organizational Stress: Definition and Meaning , Sources of Stress, Types of Stress, Impact of Stress on Organizations and Stress Management Techniques.		
Unit V	Organization Change and Development	6
Organization Change and Development: Definition and Meaning, Need for Change, Resistance to change ,Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions.		
Text Books	1. J. S. Chandan, Organizational Behavior, Vikas Publishing House Pvt. Ltd, New delhi. 2. S. Robbins. Judge & S. Sanghi, Organizational Behavior, Pearson Education .	
Reference Books	1. L. M. Prasad, Understanding Organizational Behavior, Sultan Chand & Sons. 2. U. Pareek, Understanding Organizational Behavior, Oxford University Press. 3. S. P. Robbins, Organizational Behavior, Pearson Education.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3205

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The student will be able to demonstrate the applicability of the concept of organizational behavior to understand the Behavior of people in the organization	2	Ent/Emp/S
CO2	The student will be able to demonstrate the applicability of analyzing the complexities associated with management of Individual behavior in the organization	2	Ent/Emp/S
CO3	The student will be able to understanding the complexities associated with management of the group behavior in the Organization	3	Ent/Emp/S
CO4	The student will be able to demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.	3	Ent/Emp/S
CO5	The student will be able to demonstrate different leadership styles and how they can be used in an organization for effective and goal oriented task completion	3	Ent/Emp/S

CO-PO Mapping for BB3205

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	1	3	3	3	1	2	3	3	3	3	2
CO2	3	3	1	2	3	3	2	2	3	3	3	2	3
CO3	3	2	1	3	2	2	1	3	2	3	3	3	3
CO4	2	2	1	2	2	3	2	3	2	2	3	2	2
CO5	2	3	3	2	3	3	3	2	3	3	3	2	2
	2.6	2.6	1.4	2.4	2.6	2.8	1.8	2.4	2.6	2.8	3	2.4	2.4

BB3206	Title: Business Law	L T P C 3 0 0 3
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To help students in understanding the legal aspects of business.	
Expected Outcome	The students will be able to formulate legal framework for functioning of the business	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	8
Law of contract 1872- Definition & Nature of Contract, Types of Contract, Offer & Acceptance, Capacity of parties to contract, Free Consent and consideration, Agreement declared void and Performance of Contract.		
Unit II	Contract Act	8
Breach of Contract, Remedies for Breach of Contract, Special contracts: Indemnity, Guarantee, Bailment and Pledge; Agency.		
Unit III	Partnership	8
Indian Partnership Act 2008: Concept, Formation, Importance, Rights, Duties and Liabilities of Partners; Partnership Deed. Consumer Protection Act, 1986: Definition, Features, Importance and Consumer Redressal Machinery.		
Unit IV	Negotiable Instrument	8
Negotiable Instrument Act, 1881: Definitions, Features, Promissory Note, Bill of Exchange, Cheques, Crossing of Cheque, Holder and Holder in due course and Dishonor & Discharge of negotiable instruments.		
Unit V	Foreign Exchange Regulation	9
Foreign Exchange Management Act, 2000 (FEMA), Objectives & main provisions. Competition Act, 2002- Objectives and main provisions.		
Text Books	1. Pillai & Bagavathi, Business Law, S Chand & Sons, New delhi. 2. MC Kuchhal, Business law, Vikas Publishing House Pvt. Ltd, New delhi.1. N D Kapoor, Business Law, S Chand & Sons.2015	
Reference Books	1. Dr G K Kapoor, Business Law and Practices, Taxman Publishers.2011 2. A. Ramaiya, Business Law, Wadhwa Publishers.2006	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3206

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand the basic concept of business law. To understand the general principles of contact.	2	Ent/Emp/S
CO2	To understand the legal formalities of law of contact. To Extend the knowledge of special kind of contact.	2	Ent/Emp/S
CO3	To know the role and importance of Limited Liability Partnership. To understand the consumer protection law in India.	3	Ent/Emp/S
CO4	To provide a learning about the Negotiable instruments and their uses in Business operations.	3	Ent/Emp/S
CO5	To extend the knowledge of Foreign exchange law and competition Act.	3	Ent/Emp/S

CO-PO Mapping for BB3206

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	1	2	3	2	3	0	3	3	1	2	2
CO2	2	2	1	3	3	1	3	1	3	3	1	1	2
CO3	3	3	1	3	3	2	3	1	2	3	2	3	2
CO4	3	3	2	3	3	2	3	1	2	3	3	2	3
CO5	3	3	2	3	3	2	3	1	3	3	3	3	2
	2.6	2.6	1.4	2.8	3	1.8	3	0.8	2.6	3	2	2.2	2.2

Code: VP3202	Title: Personality Development Program for Professional Growth-II	L T P C 2 0 2 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	<ul style="list-style-type: none"> To develop the English communication skills of our students. To enable them to communicate effectively and nurture their speaking skills in English. To inculcate in our students the ability to develop soft skills and professional etiquettes which will make them more suitable for jobs in the corporate sector. To overcome interaction phobia as English is not their mother tongue. 	
Expected Outcome	<ul style="list-style-type: none"> After the Course the students will be able to write/understand and create sentences in English of all tenses. They will be able to take part in daily routine conversations in English. Students will be able to understand and be partially groomed in corporate etiquettes and culture 	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Functional Grammar	8
<ul style="list-style-type: none"> How to use- noun, pronoun, verb, adjective, adverb, preposition, conjunction How to use Tenses-past, present, future Modal verbs- can/could, shall/should, will/would, may/might, must, ought to Articles- a, an, the, no article 		
Unit II	Speaking Skills	12
Introduction <ul style="list-style-type: none"> Describe yourself, your educational background, family, hobbies, strengths Let's talk- making conversation, meeting and greeting people Opinions, likes and dislikes World Around Me <ul style="list-style-type: none"> Life at college, hostel etc. Market place, bus stop, bank, post Office Village, town and city Eating out in a Restaurant 		
Unit III	Professional Skills Enhancement	8
<ul style="list-style-type: none"> First impression: Dressing sense, good manners, speaking well and respectably Positive Attitude: Being happy and alert, a good listener Goal setting, confidence building and handling rejection Problem solving and decision making Self motivation leadership skills 		
Unit IV	Vocabulary Development	6
<ul style="list-style-type: none"> Word Formation: Prefix, suffix, conversion and compound words Homophones and one-word substitution Words often confused and misused Idiomatic phrases Antonyms and synonyms 		

Unit V	Listening	6
<ul style="list-style-type: none"> ● Main point in short simple conversations and messages ● Essential information in short recorded passages on diverse matters 		
Unit VI	Reading and Writing	8
<ul style="list-style-type: none"> ● Reading and writing of short, simple notes and messages ● Basic descriptions about everyday life in simple sentences ● Short basic descriptions of events and reporting what happened when and where ● Simple e-mail or letter including expressions for greeting, addressing, asking or thanking ● Completing a questionnaire giving information about background, interests, skills 		
Text Books	<ol style="list-style-type: none"> 1. High School Grammar by Wren & Martin revised by Dr. N.D.V.Prasada Rao (S.Chand) 2. Personality development by Harold R. Wallace (Cengage Learning) 	
Reference Books	<ol style="list-style-type: none"> 1. Essential English Grammar by Raymond Murphy (Cambridge Univ. Press) 2. Practical English Usage by Michael Swan (Oxford) 3. Personality Development & Soft skills by Barun K. Mitra 2nd edition(Oxford Univ.Press) 4. Online Resources: YouTube, TEDx, Flipboard 	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Student(s) should be able to write/understand and create sentences in English of all tenses, Student(s) will heighten their awareness of correct usage of English grammar in writing and speaking and will be able to improve their speaking ability in English both in terms of fluency and comprehensibility.	2	Ent/Emp/S
CO2	Student(s) should be able to take part in daily routine conversation in English language.	2	Ent/Emp/S
CO3	Student(s) should be able to understand and partially be groomed in corporate etiquettes and culture.	3	Ent/Emp/S
CO4	Student(s) will learn new vocabulary words, use them correctly in a sentence while speaking and writing, , and understand their meaning in the text.	3	Ent/Emp/S
CO5	Student(s) should be able to write/understand and create sentences in English of all tenses, Student(s) will heighten their awareness of correct usage of English grammar in writing and speaking and will be able to improve their speaking ability in English both in terms of fluency and comprehensibility.	3	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	1	3	2	2	2	2	2	1	2	2
CO2	2	3	2	2	2	2	2	3	2	2	2	2	2
CO3	3	2	1	2	2	2	3	2	2	2	3	3	2
CO4	3	2	2	2	2	2	3	2	2	2	2	2	2
CO5	1	2	2	3	2	2	2	2	2	3	1	3	2
	2.2	2.2	1.8	2	2.2	2	2.4	2.2	2	2.2	1.8	2.4	2

CE3201	Title: Disaster Management	LTPC2002*
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	The course is intended to provide a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.	
Expected Outcome	Enhance the knowledge by providing existing models in risk reduction strategies to prevent major casualties during disaster.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit:1	Introduction on Disaster	5
Different Types of Disaster: A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc. B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.		
Unit II	Risk and Vulnerability Analysis	4
Risk: Its concept and analysis 2. Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction.		
Unit III	Disaster Preparedness	5
Disaster Preparedness: Concept and Nature . Disaster Preparedness Plan Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training, . Role of Government, International and NGO Bodies. . Role of IT in Disaster Preparedness and Role of Engineers on Disaster Management.		
Unit IV	Disaster Response	5
Introduction Disaster Response Plan Communication, Participation, and Activation of Emergency Preparedness Plan Search, Rescue , Evacuation and Logistic Management Role of Government, International and NGO Bodies Psychological Response and Management (Trauma, Stress, Rumor and Panic). Relief and Recovery Medical Health Response to Different Disasters.		
Unit V	Rehabilitation, Reconstruction and Recovery	5
Reconstruction and Rehabilitation as a Means of Development. Damage assessment, Post Disaster effects and Remedial Measures. Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction Sanitation and Hygiene Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning and Role of Educational Institute.		
Textbooks	1. Disaster Science and Management by Bhattacharya published in McGraw Hill Education (India) Pvt. Ltd.	
Reference Books	1. Disaster Management by Dr. Mrinalini Pandey published in Wiley India Pvt. Ltd. Tushar. 2. Disaster Management: Future Challenges and Opportunities by Jagbir Singh published in KW Publishers Pvt.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for CE3201

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To Learn About The Disasters Caused By Nature And Human Activities And Its Types	2	Ent/Emp/S
CO2	To Understand The Concept Of Risk And Vulnerability Analysis	2	Ent/Emp/S
CO3	To Understand About The Disaster Preparedness	3	Ent/Emp/S
CO4	To Understand The Concept Of Disaster Response	3	Ent/Emp/S
CO5	To Understand The Concept Rehabilitation, Reconstruction And Recovery For Disaster Management	3	Ent/Emp/S

CO-PO Mapping for CE3201

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO1	PO2	PO1	PO2	PO1	PO2	PO1	PO2	PSO1	PSO2	PSO1
CO1	2	2	1	2	1	2	2	1	2	1	3	2	2
CO2	2	2	1	2	1	2	2	1	2	1	3	2	2
CO3	2	2	1	2	1	2	2	1	2	1	3	2	2
CO4	2	2	1	2	1	2	2	1	2	1	3	2	2
CO5	2	2	1	2	1	2	2	1	2	1	3	2	2

	2	2	2	2	2	2	2	2	2	2	2	3	2	2
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Detailed Syllabus (Semester wise /course wise)
SEMESTER 3 Year -2

BB3301	Title: Leadership and Motivation	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	Principles of Management	
Objectives	To enable the students gain insights into the various skills with regard to the phenomenon of leadership and motivation.	
Expected Outcome	Understand the concepts of leadership and Motivation as found in an organizational conte Understand various theories related to leadership and Motivation.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Leadership	5
	Leadership – Meaning, Traits, need and Motives of an Effective Leader, Styles of Leadership Strategic leaders – meaning, qualities. Charismatic Leaders – meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine)	
Unit II	Theories of Leadership	6
	Theories – Trait Theory, Behavioral Theory, Path Goal Theory. Transactional v/s Transformational leaders. Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump). Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein). Contemporary issues in leadership – Leadership roles, team leadership, mentoring, self leadership, online leadership, finding and creating effective leader.	
Unit III	Introduction of Motivation	4
	Concept of motivation, Importance, Tools of Motivation. Maslow needs hierarchy theory, two factor theory, Theory X, Theory Y, Theory Z, Equity theory. Process Theories- Vroom’s Expectancy Theory, Valence- Four drive model	
Unit IV	Techniques of Motivation	3
	Techniques of Motivation: Positive and Negative Motivators, Financial and Non-Financial Motivators, Individual and Group Motivators, Extrinsic and Intrinsic Motivation. Principles of Motivation.	
Unit V	Motivation to Indian Workers	4
	East v/s West, motivating workers (in context to Indian workers). The Indian scene – basic differences . Work – Life balance – concept, differences, generation and tips on work life balance.	
Text Books	1. L.M. Prasad, Organizational Behavior, Sultan Chand & Sons 2. Luthans, Organizational Behavior, McGraw Hill	
Reference Books	1. HRM Concepts & Issues, T.N Chhabra, Dhanpat Rai 2. Human Resource Management, VSP Rao, Excel Book	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course outcome for BB3301

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Provides students the opportunity to review and learn new leadership and motivation theories	2	Ent/Emp/S
CO2	Emphasizes the use of excellent communication skills, in writing, presenting, and interactions with community organizations	2	Ent/Emp/S
CO3	Students develop leadership skills as related to effective management practices and will explore their own development into the person they want to be.	3	Ent/Emp/S
CO4	Builds self-awareness and develops students' own skills in the main areas through various assignments and experiences	3	Ent/Emp/S
CO5	Students will speak in front of the class and/or in small groups, complete several writing assignments, and will communicate with community partners	3	Ent/Emp/S

CO-PO Mapping for BB3301

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	1	3	3	3	2	3	3	3	3	2	3
CO2	1	2	1	2	2	2	3	1	1	2	2	2	2
CO3	3	3	1	3	2	3	1	3	3	3	2	3	3
CO4	3	2	1	3	2	2	2	3	3	2	3	2	2
CO5	1	3	1	2	3	3	3	2	3	3	1	2	2
	2.2	2.4	1	2.6	2.4	2.6	2.2	2.4	2.6	2.6	2.2	2.2	2.4

BB3302	Title: Business Finance	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	To insights the students about concepts of financial management required in dynamic business culture.	
Expected Outcome	This would surely help the students to understand the concepts of capital structure, cost of capital, dividend policies models and working capital management in present business activities.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Management and Forecasting of Finance	7
<p>Financial Management: Meaning, objectives and importance of finance, Sources of finance, Functions of Financial management, Financial goals; Profit Vs wealth maximization; Important decisions in Financial Management i.e. investment, financing, and dividend decisions. Financial planning: Meaning, features or limitation in financial planning, Role of financial manager in financial Planning.</p>		
Unit II	Cost Assessment Procedure of Sources of Funds	8
<p>Cost of Capital: Introduction of cost of capital, significance of cost of capital: calculating cost of debt; Preference, shares, equity capital, and retained earnings; Combined (weighted) cost of capital. Capital Structure: Theories and determinants of capital structure, Numerical assessment of capital structure.</p>		
Unit III	Financial Compatibilities with Dividend Analysis	8
<p>Operating and Financial Leverage: Utilization of leverage, Effects on profit, analyzing, alternate financial plans, combined financial and operating leverage. Dividend Policies: Issues in dividend policies; Walter’s model Gordon’s model; M.M. Hypothesis, forms of dividends and stability of dividends.</p>		
Unit IV	Working Capital Assessment Procedures	9
<p>Management of Working Capital: nature of Working capital, Significance of working capital, operating cycle, factors determining working capital requirements, Cash Management, receivables, and inventory.</p>		
Unit V	Effects of Long Term Financing Decisions	12
<p>Capital Budgeting Decisions: Introduction and Nature of investment decisions, Method of capital budgeting, payback period, accounting rate of return, net present value, internal rate of return, profitability index: NPV and IRR comparison.</p>		
Text Books	<ol style="list-style-type: none"> 1. I.M. Pandey , —Financial Managementl, Vikas Publishing House Pvt Ltd, 01-Nov-2009 2. P.C. Kulkarni, —Financial Managementl, Himalaya Publications, 2004. 3. Khan MY, Jain PK: Financial Management; Tata McGraw Hill, New Delhi 4. Chandra, Prasanna: Financial Management, Tata Mc Graw Hill, Delhi. 2010 5. Hampton , John: Financial Management, Vikas Publishing House, Delhi. 2006. 	
Reference Books	<ol style="list-style-type: none"> 1. Dr.V.R.Palanivelu, —Financial Managementl, S.Chand Publication,2010. 2. Van Horne, J.C. and J.M Wachowicz Jr.: Fundamentals of Financial Management, Prentice –Hall, Delhi. 2008 3. Briham & Ehrhardt: Financial Management-Text & Cases, CENGAGE Learning India (P) Ltd., New Delhi. 2009. 	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course outcome for BB3302

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The Students will be able to understand the meaning of financial management and important aspects of financial planning.	2	Ent/Emp/S
CO2	To Understand the procedure of cost-assessment and the capital structure.	2	Ent/Emp/S
CO3	To apply accumulated knowledge in analyzing the financial plans.	3	Ent/Emp/S
CO4	To evaluate the factors affecting working capital management.	5	Ent/Emp/S
CO5	To analyze the working capital requirements of a firm.	4	Ent/Emp/S

CO-PO Mapping for BB3302

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	2	2	3	2	3	2	2	2	2	2
CO2	2	1	2	1	2	2	2	3	3	1	2	2	2
CO3	1	1	2	1	1	3	1	2	3	2	2	3	3
CO4	2	2	2	1	1	3	2	2	2	2	3	2	2
CO5	2	1	1	1	2	3	1	3	2	1	2	2	2
	2	2	1.8	1.4	1.8	2.8	1.6	1.6	1.2	2.6	2.2	1.8	1.8

BB3303	Title: Production and Operation Management	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The course aims to familiarize the students with the basic concepts of Production and Operations Management.	
Expected Outcome	Understanding of the role of operations management functions in an organization.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	7
Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job- Shop and Project.		
Unit II	Facility location and Layout	7
Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.		
Unit III	Work Study and PPC	7
Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control		
Unit IV	Inventory and Materials Management	7
Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.		
Unit V	Purchase and Stores Management	7
Introduction - Objectives , Functions , Purchasing cycle and Purchase Policies - Vendor rating - Vendor Rating Methods - Numerical Problems in Vendor Rating - Introduction to stores management - Stores Location - Stores Layout - Stock Verification and Documents pertaining to purchase and stores management.		
Text Books	1. B.S. Goel, Production Operation Management, Pragati Prakashan 2. Kanishka Bedi, Production and Operations Management, Oxford	
Reference Books	1. R.Paneerselvam , Production and Operations Management , PHI Learning Private limited 2. S.N. Chary, Production & Operations Management, McGraw Hill Educations(India) Private limited 3. E.S. Buffa and R.K. Sarin., Modern Production & Operations Management, Wiley	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	30-03-2019	
Date of approval by the Academic Council	13-07-2019	

Course Outcome for BB3303

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	At the end of the course the students can apply the concept of Search Engine Optimization in the business world.	2	Ent/Emp/S
CO2	At the end of the course the student will be able to set SEOs and help the business out in generating leads.	3	Ent/Emp/S
CO3	At the end of the course the students can create their web contents so smartly to have more business for their organization.	5	Ent/Emp/S
CO4	At the end of the course the students will be able to apply the concepts of local SEOs, Link building and analyze and evaluate material requirement decisions.	4	Ent/Emp/S
CO5	At the end of the course the students can measure the growth of the business done so far due to SEO tools and techniques.	4	Ent/Emp/S

CO-PO Mapping for BB3303

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	1	3	3	2	3	1	3	3
CO2	3	2	2	1	2	2	3	2	1	2	2	3	3
CO3	2	1	1	2	1	2	2	1	1	1	2	3	3
CO4	1	1	1	1	2	1	3	3	2	2	1	2	2
CO5	3	1.4	2	2	1	2	3	2	1	1	2	3	3
	2.2	2.6	1.6	1.6	1.8	1.6	2.8	2.2	1.4	1.8	1.6	2.8	2.8

BB3304	Title: Business Environment	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The purpose of this paper is to familiarize the students with the Environment prevailing under which companies have to work.. Enhancing the level of students with reference to understanding of the real market environment.	
Expected Outcome	Students will know an advanced and integrated understanding business environment.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Overview	12
Meaning, concept & scope of environment Business & its environment for effective performance, Indian performance, Indian economy-its main feature, macro environment- Economic consideration, political & government setup, socio cultural factors, social responsibility of business towards employee, economy.		
Unit II	Economic Growth and Development	6
Economic Growth & Development – Meaning of economic growth, factors affecting economic growth, impact of circular flow of money on business, large scale & small scale business. Role of foreign Investments, private foreign investment limitations & degree of foreign investments, Govt. policy, event changes.		
Unit III	Multinationals	10
Definition, Investment motives, Benefits, Demerits, Recent trends, Multinational in India- Introduction, public, Private joint & co-operative sectors, village, small & ancillary industry, Types of Economies-free, capitalization, socialistic, socialistic & mixed.		
Unit IV	Financial Aspects	10
Brief intro of stock exchange & its control, MRTP, FERA, Monetary & fiscal policy, Company law, Money & Capital market. Financial Institutions - an overview.		
Unit V	Business and Society	5
Business & Society:- Business & social responsibility, pollution threat, Ecology balance, environmentalist movement, values & ethics in management		
Text Books	1. M Adhikary, Economic Environment of Business, Sultan Chand & Sons,(2014). 2. Francis Cherunilam, Business Environment ,PHI	
Reference Books	1. M B Shukla, Business Environment ,Taxman Publications 2. Mukesh Trehan, Business Environment, PHI	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

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Course Outcome for BB3304

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Knowledge and understanding of all the aspect of business environment	2	Ent/Emp/S
CO2	Understanding factors of economic growth.	3	Ent/Emp/S
CO3	Understanding importance of multinationals in economy	5	Ent/Emp/S
CO4	Knowledge of fiscal and monitory policy, capital market and their inter relation.	4	Ent/Emp/S
CO5	Understanding impact of society culture and custom on business	4	Ent/Emp/S

CO-PO Mapping for BB3304

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	1	2	1	2	1	2	2	2
CO2	3	3	3	1	3	3	3	1	3	3	1	3	3
CO3	2	2	2	3	2	2	2	3	2	2	3	2	2
CO4	1	1	1	2	1	1	1	2	1	1	2	1	1
CO5	3	2	3	1	2	3	3	1	2	3	1	3	3
	2.2	2.2	2.2	1.6	2	2	2.2	1.6	2	2	1.8	2.2	2.2

BB3305	Title: Human Resource Management	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.	
Expected Outcome	Understand the basic concepts which characterize the field of human resource management To Understand how human resource is acquired and trained. Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them. Comprehend the role human resource management plays in an organization.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction of HRM and Evolution of HRM	8
Human Resource Management: Features, Objectives, Function and Theories of HRM. Evolution of HRM: Evolution, Functions, HRM Policies & Principles, System Approach to Human Resource Management; HR Relationship with other Departments; E-HRM, Human capital Management, Environment of HRM- Internal & external forces affecting the HR function. HRM issues in Indian Organizations. Global HRM. Strategic Human Resource Management: HRM & Its Role In Creating Competitive Advantage; Creating Strategic HRM System		
Unit II	Human Resource Planning and Induction	10
Human Resource Planning: Introduction, Objectives and components of Human Resource Planning. Manpower Forecasting: Necessity, Problems, Approaches, and Benefits of Forecasting. Job analysis Job analysis, job description, job specification: concept, Contents, needs and importance, Developing Job Descriptions or Guidelines for Writing a Job Description, Limitations of Job Description, Job Specifications. Job enrichment, job satisfaction Recruitment & Selection Process: Planning And Forecasting, Effective Recruiting, Internal And External Sources Of recruitment, Employee Testing And Selection, Induction And Placement		
Unit III	Career Planning and Internal Mobility	8
Career Planning: Significance, Need and Its components, Career counseling, Career Development. Internal mobility of human resource: Promotion, demotion, transfer, discipline, discharge and dismissal and related problems and procedures. Training And Development: T&D Process, Methods Of Employee Training, Methods Of Executive Development, Evaluating the Training programme.		
Unit IV	Compensation Management	8
Performance appraisal: Need, importance, objectives, methods and problems of performance appraisal. Compensation management: concept, importance, steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit Sharing, gain sharing, employees' stock option plan. Worker's Participation in Management.		
Unit V	Industrial Relations and Disputes	10
Industrial Relations: Concept and Significance of Industrial Relations. Trade Unions: role, types, functions, problems. Industrial dispute: concept, causes & machinery for settlement of dispute. Grievance Management: concepts, causes & grievance redressal machinery. Discipline: concept, aspect of discipline & disciplinary procedure. Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining		
Text Books	1. VSP Rao, Human Resource Management, Excel Books. 2. L.M. Prasad, Human Resource Management, Sultan Chand & Sons	
Reference Books	1. K.Ashwathappa, HRM text & cases, Tata McGraw Hill.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3305

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the basic functions of HRM	2	Ent/Emp/S
CO2	Students will be able to know about the human resource planning and their impact on organization	3	Ent/Emp/S
CO3	Students will able to know the application of career planning and methods of training	5	Ent/Emp/S
CO4	Students will be able to understand the methods of performance appraisal and their impact on employee	4	Ent/Emp/S
CO5	Students will be able to know the current situation of industrial relation and functioning of trade union	4	Ent/Emp/S

CO-PO Mapping for BB3305

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO 1	3	3	0	3	3	3	2	2	2	3	3	2	2
CO 2	3	3	0	3	3	3	2	3	3	3	2	3	2
CO 3	3	3	1	3	3	3	2	3	3	2	3	2	3
CO 4	3	3	1	3	3	3	2	3	2	3	3	3	2
CO 5	3	3	0	3	3	3	2	3	3	3	2	3	3

	3	3	0.4	3	3	3	2	2.8	2.6	2.8	2.6	2.6	2.4
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BB3306	Title: Supply Chain Management	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites		
Objectives	The course aims to familiarize the students with the basic concepts of Supply Chain Management.	
Expected Outcome	Understanding of the role of supply chain management function in an organization.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	7
Development of SCM concepts and Definitions – key decision areas – strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.		
Unit II	Sourcing	7
Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.		
Unit III	Distribution	7
Distribution strategy: Choice of Market – network design – Channels of Distribution – distribution planning – transportation – packaging		
Unit IV	Inventory	7
Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.		
Unit V	Customer service	7
Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.		
Text Books	1. D.K. Agarwal, Textbook of Logistics and Supply Chain Management, McMillan 2. Sunil Chopra and Peter Meindl, Supply Chain Management, Pearson	
Reference Books	1. Cecil Bozarth, Introduction to Operations and supply chain management, Pearson 2. R.B.Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and Supply chain management, McGraw Hill	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3306

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Understand some basics concepts of Supply chain and transportation line	2	Ent/Emp/S
CO2	Identify the appropriate methods for manufacturing the products.	3	Ent/Emp/S
CO3	To develop the potential market for the new product	5	Ent/Emp/S
CO4	forecast the demand for product and make inventory planning accordingly	4	Ent/Emp/S
CO5	identify the need of service after sales.	4	Ent/Emp/S

CO-PO Mapping for BB3306

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	3	2	1	2	2	2	2	1	2	2	3
CO2	3	3	3	2	1	2	2	2	2	1	2	2	2
CO3	2	2	2	1	1	1	2	3	1	1	1	2	1
CO4	2	1	2	2	1	2	1	3	2	1	2	2	3
CO5	2	2	2	2	1	1	2	2	2	1	2	2	2
	2.2	2.2	2.8	2.2	1.2	1.8	2.2	2.8	2.2	1.2	2.2	2.6	2.2

Code: VP3201	Title: Communication and Professional Skills-II	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	VP3101	
Objectives	To develop the English communication skills of our students. To enable them to communicate effectively and nurture their speaking skills in English. To inculcate in our students the ability to develop soft skills and professional etiquettes which will make them more suitable for jobs in the corporate sector. To overcome interaction phobia as English is not their mother tongue.	
Expected Outcome	After the Course the students will be able to write/understand and create sentences in English of all tenses. They will be able to take part in daily routine conversations in English. Students will be able to understand and be partially groomed in corporate etiquettes and culture	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Functional Grammar	6
	<ul style="list-style-type: none"> How to use- noun, pronoun, verb, adjective, adverb, preposition, conjunction How to use Tenses-past, present, future Modal verbs- can/could, shall/should, will/would, may/might, must, ought to Articles- a, an, the, no article 	
Unit II	Speaking Skills	10
	Introduction <ul style="list-style-type: none"> Describe yourself, your educational background, family, hobbies, strengths Let's talk- making conversation, meeting and greeting people Opinions, likes and dislikes World Around Me <ul style="list-style-type: none"> Life at college, hostel etc. Market place, bus stop, bank, post office Village, town and city Eating out at a Restaurant 	
Unit III	Personality Enhancement	5
	<ul style="list-style-type: none"> First impression: Dressing sense, good manners, speaking well and respectably Positive Attitude: Being happy and alert, a good listener and a good friend Goal setting, confidence building and handling rejection 	
Unit IV	Vocabulary Development	5
	<ul style="list-style-type: none"> Word Formation: Prefix, suffix, conversion and compound words Homophones and one-word substitution Words often confused and misused Idiomatic phrases Antonyms and synonyms 	
Unit V	Listening	4
	<ul style="list-style-type: none"> Main point in short simple conversations and messages Essential information in short recorded passages on diverse matters 	
Unit VI	Reading and Writing	6
	<ul style="list-style-type: none"> Reading and writing of short, simple notes and messages Basic descriptions about everyday life in simple sentences Short simple descriptions of events and reporting what happened when and where Simple e-mail or letter including expressions for greeting, addressing, asking or thanking Completing a questionnaire giving information about background, interests, skills 	

Text Books	<ol style="list-style-type: none"> High School Grammar by Wren & Martin revised by Dr. N.D.V.Prasada Rao (S.Chand) Personality development by Harold R. Wallace (Cengage Learning)
Reference Books	<ol style="list-style-type: none"> Essential English grammar by Raymond Murphy (Cambridge Univ. Press) Practical English Usage by Michael Swan (Oxford) Personality Development & Soft skills by Barun K. Mitra; 2nd edition (Oxford Univ. Press) Online Resources: Flipboard, TEDx, Youtube
Mode of Evaluation	Internal and External Examinations
Recommendation by Board of Studies on	05-04-2018
Date of approval by the Academic Council	11-06-2018

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	This program leads to improve numerical skills of the students to do calculative part in short period of time.	2	Ent/Emp/S
CO2	Draw conclusions or make decisions in quantitatively based situations that are dependent upon multiple factors. Students will analyze how different situations would affect the decision	3	Ent/Emp/S
CO3	Understanding how a person efficiency impact on TIME AND WORK, And let to know the power of compounding in COMPUND INTEREST, also Know about The percentage calculation in various aspects.	5	Ent/Emp/S
CO4	Calculate Time Speed and Distance in various aspects,, how Selling price And Cost price lead to profit or lose.	4	Ent/Emp/S
CO5	With the help of this student can qualify for various competitive exams (BANK, SSC, POLICE, DEFENCE, ETC.) This will be helpful for written exam of Various companies.	4	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	2	2	2	2	2	1	2	2
CO2	1	3	2	2	3	2	2	3	2	2	2	2	2
CO3	3	3	2	2	2	2	3	2	2	2	3	3	2
CO4	3	2	2	2	2	2	3	2	2	2	2	2	2
CO5	2	2	2	3	2	1	2	2	2	3	3	3	2
	2.2	2.4	2	2.2	2.4	1.8	2.4	2.2	2	2.2	2.2	2.4	2

Detailed Syllabus (Semester wise /course wise)
SEMESTER 4 Year -2

BB3401	Title: Management Accounting	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The objectives of this paper is to familiarize the student with the tools and skills of decision making in management accounting.	
Expected Outcome	These decision making skill and analytical skills would be much supportive to sorting out the complexities of Corporate Business transactions.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Management Accounting	6
Management Accounting: Nature, scope and functions of management accounting, Role of management accounting in decision-making, Limitations, Tools and techniques of Management accounting, Management accounting Vs. financial accounting.		
Unit II	Budgetary Control Process	10
Budgeting for Profit Planning and control: Meaning of budget and budgetary control, Objectives; Merits and limitations. Types of budgets; Cash budget, Fixed and flexible budgeting, Zero base budgeting, Performance budging.		
Unit III	Marginal Costing and Break Even Analysis	11
Marginal Costing & Break Even Analysis: Concept of Marginal costing, variable & absorption costing, Benefits and limitation. Cost, volume and profit analysis Breakeven point. Margin of safety. Make or buy decision.		
Unit IV	Analysis of Variances	10
Standard Costing & Variance Analysis: Standard costing and Historical costing. Establishment of cost standards. Variance analysis-Material variance, Labor variance, overheads variance.		
Unit V	Relevance of Management reporting	7
Management Reporting: Meaning, nature, scope, objectives and types of reporting, Modes of reporting, internal and external reporting, Use of reports of Management.		
Text Books	<ol style="list-style-type: none"> 1. Arora, M.N. Management Accounting .Vikas Publishing House, New Delhi. 2. Maheshwari, S.N. and S.N. Mittal. M a n a g e m e n t Accounting. Shree Mahavir Book Depot, New Delhi. 3. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education. 4. M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi 5. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar 	
Reference Books	<ol style="list-style-type: none"> 1. Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. Management Accounting. Dorling Kindersley(India) Pvt. Ltd. 2. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi. 	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3401

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.	2	Ent/Emp/S
CO2	To enhance the abilities of learners to analyze the financial statements. 3. To enable the learners to understand	3	Ent/Emp/S
CO3	To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporate.	5	Ent/Emp/S
CO4	To make the students develop competence with their usage in managerial decision making and control	4	Ent/Emp/S
CO5	Critically analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques;	4	Ent/Emp/S

CO-PO Mapping for BB3401

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	3	1	1	1	2	2	2	2
CO2	2	1	2	1	1	2	1	2	1	2	2	1	1
CO3	1	2	2	1	1	2	1	1	1	2	2	2	3
CO4	2	3	2	1	1	2	2	1	1	2	2	2	1
CO5	3	3	1	1	1	1	1	2	2	2	2	1	2
	2	2	1.8	1.4	1.8	1.6	1.6	1.6	1.2	2.6	2.2	1.8	1.8

BB3402	Title: Operations Research	LTPC 4004
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To equip the students with techniques of data analysis, to grasp the various optimization techniques.	
Expected Outcome	Students will be able to facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty	
Unit No.	Unit Title	
Unit I	Introduction and Linear Programming⁸	
Introduction: Linear programming, Definition, scope of Operations Research (O.R) approach and limitations of OR Models, Characteristics and phases of OR Mathematical formulation of L.P. Problems.		
Unit II	Solutions of linear programming problem⁸	
Graphical solution methods, The simplex method - slack, surplus and artificial variables. Concept of duality, two phase method, dual simplex method, degeneracy, and procedure for resolving degenerate cases		
Unit III	Transportation and Assignment⁸	
Transportation Problem: Formulation of transportation model, Basic feasible solution using different methods, Optimality Methods, Unbalanced transportation problem, Assignment Problem: Formulation, unbalanced assignment problem,		
Unit IV	Replacement Model¹⁰	
Replacement model: Replacement Problems: Replacement of items that deteriorate with time; Replacement of items that fail completely and staffing problem		
Unit V	Job Sequencing and PERT/CPM¹⁰	
Organizational Climate- Concept, Determinants, and OCTAPACE model; Organization Culture- Concept, Forming, Sustaining, and Changing a Culture, Organizational effectiveness- concept and measurement; Organizational change- resistance and management.		
Text Books	1. J K Sharma, Operations Research - Theories and Applications, Macmillian. 2. Prem Kr Gupta, D S Hira, Operations Research, S. Chand .	
Reference Books	1. Hamdy A. Taha, Operations Research - An Introduction, Prentice Hall. 2. S Kalavathy, Operations research, Vikas. 3. S D Sharma, Operations Research, KNRN	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	1	1	1	1	1	3	3	1	3	1	1
CO2	2	2	2	1	1	1	2	2	2	1	2	2	2
CO3	1	2	2	1	1	1	2	2	2	2	2	3	3
CO4	2	1	2	1	1	1	2	2	1	2	3	2	2
CO5	3	3	2	1	1	1	3	2	3	2	1	2	2
	2	2.2	2	2	2.2	1.8	2	2	2.2	1.8	2.2	2	2

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To remember the data and understand the different sources of data and sampling theory	2	Ent/Emp/S
CO2	To understand, apply and analyze the Hypothesis and Measurement scales in primary research	3	Ent/Emp/S
CO3	To understand, apply and analyze the reliability, and validity analysis using SPSS.	5	Ent/Emp/S
CO4	To remember, understand the basic concept and analyze the exploratory factor analysis using SPSS	4	Ent/Emp/S
CO5	To understand the concept of correlation and apply in terms of measurement using SPSS	4	Ent/Emp/S

BB3403	Title: Research Methodology	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The Objective is to teach the students basic techniques of the research which is useful for developing analytical ability.	
Expected Outcome	The course aims to make students understand the technicalities involved in a research wor	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Research Methodology: An Introduction	6
Meaning of Research, Objectives, Types of research, Research approaches, Significance of research, Research methods versus Methodology, Research and Scientific Method, Research Process, Criteria of good research, Problems Encountered by Researchers in India. Defining the Research Problem: What is a Research Problem? Selecting the Problem, Necessity of Defining the Problem, Technique involved in Defining the Problem		
Unit II	Research Design	10
Meaning of Research Design, Need for Research Design, Features of a Good Design, Important concepts relating to Research Design, Different Research Design, Basic Principles of Experimental Designs, and Important Experimental Designs. Design of Sample Surveys: Introduction, Sample Design, Sampling and Non-Sampling Errors, Sample Survey vs. Census Survey, Types of Sampling Design, Non-Probability Sampling, Probability Sampling. Measurement and Scaling: Quantitative and Qualitative Data, Classifications of Measurement Scales, Goodness of Measurement scales, Sources of Error in Measurement, Techniques of Developing Measurement Tools, Scaling and Scaling Techniques, Multidimensional Scaling, deciding scaling.		
Unit III	Data Collection	4
Introduction, Experiments and Surveys, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection. Data Preparation: Data preparation process. Descriptive Statistics, Sampling and Statistical Interference.		
Unit IV	Analysis of Data	10
Testing of Hypotheses, Chi-Square tests, Analysis of Variance, other Non parametric Methods, Factor Analysis, Discriminant Analysis, Cluster Analysis.		
Unit V	Interpretation and Report Writing	3
Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.		
Text Books	1. C.R. Kothari, Research Methodology	
Reference Books	1. Rigby Paul H.(1965), Conceptual Foundation of Business Research , Wiley. 2. Wilkinson & Bhandarkar, Methodology & Techniques of Social Research, Himalaya Publishing House, New Delhi. 3. Tripathi P.C., Research Methodology, Sultan Chand & Co, New Delhi.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3403

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	Understand some basics concepts of research and its methodology	2	Ent/Emp/S
CO2	Identify appropriate research designs depending upon the objectives of research.	3	Ent/Emp/S
CO3	To develop a detailed research proposal and summer internship projects.	5	Ent/Emp/S
CO4	To know how to collect data and evaluate it using different statistical tests.	4	Ent/Emp/S
CO5	To develop a questionnaire and to identify which test should be applied to which data set.	4	Ent/Emp/S

CO-PO Mapping for BB3403

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	2	1	2	1	1	2	1	2
CO2	2	2	2	1	1	2	1	2	2	1	2	2	3
CO3	1	1	1	1	1	1	1	2	1	1	1	1	1
CO4	2	2	2	1	1	1	1	2	2	1	2	2	2
CO5	1	2	2	1	1	2	1	2	1	1	2	2	3
	1.6	1.6	1.8	1	1	1.6	1	2	1.4	1	1.8	1.6	2.2

BB3404	Title: International Business	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The purpose of this paper is to familiarize the students with the meaning, scope and ways of International Business. Enhancing the level of students with reference to understanding the international business environment prevailing in the different parts of the world.	
Expected Outcome	Students will know an advanced and integrated understanding of International Business and understand the impact of it Globally.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Overview of International Business	12
An Over view, Evolution of International Business, Drivers of globalization, Influences of International Business , Stages of Internationalization ,International business approaches		
Unit II	Theories of International Trade	6
Mercantilism, Theory of Absolute Cost Advantage, Comparative Cost Advantage Theory Relative Factor Endowments theory, Country similarity theory, Product Life cycle theory, Global strategic rivalry theory, Porter’s National Competitive Advantage theory		
Unit III	Modes of Entering International Business	10
Modes of Entry (Exporting ,Licensing, etc), FDI, WTO, IMF ,WB ADB, Foreign Exchange , Balance of Payment ,SEZs, MNCs		
Unit IV	Trade Blocs and Business Centers	10
Trade Blocs, Types ,Cartels SAARC,SAFTA ,NAFTA,ASEAN etc , Implications of Trade blocks for business. Benefits regional economic integrations		
Unit V	Global Strategic Management and Business Ethics	5
International Production and Logistics Management, IHRM, Controlling and Evaluation of International Business		
Text Books	3. CHERUNILAM FRANCIS ,4 th Edition <i>International Business</i> , PHI 4. VENKATA RATNAM, <i>International Trade</i> ,Oxford Publications	
Reference Books	1. RIAD A AJAMI, <i>International Business: Theory & Practice</i> ,PHI 2. BIMAL JAISWAL, <i>International Business</i> , HPI	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3404

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand the overview, evolution and different approaches of international business.	2	Ent/Emp/S
CO2	To understand and apply the different theories of international trade.	3	Ent/Emp/S
CO3	To understand the modes of international business and analyze the working of international financial institutions..	5	Ent/Emp/S
CO4	To remember trade blocs and understand the business centers and analyze the benefits.	4	Ent/Emp/S
CO5	To understand about international production and logistics management and evaluation of international business.	4	Ent/Emp/S

CO-PO Mapping for BB3404

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	1	2	1	2	2	1	1	2	2	2	2
CO2	2	1	2	1	2	1	2	3	1	2	2	1	1
CO3	1	2	2	1	1	1	1	1	1	3	2	3	3
CO4	1	1	2	2	1	2	2	1	1	3	3	2	1
CO5	2	2	1	1	2	2	1	2	2	3	2	1	2
	1.6	1.6	1.6	1.4	1.6	1.6	1.6	1.6	1.2	2.6	2.2	1.8	1.8

BB3405	Title: Company Law	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	The purpose of this paper is to familiarize the students with the meaning, scope and the sources of company law in India. Enhancing the level of students with reference to understanding of regulation of company.	
Expected Outcome	Students will know an advanced and integrated understanding of company law and understand the impact of these laws on business.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction of Company Law	10
Company- Meaning, Characteristics and types of company, Private limited Company, Public limited Company, Lifting of the corporate veil, Difference between company and partnership, Company Law in India. Introduction of company act 2013.		
Unit II	Formation of Company	9
Incorporation of Company, Mode of incorporation of company, Document to be filed with the registrar, Effect of registration of company, promoter role of promoters of company. .		
Unit III	Memorandum of Association & Article of association	9
Memorandum of Association: Meaning, and importance of memorandum for company, Contents of memorandum, Alteration of memorandum, Doctrine of ultra vires, Article of association meaning and concept, content of Article, Alteration of article, MOA vs. AOA.		
Unit IV	Prospectus & Company Management	8
Prospectus: meaning, dating of prospectus, registration of prospectus, Contents of prospectus, Directors: Definition, number of Directors, Appointment of Directors, Position of Directors, Meetings of directors, powers of directors, duties of directors		
Unit V	Meetings & Winding Up of Company	8
Meetings: Types of company, notice of meeting, ordinary business and special business, Quorum for meeting, Chairman of the meeting, Minutes of meetings, resolutions, Winding Up of company: Meaning, modes of winding up, grounds for compulsory winding up, procedure of winding up by the court.		
Text Books	1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons. 2. G.K. Kapoor, Company Law, Taxmann Publication Pvt. Ltd.	
Reference Books	1. K.C. Garg, Company Law, Kalyani Publishers.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3405

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand basic overview of the companies act 2013.	2	Ent/Emp/S
CO2	To recognize how to promote and incorporate the business and what are the legal formalities.	3	Ent/Emp/S
CO3	To know the role and importance of MOA and how the activity of company govern by AOA and MOA.	2	Ent/Emp/S
CO4	To provide a learning about the different types of company's prospectus and the charter of the company.	4	Ent/Emp/S
CO5	To extend the knowledge of the company how the meeting are conducted in the companies. To gain knowledge of shares and how the company wind up, what are the events of the winding up.	4	Ent/Emp/S

CO-PO Mapping for BB3405

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	2	2	1	2	3		2	2	1	2	2
CO2	2	2	3	3	2	2	2	1	2	2	1	1	2
CO3	2	2	2	3	2	2	1	2	2	2	2	3	2
CO4	2	2	2	3	2	2	2	2	1	2	3	2	3
CO5	3	3	3	3	2	2	2	2	1	2	3	3	2
	2.2	2	2.4	2.8	1.8	2	2	1.75	1.6	2	2	2.2	2.2

VAP	Title: Reasoning Ability	LTPC 2002
Version No.	2.0	
Course Prerequisites	Nil	
Objectives	To provide an understanding of the basic reasoning and underlying concepts of mathematical reasoning ..	
Expected Outcome	The students will learn and prepare themselves for various competitive exams.	
Unit No.	Unit Title	No. of hrs (per Unit)
Unit I-		05
Number Series, Letter Series, Analogies, Logical Sequence of Words, Direction Sense Test, Coding and Decoding		
Unit II-		07
Rule Detection, Blood Relation, Paper Folding, Mirror Images, Water Images, Cube , Dice, Order & Ranking		
Unit III-		05
Inequality , Syllogism , Sitting Arrangement Circle , Square , Line , Dictionary Order , Word Formation		
Unit IV-		05
Clock , Calendar , Counting of Triangle , Counting of Square , Counting of rectangle , Counting of Line		
Unit V-		06
Logical Venn Diagram, Statement and Course of Action, Statement and Assumption, Statement And Argument , Statement And Conclusion		
Suggesting Readings:	1. R.S. Aggarwal, —Objective Arithmetic. S. Chand & Company New Delhi. 2. R.S. Aggarwal, —Verbal and Non-Verbal Reasoning. S.Chand & Company New Delhi 3. R.S. Aggarwal, —Quantitative Aptitude. S. Chand & Company New Delhi 4. R.D. Sharma, —Senior Secondary Mathematics Vol: 1 and Vol: 2 New Delhi	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	This program lead to improve numerical skills of the students to do calculative part in short period of time.	2	Ent/Emp/S
CO2	Understanding of directions, blood relations, ranking, coding-decoding, calendar, clock enhance the analyzing power of students	3	Ent/Emp/S
CO3	Draw conclusions or make decisions in quantitatively based situations that are dependent upon multiple factors.	2	Ent/Emp/S
CO4	Students will draw conclusions and/or make decisions by analyzing and/or critiquing mathematical models.	4	Ent/Emp/S
CO5	This will be helpful for written exam of various companies	4	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	3	1	2	1	1	1	1	1	1	2
CO2	2	1	1	2	2	2	2	1	1	2	2	2	2
CO3	2	2	2	1	2	1	2	1	2	2	1	1	1
CO4	2	2	3	1	2	2	2	1	3	1	1	2	2
CO5	1	2	2	2	1	3	0	2	2	2	2	1	1
	1.8	1.8	2	1.8	1.6	2	1.4	1.2	1.8	1.6	1.4	1.4	1.6

Detailed Syllabus (Semester wise /course wise)
SEMESTER 5 Year -3

BB3501	Title: Business Ethics	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	This course introduces Business ethics as the modern managerial approach to ethical questions in business environment.	
Expected Outcome	It gives understanding of main theoretical concepts and also developing skills identification, analysis and permission of ethical dilemmas on a workplace an managing ethics in organizations.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	08 hrs
Business Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Corporate Social Responsibility		
Unit II	Organization Culture and ethics	09 hrs
Ethical Issues related with Advertisement and Marketing; Secular versus Spiritual Values in Management, Work Ethics, Stress at Workplace		
Unit III	Ethical Issues in the Era of Profit Making	09Hrs
Relevance of Values in Management; Gandhian Approach in Management and Trusteeship; Social Values and Political Environment, Ethical Issues in Capitalism and market systems.		
Unit IV	Observance of Ethical Values In Competitive Environment	08Hrs
Relationship between Ethics & Corporate Excellence-Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM		
Unit V	Corporate Social Responsibility	07Hrs
Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.		
Text Books	1. C.S.M. Murthy, —Business Ethics‡, Himalaya Publishing House, latest edition. 2. Lara P. Hartman, Perspectives in Business Ethics‡, Tata McGraw-Hill Publishing Co, Ltd., Second Edition, latest edition	
Reference Books	3. Banarjee R.P. —Ethics in Business and Management–Concepts and Cases‡, Himalaya Publishing, House. latest edition 4. S.K. Chakraborty, —Management by Values‡ Oxford University Press Publication latest edition .	
Mode of Evaluation	Internal (40 marks) External (60 marks)	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3501

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	To understand and aware about concept of business ethics and importance of it into business environment	2	Ent/Emp/S
CO2	To understand and apply ethical concepts into different function of management.	3	Ent/Emp/S
CO3	To understand and apply Ethical concept in business in decision making.	2	Ent/Emp/S
CO4	To understand, apply principles of business ethics and also aware the students to different approaches of ethics in management.	3	Ent/Emp/S
CO5	To aware, understand and apply the principles of Corporate Social Responsibility and its relevant for business.	3	Ent/Emp/S

CO-PO Mapping for BB3501

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	2	2	2	3	1	1	1	1	1	2	1
CO2	3	2	2	2	3	2	2	1	1	1	1	1	2
CO3	2	3	1	3	1	1	3	2	2	3	1	1	1
CO4	2	1	2	2	1	2	2	2	2	2	2	2	2
CO5	2	2	1	2	2	1	2	1	1	1	1	2	1
	2.2	1.8	1.6	2.2	1.8	1.8	2	1.4	1.4	1.6	1.2	1.6	1.4

BB3502	Title: PROJECT MANAGEMNT	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	To aware and adopt methodology of Project Management.	
Expected Outcome	Students will able to create basic understanding of the functions of establishment under project management regime.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Project Management	7 Hours
Project, Project management , Objective and Importance of Project Management , Tools and Techniques of project management ,Project Vs Operation, Project Manager, Qualities of Project manager, Project management Team.		
Unit II	Idea and screening of Project Management	9 Hours
Project life cycle, Phases of Project, Generation of idea and Screening of Project, Types of Projects, Tender Management-Contract ,Memorandum of understanding, Government E- tendering Process.		
Unit III	Analysis of Project management	9 Hours
Technical Analysis- Location, Plant and machinery, Production capacity, Building and Structure, Technology selection. Market Analysis-Demand Potentiality, market strategy, Pricing strategy and Competitor analysis. Legal Analysis , Social cost Benefit Analysis, Environmental analysis(kyoto protocol)		
Unit IV	Financial Viability of Project	10Hours
Financial Statement Analysis, Capital Budgeting, Opportunity cost, Relevant and Irrelevant Cost, Capital Structure , Investors and Financer ,Down side risk of Project management, Working capital . DPR.		
Unit V	Project Handling & Controls	8 Hours
PERT and CPM, Time Management Strategies ,Monitoring and Controlling of Project management, Pre and Post Audit Abandonment Analysis , TQM, Six Sigma, Lean Management, Cluster Development.		
Text Books	1.Haarold Kerzner, Ph.D., Project Management , A Systems Approach to Planning, Scheduling, and Controlling, Publisher- John Wiley & Sons	
Reference Books	1.Chandra and Prassna – Project Planning Analysis. Mac Graw Hill, education.	
Mode of Evaluation	Internal and External	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3502

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Understand basic concepts of project planning & management	2	Ent/Emp/S
CO2	Identify project life cycle and various types of projects	3	Ent/Emp/S
CO3	Students will understand parameters like technical analysis, ,market analysis, environmental analysis, social cost benefit analysis	2	Ent/Emp/S
CO4	Analysis of financial viability of a project.	3	Ent/Emp/S
CO5	Understand regarding monitoring and controlling activities in projects	3	Ent/Emp/S

CO-PO Mapping for BB3502

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	1	1	2	3	1	3	3	3	3	2	3
CO2	2	2	3	1	3	3	3	3	2	1	2	3	2
CO3	3	3	2	2	2	2	3	2	3	2	2	2	1
CO4	3	3	3	2	3	3	3	2	2	2	1	2	2
CO5	3	2	3	3	2	3	2	2	2	2	2	2	2
	2.8	2.2	2.4	1.8	2.4	2.8	2.4	2.4	2.4	2	2	2.2	2

VP3301	Title: Numerical Ability	L T P C 0 0 2 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	The objective of conducting Logical Reasoning tests is to check if candidates have the adequate problem solving and analytical skills needed in an organization.	
Expected Outcome	students will demonstrate an enhanced ability to draw logical conclusions and implications from the analysis of an issue or problem.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Square , Square root , Cube , Cube root , H.C.F. and L.C.M Simplification Percentage	6
Unit II	Average, Simple Interest, Compound Interest, Partnerships , Unit digit	8
Unit III	Time and Work , Problem on Ages, Boats and Streams, Profit and Loss, Problem on Trains	6
Unit IV	Time Speed and Distance, Problem on Trains , Volume and Surface Areas, Pipes and Cisterns,	8
Unit V	Linear Equations in Two Variables, Quadratic Equations, algebra, Trigonometry	6
Reference Books	1. R.S. Aggarwal, —Objective Arithmetic. S. Chand & Company New Delhi. 2. R.S. Aggarwal, —Verbal and Non-Verbal Reasoning. S.Chand & Company New Delhi 3. R.S. Aggarwal, —Quantitative Aptitude. S. Chand & Company New Delhi 4. R.D. Sharma, —Senior Secondary Mathematics Vol: 1 and Vol: 2 New Delhi	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	This program lead to improve advance numerical skills of the students to do calculative part in short period of time.	2	Ent/Emp/S
CO2	Understanding of advance question of directions, blood relations, ranking, coding-decoding, calendar, clock enhance the analyzing power of students.	3	Ent/Emp/S
CO3	Understanding how a person efficiency impact on TIME AND WORK, And let to know the power of compounding in COMPUND INTEREST, also Know about the percentage calculation in various aspects.	2	Ent/Emp/S
CO4	Calculate advance problem of Time Speed and Distance in various aspects,, how Selling price and Cost price lead to profit or lose.	4	Ent/Emp/S
CO5	With the help of this student can qualify for various competitive exams (BANK, SSC, POLICE, DEFENCE, ETC.) This will be helpful for written exam of various companies.	4	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	3	3	2	1	1	1	1	1	1	2
CO2	3	1	1	2	2	2	2	1	1	2	2	2	2
CO3	2	2	2	1	2	1	2	1	2	2	1	1	1
CO4	2	2	2	2	2	2	2	1	3	1	1	2	2
CO5	2	2	2	2	3	3	2	2	2	2	2	1	1
	2.2	1.8	1.8	2	2.4	2	1.8	1.2	1.8	1.6	1.4	1.4	1.6

BB3503	Title: Risk Management and Insurance	L T P C 4 0 0 4
Version No.		
Course Prerequisites	None	
Objectives	To understand the knowledge of risk, risk management, insurance, and reinsurance.	
Expected Outcome	After completion of this paper students will be able to understand basic and advanced knowledge of risk management and insurance.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Risk and Uncertainty	08 Hrs
Concepts, Causes, Degree, Classification, and Cost Insurable Risk, Risk and Economic Development, Psychology and Attitude towards Risk, Managing Risk and Uncertainty, Cash Flow at Risk, Value at Risk		
Unit II	Risk Management and its managerial aspects	10 Hrs
Risk Management - Concept, Evolution, Purpose, Scope, Importance and its Future. Role of Risk Management in Economic Growth, Risk Management Function, Risk Manager. Managerial Aspects - Goals, Identification, Evaluation, Risk Response, and Plan Administration.		
Unit III	Insurance	09 Hrs
Nature, Purpose, Functions, Classification and Scope, Limitations, and Production Process, Risk and Insurance, Economic Development and Insurance, Insurance as a Social Security Tool, Economics of Insurance.		
Unit IV	Insurance Contract	10 Hrs
Nature – Subject Matter of Insurance and Subject Matter of Contract of Insurance, Salient Features of IRDA Act, Special Features of Ayushman Bharat, Pradhan Mantri Jeevan Jyoti Bima Yojana, and Documents. Payment of Premium, E-Insurance Policy and Insurance Repositories, KYC Norms and Anti-money Laundering Guidelines for Insurers.		
Unit V	Reinsurance Contract	07 Hrs
Meaning and Purpose, Forms and Types- Facultative, Treaty, Proportional, and Non- Proportional, National Reinsurer- Gic. Insurance Companies as Consumers.		
Text Books	1. P. K. Gupta. – Insurance and Risk Management (Himalaya Publishing House). 2. M. N. Mishra – Principles and Practices of Insurance (S. Chand and Sons). 3. S. Arunajatesan & T. R. Viswanathan – Risk Management and Insurance (Macmillan Publishers Ltd, 2009).	
Reference Books	1. E. Rejda George – Principles of Risk Management and Insurance (Pearson Education). 2. F. Crane – Insurance Principles and Practices (John Wiley and Sons, New York).	
Mode of Evaluation	Internal (40 marks) External (60 marks)	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand and aware students about concept of risk and uncertainty also explain its types.	2	Ent/Emp/S
CO2	To understand, apply and analysis of risk management process and managerial aspect associated with it.	3	Ent/Emp/S
CO3	To understand and aware the principles of insurance, types of insurance and also importance of insurance in India.	2	Ent/Emp/S
CO4	To understand, apply and aware students regarding element of insurance contract along with other related regulations.	4	Ent/Emp/S
CO5	To understand and aware the students about concept of reinsurance, different type of reinsurance and reinsurance in Indian prospective.	4	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	3	3	1	2	2	3	2	3
CO2	3	3	2	1	1	3	3	1	2	2	3	2	2
CO3	2	2	2	1	1	3	2	0	2	2	2	2	2
CO4	2	2	2	1	1	3	2	1	2	2	3	3	3
CO5	3	3	2	1	1	3	3	1	2	2	3	2	1
	2.6	2.6	2.2	1	1	3	2.6	0.8	2	2	2.8	2.2	2.2

BB3504	Title: Working Capital Management	L T P C 4 0 0 4
Version No.		
Course Prerequisites	None	
Objectives	To have a basic understanding of the concept and importance of sound working capital strategies of a firm.	
Expected Outcome	On completion of the syllabi the student will gain an insight of the impact of working capital policies relating to Cash management, inventory and receivables management on firm's profitability and to know the sources of working capital financin	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Working Capital	10 Hrs
Nature, Scope and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Profitability–Liquidity Trade-Off, Working Capital Policy - Aggressive & Defensive, Overview of Working Capital Management.		
Unit II	Accounts Receivables Management and Factoring	8 Hrs
Receivables: Nature & Cost of Maintaining Receivables, Objectives of Receivables Management, Factors Affecting Size of Receivables, Policies for Managing Accounts Receivables, Determination of Potential Credit Policy Including Credit Analysis, Credit Standards, Credit Period, Credit Terms, Factoring: Types and Benefits.		
Unit III	Inventory Management	8 Hrs
Inventory, Need for Monitoring & Control of Inventories, Objectives of Inventory Management, Benefits of Holding Inventory, Risks and Costs Associated with Inventories, Inventory Management, Minimizing Cost in Inventory, Techniques of Inventory Management - Classification, Order Quantity, Order Point.		
Unit IV	Cash Management	8 Hrs
Meaning of Cash, Motives for Holding Cash, Objectives of Cash Management, Factors Determining Cash Needs, Cash Management Models, Cash Budget, Cash Management: Basic Strategies, Techniques and Processes, Compensating Balances		
Unit V	Working Capital Financing	10 Hrs
Need and Objectives of Financing of Working Capital, Short Term Credit, Mechanism and Cost-Benefit Analysis of Alternative Strategies for Financing Working Capital : Accrued Wages and Taxes, Accounts Payable, Trade Credit, Bank Loans, Overdrafts, Bill Discounting, Commercial Papers, Certificates of Deposit, Factoring, Secured Term Loans.		
Text Books	<ol style="list-style-type: none"> 1. V. K. Bhalla – Working Capital management, Text and cases (Anmol Publication, Delhi , 11th edition). 2. Rangrajan - Working Capital management (Excel Books). 3. Bhattacharya – Working Capital management, (PHI learning). 4. Periasamy - Working Capital Management –Theory & Practice, (Himalaya Housing) 	
Reference Books	<ol style="list-style-type: none"> 1. Khan & Jain - Financial Management (TMH, 5th Ed.). 2. Ravi M. Kishore - Financial Management (Taxmann, 6th Ed.). 	
Mode of Evaluation	Internal (40 marks) External (60 marks)	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	Acquire knowledge of Inventory Management, Receivables Management, Cash Management and Payables .	2	Ent/Emp/S
CO2	Skill to use the technology in Inventory Management in cost effective way.	3	Ent/Emp/S
CO3	Skill to evaluate liquidity risk of any enterprise.	5	Ent/Emp/S
CO4	Skill of analyzing Working Capital Management of any enterprise.	4	Ent/Emp/S
CO5	Skill to create Overall Working Capital Management strategy.	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	2	1	3	3	2	3	2	1	2	2	3
CO2	3	3	2	2	3	3	3	3	1	2	3	1	3
CO3	3	3	2	2	3	3	3	3	1	2	3	1	3
CO4	3	2	2	2	3	3	3	3	2	2	3	1	3
CO5	3	1	2	2	3	3	2	2	2	2	2	2	3
	3	2.4	2	1.8	3	3	2.6	2.8	1.6	1.8	2.6	1.4	3

BB3505	Title: Social Media Marketing and Analytics	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	NIL	
Objectives	To make students aware about the power of Social Marketing and to make them understand the different strategies and policies used to gain maximum advantage of Social Media.	
Expected Outcome	Help the students to learn how to heighten brand awareness, Increase social community size, Accurately target audiences and Strengthen engagement strategies for increased brand loyalty using Social Media Marketing.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	An Introduction	7
Social Media, Social Media Marketing, Characteristics of Social Media, Types and components of Social media Marketing, Benefits of social media marketing, Infrastructure of Social Media.		
Unit II	Social Media environment	8
Strategic Planning and Social Media Marketing, Internal Environment, External Environment & SWOT Analysis, Social Media Marketing Plan Outline, Zones of Social Media, Fifth P of Marketing.		
Unit III	The Social Web	9
Customer Relationship Management, Characteristics of online communities, Segmenting, Targeting and Positioning for Social Media Marketing, Network structure and Group Influence in social media, Uses of keywords, hash tags, and emoji in targeting branded posts and best practices for targeting branded posts.		
Unit IV	Engagement for Social Media	8
Developing and organizing content, Difference between traditional media and Social Media, Social Media Campaigns, Dark Side of Social Media, Word of Mouth Marketing Association(WOMMA), Social entertainment, Game based Marketing.		
Unit V	Social Media Analytics	8
Social Media Analytical Tools, Social Media Statistics, , Social Media Budget, Media optimization matrix: Search engine optimization, Social media optimization, Career in Social Media.		
Text Books	1. Tracy L. Tuten, Social Media Marketing, Sage Publication. 2. D. Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.	
Reference Books	1. Barker & Barker, Social Media Marketing: A Strategic Approach. 2. J. Pulizzi, Digital Marketer. Tata Mcgraw Hill Education.	
Mode of Evaluation	External and Internal Examination	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	At the end of the course the students will be able to understand and apply the key concepts in social media metrics.	2	Ent/Emp/S
CO2	The student will be able to understand and apply social media analytics tools	3	Ent/Emp/S
CO3	The students can create their web contents so smartly to have more business for their organization.	5	Ent/Emp/S
CO4	At the end of the course the students will be able to frame social media marketing strategies which would be helpful to them in future	4	Ent/Emp/S
CO5	The students can measure the growth of the business done so far due to SMM tools and techniques.	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	1	1	2	3	1	2	3	2	3	2	2
CO2	2	3	1	1	1	2	1	1	2	1	3	3	3
CO3	2	2	2	1	2	1	1	2	1	2	3	3	3
CO4	3	2	1	1	3	2	1	3	3	3	3	2	2
CO5	2	3	2	1	2	1	1	2	1	2	2	2	2
	2.4	2.6	1.4	1	2	1.8	1	2	2	2	2.8	2.4	2.4

Code:- BB3507	Title: Mobile and E-Marketing	LT PC 400 4
Version No.	1.0	
Course Prerequisites	Marketing Management	
Objectives	This course will help the students to eventually create sample mobile marketing solutions for the business vertical using their creativity for some of the real life examples of work that the company is in the midst of doing or has recently completed.	
Expected Outcome	Students will be able to evaluate mobile advertising formats, media buys, analytics and campaign integration and Identify text message basics, wireless carrier requirements, campaign types, integration, activation, and measurement.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Mobile and E-Marketing-An Overview	8
Introduction, Objectives, Definition, Turning Traditional Awareness Into Mobile Engagement, History and Features of E-Marketing, Definition of E-Marketing, History of E-Marketing, Features of E-Marketing, E-marketing: Scope, Benefits and Problems, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.		
Unit II	Components of E-Marketing	8
Introduction, Objectives, Customers (Buyers): Impulsive, Patient and Analytical Sellers and Products, Infrastructure: Building a Product System, Intermediaries, the Mobile Web: One Site All Devices, Other Business Partners, Support Services, Digital Products, Definition of E-Customers, Dealing with Customers' Motivations and Expectations, Fears and Phobias of Online Customers, Online Buying Process.		
Unit III	Methods and Techniques of E-Marketing	8
Introduction, Objectives, Creating New Sources of Competitive Advantage, Direct Distribution Model, Re-engineering the Supply Chain, Targeting Underserved Segments, Lower Price Barrier, Delivery Systems for Digital Products, Creates an Efficient Marketplace, Creates a Virtuous Cycle, Advertising Techniques, Selling Methods, Sales Promotion, Public Relations, Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques, Text Message Marketing -- The Workhorse of Mobile Marketing, Social Media -- Social, Local, Mobile, Mobile Advertising -- Relevance Raises Response Rates (and Revenues).		
Unit IV	Applications of E-Marketing	8
Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium.		
Unit V	Legal and Ethical Issues in E-Marketing	8
Mobile Marketing- Definition, Advantages and Disadvantages, Types of mobile marketing, Trends in mobile marketing, Mobile marketing strategy, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues.		
Text Books	1. Martin, Chuck. Mobile Influence: The New Power of the Consumer. Palgrave MacMillan, 2013. 2. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0 Moving from Traditional to Digital.	
Reference Books	1. Schadler, Ted, and Josh Bernoff and Julie Ask. <i>The Mobile Mind Shift</i> . Groundswell Press, 2014. 2. Digital Marketing Marketing strategies for engaging the digital generation by Damian Ryan and Calvin Jones, 2008.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	05-04-2018	

Date of approval by the Academic Council	11.06
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Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Know basic concept of Mobile Marketing towards the development of organizational goal.	2	Ent/Emp/S
CO2	Illustrate different components of e. marketing and their applications for the development of business.	3	Ent/Emp/S
CO3	Understand the concepts and methods of e. marketing and its use for enhancing revenues of organization.	5	Ent/Emp/S
CO4	Understand role of mobile marketing in generating leads for the business organizations.	4	Ent/Emp/S
CO5	Understand the legal and ethical issues in e. marketing and the ways to overcome the given challenges.	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	3	2	3	1	2	3	3	2	3	3	3
CO2	3	3	2	1	2	2	3	3	2	1	2	3	2
CO3	2	2	1	1	1	2	2	2	1	1	3	3	3
CO4	1	3	3	1	2	1	1	3	3	1	2	2	2
CO5	3	3	2	1	1	2	3	3	2	1	3	3	3
	2.2	2.8	2.2	1.2	1.8	1.6	2.2	2.8	2.2	1.2	2.6	2.8	2.6

BB3507	Title: Digital Marketing	LTPC 4004
Version No.	1.0	
Course Prerequisites	Basics of marketing and computer application	
Objectives	The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success and to get introduced to various digital channels, their advantages and ways of integration.	
Expected Outcome	Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.	
Unit No.	Unit Title	No. of hours (per Unit) 40
Unit I	Introduction to Digital Marketing	4
Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.		
Unit II	Traditional Marketing V/S Digital Marketing	8
Difference between Traditional Marketing and Digital Marketing, Digital marketing Strategies and policies, SWOT Analysis, Budget Analysis of Digital Marketing.		
Unit III	Mobile Marketing	8
Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.		
Unit IV	Search Engine Marketing	10
Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC /Google Ad words Tool, Display advertising techniques, Report generation, Creating a Face book page, Visual identity of a Face book page, Types of publications.		
Unit V	E-mail Marketing	10
Introduction, email marketing process, design and content, delivery, discovery, E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions, Digital Marketing Budgeting-resource planning, cost estimating, cost budgeting and cost control.		
Text Books	1. Ian Dodson. The art of Digital Marketing. Wiley	
Reference Books	1. Philip Kotler . Marketing 4.0: Moving from Traditional to Digital	
Mode of Evaluation	External and Internal Examination	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Explain the role and importance of digital marketing in a rapidly changing business landscape	2	Ent/Emp/S
CO2	Discuss the key elements of a digital marketing strategy	3	Ent/Emp/S
CO3	Analyzing the various ways to optimize content for mobile, be it through the creation of mobile sites or apps.	5	Ent/Emp/S
CO4	Demonstrate practical skills of tools used in search engine marketing	4	Ent/Emp/S
CO5	Learn to develop email marketing campaign.	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	3	2	3	1	2	3	3	2	3	3	3
CO2	3	3	2	1	2	2	3	3	2	1	2	3	2
CO3	2	2	2	1	2	2	3	2	1	2	3	3	3
CO4	1	3	3	1	2	1	1	3	3	2	2	2	2
CO5	3	3	2	1	1	2	3	3	2	1	3	3	3
	2.2	2.8	2.4	1.2	2	1.6	2.4	2.8	2.2	1.6	2.6	2.8	2.6

BB3508	Title: Marketing Communication and Advertising	LTPC 4 004
Version No.		
Course Prerequisites	None	
Objectives	The objective of Marketing Communication is to communicate ideas to target audiences. Principles of effective communication are intended to achieve this task.	
Expected Outcome	On completion of the syllabi the student will understand to evaluating the effectiveness of advertising and marketing communications initiatives and Participin the development of creative solutions to address advertising and marketing communications challenges.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Communication	7
Nature of communication process and its different Elements, Obstacles in communication process, role of communication process in perception, learning and attitude change, different elements of promotion mix, communication process in corporate image building, advertising and consumer psychology.		
Unit II	Advertising	8
Advertising-Definition, Objectives, Function, Classifications of Advertising, Advertising as a Tool of Communication, Social and Economic Aspects of Advertising, Advertising Department and Agencies, Impact of technology on marketing communication.		
Unit III	Media	7
Media Planning: Role of Media in Advertising, Comparative Study of different Advertising Media, Media Choice, Allocation of Budget for Advertising, Approaches and Procedures for Determining the Size of the Budget.		
Unit IV	Objectives of Advertising	8
Setting Advertising objectives, DAGMAR Approach, Continuous Advertising planning Program, Message And copy, Message Strategy and Message Design, Elements of Advertisement, Copy, Developing Effective Advertising copy, Creativity and Visualization in Advertising.		
Unit V	Aspects of Advertising	6
Social and Economic Aspects of Advertising, Productivity of Advertising, its Contribution to Economic Development and Standard of Living, Ethics and Advertising.		
Textbooks	Advertising Management by Manendra Mohan, Tata Mc Graw Hill Publication	
Reference Books	Advertising Principles and Practice by Wills, Morality and Burnett, Pearson Publication Advertising and Integrated brand promotion by OGuinn, Allen and Semenik, Thomson Publication	
Mode of Evaluation	Internal and External	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The students will able to outline the nature of advertising and describe its environment	2	Ent/Emp/S
CO2	The students will able to analyze an Advertising Plan	3	Ent/Emp/S
CO3	To evaluate the behavioral factors that influence the effectiveness of Advertising media	5	Ent/Emp/S
CO4	To analyze and evaluate the cost effectiveness of various forms of media	4	Ent/Emp/S
CO5	To evaluate creative strategies in the light of given marketing objectives and strategies	5	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	3	2	3	1	2	3	3	2	3	3	3
CO2	3	3	2	1	2	2	3	3	2	1	2	3	2
CO3	2	2	1	1	1	2	2	2	1	1	3	3	3
CO4	1	3	3	1	2	1	1	3	3	1	2	2	2
CO5	3	3	2	1	1	2	3	3	2	1	3	3	3
	2.2	2.8	2.2	1.2	1.8	1.6	2.2	2.8	2.2	1.2	2.6	2.8	2.6

BB3510	Title: Human Resource Planning & Development	LTPC 4004
Version No.	1.0	
Course Prerequisites	None	
Objectives	To provide a basis of understanding to the students about the human resource planning and its methodology for the business organization..	
Expected Outcome	On completion of the syllabi the student will understand the basic of human resource planning - will acquaint himself with training & development Student will also get the idea about new development in management.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Human resource planning	08hrs
Human Resource Planning: Definition, Objectives and Components of Human Resource Planning, Manpower Forecasting: Necessity, Problems, Approaches, and Benefits of Forecasting. Methods of human resource planning.		
Unit II	Job analysis & career planning	10hrs
Job Analysis, Job Description, Job Specification: Concept, Needs and Importance. Job Enrichment, Job Satisfaction, Career Planning: Significance, Need and Its components, Career counseling, Career Pathing. Succession Planning: methods and importance.		
Unit III	Recruitment & selection planning	8hrs
Recruitment and Selection of Human Resource, Factors Influencing Recruitment and selection, Different Methods of recruitment and selection. Modern methods of recruitment: E-recruitment.		
Unit IV	Employee Development	9hrs
Employee development, Work, Role and Importance of Employees and Executives, managers, Factors Responsible for Employee Behavior, Different Approaches to Employee development, Executive Development, Impact of Training on Development of Employees and Executives.		
Unit V	Performance Appraisal	9hrs
Performance Appraisal: Definition, nature and Its Importance, Different Types of Appraisal Systems, Monitoring and review of Appraisal System. Current methods of appraisal		
Textbooks	<ol style="list-style-type: none"> 1. T.N.Chabra– Human Resource Management, Dhanpat Rai Publication, New Delhi, 2014). 2. R.K. Mallorca--Personnel Management 	

Reference Books	1.Lloyd L Byars-Human Resource Management
Mode of Evaluation	Internal(40marks) External(60marks)
Recommendation by Board of Studies	05-04-2018
Date of approval by the Academic Council	11-06-2018

Unit-wise Course Outcome	Descriptions										BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)		
CO1	Students will be able to Know human resource planning and role of human resource in the organization.										2	Ent/Emp/S		
CO2	Students will be able to Illustrate different ways to strengthen the human resource planning.										3	Ent/Emp/S		
CO3	Students will be able to use the process of recruitment in the industry.										3	Ent/Emp/S		
CO4	Students will be able to analyze implications for employee and executive development										4	Ent/Emp/S		
Course Outcomes	Programme Outcomes										Programme Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	
CO1	3	3	1	3	3	3	2	2	2	3	3	2	2	
CO2	3	3	1	3	3	3	2	3	3	3	2	3	2	
CO3	3	3	1	3	3	3	2	3	3	2	3	2	3	
CO4	3	3	1	3	3	3	2	3	2	3	3	3	2	
CO5	3	3	1	3	3	3	2	3	3	3	2	3	3	
	3	3	1	3	3	3	2	2.8	2.6	2.8	2.6	2.6	2.4	

BB3509	Title: Industrial Relations	LTPC300 3
Version No.	1.0	
Course Prerequisites	NIL	
Objectives	To provide conceptual framework of Industrial Relation; To make students aware with the Indian Labor legislation.	
Expected Outcome	The student would acquire knowledge regarding various labor laws. The role various players in industrial relations.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	7
Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Role of State; Trade Unions; Employers' Organization; ILO in IR; ILO's Role, Functioning and Contributions, Industrial Relations machinery in India.		
Unit II	Trade Unionism	7
Trade Union: origin and growth, unions after independence, unions in the era of Liberalization; Concept, objectives, functions and role of Trade Unions in collective bargaining; Problems of Trade Unions.		
Unit III	Labor problems	6
Discipline and misconduct; Grievance handling procedure; Labor turnover; Absenteeism; Workers' participation in management; Industrial accidents and Industrial Unrest, Strikes and Lock-Out, Settlement of Industrial Dispute, Consultative Bodies (Bipartite, Tripartite) and IR Strategies, Worker Development and Worker participation in management (WPM), Conciliation, Arbitration, Adjudication, Collective Bargaining.		
Unit IV	Labour legislations-1	7
Historical perspective; Impact of ILO; Indian constitution Abolition of Bonded and Child Labor, Important provisions of: Payment of Wages Act, Workmen's Compensation Act, Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act, Important Provisions of Industrial Dispute Act and Factories Act.		
Unit V	Labour legislations-2	6
Payment of Minimum Wages Act 1936, Payment of Bonus Act 1965, Maternity Benefit Act 1961, Contract Labour Act		
Textbooks	1. Dr. C.B. Matoria, Dynamics of Industrial Relations, Himalyan publication. 2. Arun Monapa, Industrial Relations, TMH	
Reference Books	1. Srivastava S C-Industrial Relations and Labor Laws (Vikas, 4th edition)	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	Students should able to elaborate the concept of Industrial Relations.	2	Ent/Emp/S
CO2	The students should able to illustrate the role of trade union in the industrial setup.	3	Ent/Emp/S
CO3	Students should able to outline the important causes & impact of industrial disputes.	3	Ent/Emp/S
CO4	Students should able to elaborate Industrial Dispute settlement procedures.	4	Ent/Emp/S
CO5	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965	3	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	1	2	2	3	2	2	3	3	3	2	2
CO2	3	2	1	3	2	3	2	3	3	3	2	3	2
CO3	3	3	1	3	3	3	2	3	3	3	3	2	3
CO4	3	3	1	3	3	3	2	3	3	3	3	3	2
CO5	3	3	1	3	3	3	3	3	3	3	2	3	3
	3	2.6	1	2.8	2.6	3	2.2	2.8	3	3	2.6	2.6	2.4

Detailed Syllabus (Semester wise /course wise)
SEMESTER 6 Year -3

BB3601	Title: Business Policy and Strategy	LTPC 4004
Version No.	1.0	
Course Prerequisites	None	
Objectives	To familiarize the students with the basic of Business Policy and to help them in sound decision-making using strategy.	
Expected Outcome	On completion of the syllabi the students will be enabling to understand the principles of strategy formulation, implementation and control in organization Help students to develop skills for applying these concepts to the solution of business problems	
Unit No	Unit Title	No. of hours (per Unit)
Unit I	INTRODUCTION TO BUSINESS POLICY AND STRATEGY	07hrs
Business Policy: Meaning , Nature and Scope, Difference between policy and strategy, organizational culture-organizational purposes, mission, vision, goals, objectives, plans etc.		
Unit II	ENVIRONMENTAL ANALYSIS	09hrs
Need, Characteristics, and Categorization of Environmental Factors, Approaches to the Environmental Scanning Process Structural Analysis of Competitive Environment, ETOP, PEST Analysis		
Unit III	BUSINESS STRATEGY	8Hrs
Strategic Planning and Management: Process, Importance, 7s Framework, SAP, CSF, Internal environmental scanning, Corporate Governance, Case study.		
Unit IV	FORMULATION OF CORPORATE STRATEGIES	09Hrs
Strategic Analysis and Choice: Choice of Strategy, Business Level strategies, Cost leadership, differentiation & Focus, Multi Business Strategy, Diversification, Joint Ventures, Venturing & restructuring Evaluation of alternatives and selection Of strategies.		
Unit V	ISSUES IN STRATEGY IMPLEMENTATION	09Hrs
Organizational Structures, Establishing Strategic Business Units, Establishing Profit Centers by Business, Product or Service, Market Segment or Customer, Leadership and Behavioral Challenges.		
Textbooks	1. Kazmi A, Business Policy & Strategic Management, Tata McGraw Hill, New Delhi. 2. Glueck W.F. Strategic Management & Business Policy, McGraw Hill, New York. 3. Thomas Wheelen and David Hunger, Strategic Management and Business Policy, Pearson Education	
Reference Books	1. John Pearce, Richard Roninson, Amita Mittal, Strategic Management, McGraw Hill Education 2. Strategic Management Concepts: A Competitive Advantage Approach by Fred R. David, Forest R. David, et al.	
Mode of Evaluation	Internal (40 marks) External (60 marks)	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Review the core areas of corporate and business level strategy relevant to the international hospitality industry including the process, content and context of strategy	2	Ent/Emp/S
CO2	Recognize the relationship between the global business environment and strategic decisions made by international hospitality organizations	3	Ent/Emp/S
CO3	Exercise judgment and skill in planning, design, and implementing the cost-effective use of resources when undertaking a business strategy .Analyze the relationship between the global business environment and strategic decisions made by international hospitality organizations .	5	Ent/Emp/S
CO4	Demonstrate an understanding of the importance of in-depth analysis of both the organization and the external business environment in assisting hospitality managers during the formulation of strategy	4	Ent/Emp/S
CO5	Discuss business strategy clearly and professionally . Critically evaluate the role of operations in adding value and achieving sustainable competitive advantage in the international hospitality sector	3	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	1	2	3	3	2	3	2	3	2	3	2
CO2	3	3	1	2	2	3	2	2	3	2	2	2	2
CO3	3	3	1	3	2	2	2	3	3	2	3	2	2
CO4	3	3	1	3	2	3	2	2	2	2	2	2	2
CO5	3	2	1	3	3	2	2	2	3	2	2	3	3
	3	2.8	1	2.6	2.4	2.6	2	2.4	2.6	2.2	2.2	2.4	2.2

BB3602	Title: Entrepreneurship Development	L T P C 4 0 0 4
Version No.		
Course Prerequisites		
Objectives	The objective of entrepreneurial development is to motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successfully opportunities for enterprises. The trained entrepreneur can guide others on how to start their own enterprise and approach various institutions for finance	
Expected Outcome	The students will be able to understand the context of entrepreneurial activities so as to undertake them in due course of time.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Entrepreneurship	8 hours
Concept of entrepreneur, entrepreneurship and entrepreneurship development. Factors affecting entrepreneurship, characteristics and skills of an entrepreneur. Types of entrepreneurs, functions of entrepreneur, entrepreneurial decision-process, challenges faced by entrepreneurs.		
Unit II	Entrepreneurial Finance and Development Agencies	9 hours
Estimating financial funds requirement; Sources of finance, Role of Government in promoting entrepreneurship with various incentives. Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, NIESBUD and Entrepreneurship Development Institute (EDI).		
Unit III	Idea Generation	7 hours
Idea generation- sources and methods. Individual creativity: roles and process. Entrepreneurial motivation, Developing entrepreneurial competencies. Challenges of new venture start-up, Reasons for failure of a business.		
Unit IV	Business Plan	8 hours
Business plan as an entrepreneurial tool, Business Planning Process, preparation of business project report, components of an ideal business plan – market plan, financial plan, operational plan and Economic-analysis, financial analysis, market and technological feasibility.		
Unit V	Beginning of a New Venture	8 hours
Steps involved in launching a business, , Registration of business units, Various Forms of business ownership IPO-meaning and importance, Revival, Exit and End to a venture.		
Text Books	1. Rajeev Roy, Entrepreneurship, Oxford Publications. 2. S. Seetaraman, Entrepreneurship Development, Umesh Publications.	
Reference Books	1. Vasant Desai, Dynamics of Entrepreneurial Development and Management; Himalaya Publishing. 2. R. Blundel and N. Lockett, Exploring Entrepreneurship Practices and Perspectives, Oxford Publications. 3. D. Robert Hisrich, Entrepreneurship; McGraw-Hill Education. 4. David H. Holt, Entrepreneurship: New Venture Creation, Pearson.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcome for BB3602

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students would be able to analyze the role of entrepreneur in economic development	2	Ent/Emp/S
CO2	Students would understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.	2	Ent/Emp/S
CO3	Students would be able to create an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.	3	Ent/Emp/S
CO4	Students would be able to evaluate the entrepreneurial support in India	5	Ent/Emp/S
CO5	Students would be able to develop awareness about entrepreneurship and successful entrepreneurs.	6	Ent/Emp/S

CO-PO Mapping for BB3602

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	1	2	3	2	1	2	3	2
CO2	2	3	2	1	3	2	2	1	3	2	2	1	3
CO3	1	2	1	2	1	2	1	2	1	2	1	2	2
CO4	3	1	3	1	2	2	3	1	2	2	3	1	1
CO5	1	1	2	1	3	2	2	1	3	2	2	1	1

	1.6	1.8	2	1.6	2.2	1.8	2	1.6	2.2	1.8	2	1.6	1.8
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S.No.	SESSION CONTENT
UNIT	CV Preparation
1	Chronological order in a CV. Do's & Don'ts in a CV
UNIT	Presentation Skills
2	<i>Newspaper Reading/ News Narration/ Ppt Presentation Article Writing</i>
UNIT	Public Speaking
3	<i>Extempore Debate</i>
UNIT	Group Discussion
4	<i>Discussions on Social/ Political/ Current affairs/ Economical topics</i>
UNIT	Professional Grooming & Mock Interviews
5	<i>Tips on Professional attire for a Group Discussion & Interview Test of student's presentation skills, speaking skills, confidence, knowledge</i>

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students should be able to create their CVs & thus highlighting their achievements & qualifications.	2	Ent/Emp/S
CO2	Students should be able to present themselves effectively in terms of (Reading, Speaking & Writing).	2	Ent/Emp/S
CO3	Students should be able to develop their public speaking skills.	3	Ent/Emp/S
CO4	Students should be able to succeed in a professional group discussion.	5	Ent/Emp/S
CO5	Students should be able to learn how to crack the interviews by enhancing verbal & non-verbal communication.	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	1	3	2	3	2	2	3	2	3	2	2
CO2	3	3	2	3	1	3	1	2	2	2	3	2	3
CO3	2	2	3	2	2	2	2	3	3	3	3	1	1
CO4	2	2	2	1	2	2	3	4	3	3	3	0	2
CO5	2	2	2	2	3	2	2	3	2	3	2	2	0
	2.4	2.2	2	2.2	2	2.4	2	2.8	2.6	2.6	2.8	1.75	2

BB3603	Title: Banking and Insurance	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	None	
Objectives	To understand the operational basics of banking and insurance sectors.	
Expected Outcome	Students will able understand introductory level functions of banking and insurance business.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction of Banking	9 hours
Definition of Banking, Classification of Banks, Banking System –in India, Relationship between Banker and Customer, Special types of customers, Savings Accounts, Current Accounts, Fixed Deposit Accounts		
Unit II	Banking Operations	9 hours
KYC requirements, Pass Book, Opening and operation of Accounts of Minors, Partnerships & Companies, Nomination Norms, Various functions of banking. NI act in regards Cheques, Bills of Exchange & Promissory Notes, Crossings, Endorsements, Collection and payment of Cheques, Liabilities of Parties,		
Unit III	Assets and Liabilities of Banking	8 hours
Advances – Secured and Unsecured, Loans, Term Loans, Cash Credit, Overdraft, Discounting of Bills of Exchange, Modes of creating charge on Securities, R.B.I Norms.- CRR, SLR, MSF and NPA.		
Unit IV	Introduction of Insurance	8 hours
Concept of Insurance, Insurance Principals, Risk and Insurance, Types of Insurance, LIC. GIC , Health Insurance, Marine Insurance. IRDA , L.I.C. and Private Companies with foreign joint ventures-SET –UP, Different types of Life Insurance Policies , Group Insurance, Re- insurance.		
Unit V	Operation of Insurance	9Hours
Annuity, Unit Linked Insurance Policies, Post Issue Matters, Payment of Premium, Lapse of the Policy, , Revival of the Lapsed Policies, lost policy ,Maturity and Surrender of Policy, Lock in Period of Policy , Payment of surrender value, Assignment of the Policies, Settlement of Claim.		
Text Books	Varshney, P.N, Banking Law and Practice, Sultan Chand and Sons	
Reference Books	1-Gupta, P.K., Insurance and Risk Management, Himalaya Publication. 2- Gurusamy, S., Banking Theory- Law and Practice, Tata McGraw Hill	
Mode of Evaluation	Internal and External	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students would have knowledge of banking and insurance besides fundamental legal knowledge,	2	Ent/Emp/S
CO2	Students would to have the ability to use basic theoretical and practical knowledge gained in the field in an advanced education level of the same field or at the same level of another field,	2	Ent/Emp/S
CO3	Students would apply the knowledge of Banking, insurance and accounting fundamentals in a cohesive and logical pattern to solve structured and unstructured problems in Banking and Insurance	3	Ent/Emp/S
CO4	Students would understand the business operations and market condition in Insurance Companies and know the regulations and compliance of Banking company	5	Ent/Emp/S
CO5	Students would know regarding various policy procedures like lapse of policy ,surrender of policy, maturity of policy, settlement of policy.	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	1	2	3	2	1	1	2	2	2	2
CO2	2	1	2	1	2	1	2	3	1	2	2	1	1
CO3	1	2	2	1	1	1	1	1	1	2	2	3	3
CO4	2	3	2	1	1	2	2	2	1	2	3	2	1

CO5	3	2	1	1	2	1	1	2	1	2	2	1	2
	2	1.8	1.6	1	1.6	1.6	1.6	1.8	1	2	2.2	1.8	1.8

BB3604	Title: International Financial Management	4004
Version No.	1	
Course Prerequisites	None	
Objectives	To provide the basic understanding of financial management	
Expected Outcome	On completion of the syllabus the student will understand the basic principles of financial management and will acquaint himself with problems of Multinational corporations and prepare himself to tackle these problems	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	International Monetary System	8Hrs
Developments in the International Monetary System, Gold Standard, Bretton Woods System of Exchange Rate, Exchange Rate Regime Since Mid-1970s. IMF and International Liquidity. World Bank, SWIFT, CHIPS, Systems of Exchanging Currencies.		
Unit II	Exchange rate quotation and determination	9Hrs
Determination of Exchange Rate in Spot and Forward Market. PPP Theory, IRP Theory, Monetary Theories of Exchange Rate Determination, Forecasting Exchange Rate, Foreign Exchange Market – Spot and Forward. Participants in Foreign Exchange Market – Arbitrage, Hedging and Speculation, Covered Interest Rate Arbitrage, Borrowing and Investing Markets.		
Unit III	Foreign Exchange Risk	9Hrs
Transaction exposure, translation exposure and economic exposure; Management of exposures internal techniques, netting, marketing, leading and lagging, pricing policy, assets and liability management and techniques		
Unit IV	International Financial Markets	8Hrs
Multilateral Development Banks, Euro-Currency Markets, Euro-Banking, Market for International Securities – International Bonds, Euro Notes and Euro-Commercial Papers, Medium-Term Euro-Notes.		
Unit V	International working capital management	8Hrs
Cash Management, Management of Receivables and Inventory, Market for Derivatives, Currency Futures, Options and Swap, Currency Risk Management, Financial Swaps and Interest – Rate Risk Management, Hedging with Futures and Options.		

TextBooks	1. AnuragAgnihotri– InternationalFinancialManagement(GalgotiaPublishingCompany,New Delhi,2015). 2. P.G.Apte–MultinationalFinancialManagement(TataMcGrawHill,NewDelhi1998). 3. V.K.Bhalla–International FinancialManagement(S.ChandPublishing, NewDelhi,2008).
ReferenceBooks	1. AllenC.Shapiro– MultinationalFinancialManagement (PrenticeHallIndiaPvt.Ltd.,1995). 2. MauriceLevi–InternationalFinance(McGrawHillInc.,NewYork,1996).
Recommendationby Boardof Studieson	05-04-2018
Recommendation	11-06-2018

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Examine complex body of knowledge relating to International financial environment	2	Ent/Emp/S
CO2	Analyse foreign exchange risk and manage them	2	Ent/Emp/S
CO3	Analyse exchange rate determination and role of global fin. mkt	3	Ent/Emp/S
CO4	Apply principles of international investment techniques	5	Ent/Emp/S
CO5	Understand the factors affecting exchange rates and the inter linkages among them	6	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	3	1	1	2	2	3	2	3	2	2
CO2	2	3	2	3	1	2	1	2	2	2	3	2	2
CO3	1	3	2	3	2	2	2	3	2	3	2	1	1

CO4	2	3	2	3	2	2	3	3	3	2	2	0	2
CO5	1	3	2	3	1	3	1	3	2	3	2	2	0
	1.8	3	2.2	3	1.4	2	1.8	2.6	2.4	2.4	2.4	1.4	1.4

Code:- BB3605	Title: Content Marketing	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	NIL	
Objectives	To make students proficient in producing strategic communication products that reflects the voices and experiences of diverse groups. Moreover, they should demonstrate an ability to work with members of diverse groups.	
Expected Outcome	By the end of this course, students should be proficient in gathering factual story elements, and evaluating and expressing them in logical forms that reach multiple audiences. Students will also display an ability to access and analyze data, report facts accurately, and research and edit information in a manner commensurate with professional standards.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Content Marketing	6 hours
Why content- An overview, What is content marketing, Types of content, Promoting your content, The business model of content marketing, Understanding digital consume		
Unit II	Managing content process	8 hours
Developing a Vision of Content Marketing Success, Creating a Remarkable Editorial Mission Statement, Defining the engagement cycle, Managing the content creation process, Highly SEO Ranked Content, The Content platform, The content channel plan in action, Social media for content marketing.		
Unit III	Content strategy	10 hours
Defining Content strategy, Creating a Successful Content Marketing Strategy ,Testing, investing, tweaking, reinvesting, ROI focused content strategy, Targeting Customer Intent Instead of Demographics, Targeting Key Influencers, Producing Engaging Content More Frequently,3 Goals for Repeated Content Success Hero, Hub & Hygiene content strategy, Developing a Business Case for Content Marketing, Managing the content creation process		
Unit IV	Content marketing tactics	8 hours

Using Effective B2C and B2B Content Marketing Tactics, Building Successful B2C and B2B Social Media Platform, Social influencer model for content marketing, Tracking vs. Reality, Gathering customer data, Helping Customers find the Information They Seek, Helping Key Influencers Impact the Buyer's Decision-Making Process		
Unit V	ROI in content marketing	8 hours
Measuring the impact of content marketing, Measuring Return on Marketing Investment, Improving by Experimenting With New Initiatives, Improving Effectiveness by Becoming More Sophisticated or Mature, Tying Your Content Expertise to Your Content Differentiation Factor (CDF), Setting A High-ROI —Netl of Content Marketing, Content Marketing in the Foreseeable Future		
Text Books	1. How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, by Joe Pulizzi. (McGrawHill Education, 2014).	
Reference Books		
Mode of Evaluation	External and Internal Examination	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

CO1	3	3	3	0	3	1	2	3	1	2	3	3	3
CO2	2	2	2	0	3	1	2	3	1	1	2	3	3
CO3	2	2	3	0	3	1	2	3	1	1	2	3	3
CO4	2	3	3	1	3	1	3	3	1	1	3	3	3
CO5	3	3	2	0	3	2	2	3	1	1	3	3	3
	2.4	2.6	2.6	0.2	3	1.2	2.2	3	1	1.2	2.6	3	3

	Title: Digital Marketing and Laws	LTPC4 004
Version No.	1.0	
Course Prerequisites		
Objectives	This course aims to familiarize students to create strategic and targeted online campaigns and to identify cyber risk associated with online activities with prepare them for safe working in the vertical having varied access points, data sources, network and system related issues, especially in online transactions.	
Expected Outcome	On completion of the syllabus the student will gain an insight to identify cyber risk associated with Digital Marketing activities	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	8 hours
Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Concept of Search Engine Optimization (SEO).		
Unit II	Social Media Marketing	8 hours
Social Media Marketing: Introduction, Process-Goals, Channels, Implementation, Analyze, Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze, Enhancing Digital Experiences with Mobile Apps.		
Unit III	Cyber Crimes	8 hours
Introduction-Computer crime and cyber crimes; Distinction between cyber crime and conventional crimes; Kind of cyber crimes-cyberstalking, cyberterrorism, forgery and fraud, crimes related to IPRs, computer vandalism, cyber forensic..		
Unit IV	IT Act, 2000 and Contemporary Business Issues in Cyber Space	8 hours

Definitions under IT Act, 2000; Concept of Internet, Web Centric Business, E Business and its significance, Electronic Governance, Instant messaging platform, social networking sites and mobile applications, security risks, Internet of Things (IOT), Cyberjurisdiction, Domain name dispute and their resolution, E-forms, E-Money, regulation of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in Cyberspace		
Unit V	Electronic Records	10 hours
Authentication of Electronic Records; Legal Recognition of Electronic Records, Legal Recognition of Digital Signatures, Applications and usage of electronic records and Digital Signatures in Government and its Agencies, Retention of Electronic Records, Intermediaries and their liabilities, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Digital Signatures.		
Text Books	1 Philip Kotler, Marketing 4.0, Moving from Traditional to digital 2. Paintal, D. (2016) Law of Information Technology, New Delhi: Taxmann Publications Pvt. Ltd.	
Reference Books	1. Ian Dodson. The Heart of Digital Marketing. Wiley 2. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler, Kate. (2001). E-business and E-commerce for managers. Pearson Education. 3. Information Technology Rules & Cyber Regulations Appellate Tribunal Rules with	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To Know and understand the concept of Digital Marketing and Digital marketing Laws.	2	Ent/Emp/S
CO2	To understand the basic concept of Social Media Marketing and its relevance for the development of business	2	Ent/Emp/S
CO3	To understand the basic concept of issues comes in digital transactions and business units overcome the same via digital laws	3	Ent/Emp/S
CO4	To understand contemporary issues in cyber space and develop strategies to tackle them.	2	Ent/Emp/S
CO5	To apply knowhow of cyber security in maintaining and securing electronic records	3	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	0	3	1	2	3	0	1	2	3	2
CO2	3	3	3	0	3	1	2	3	0	1	2	3	2
CO3	3	3	2	0	3	1	2	3	0	1	2	3	2
CO4	3	3	2	1	3	1	2	3	0	1	2	2	2
CO5	3	3	2	1	3	1	2	3	1	1	2	3	2
	3	3	2.4	0.4	3	1	2	3	0.2	1	2	2.8	2

BB3607	Title: Corporate Social Responsibility	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	NIL	
Objectives	To make students understand the role of CSR in industries and the various Standards and Codes formulated by government to implement it in India.	
Expected Outcome	It will help the student to understand how corporate can meld business goals with Social expectations. It will also help the students to understand how interest of business or organization and Society at large can be aligned.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to CSR	9hours
Corporate Social Responsibility- Definition, concept, linkages to development, Growth of CSR-historical & contemporary perspectives, National & International scenario Factors influencing growth of CSR in societiesideological, socio-economic, legal & environmental perspectives Government initiatives for promotion.		
Unit II	CSR & Development	8 hours
CSR activities–nature, types, impact on development programmes- CSR& development organisations–relationships, functioning & impact on organisational functioning, Stakeholders’ participation & perspectives about CSR.		
Unit III	CSR Strategy and Leadership	8 hours

Corporate motivations & Behavior for CSR – factors influencing national & international perspectives, Theories & principles of CSR- Corporate governance, style, leadership & CSR- CSR Strategies-objectives, approaches, roles and tasks of a corporate managers Strategic corporate planning - steps to make CSR Work for Business Corporate Social Responsibility: programmes & initiatives – national and international.		
Unit IV	Ethics, CSR & Corporate Behavior	8 hours
Ethical philosophy, Corporate reputation, the Gaia hypothesis Environmental sustainability & CSR–redefining sustainability, the Brundtland report & critique, distributable sustainability, sustainability & the cost of capital CSR.		
Unit V	Standards and Codes	8 hours
(ISO – 14001, OHSAS – 18001- SA – 8000, OECD Guidelines for Multinational Companies, Global Compact, AA – 1000, BS / ISO Guideline on CSR Management ISO-26000) Evaluating & reporting performance of CSR initiatives - Social accounting, environment audits and performance measurement recommended.		
Text Books	1. William B Werther, Jr, David Chandler, Strategic Corporate Social Responsibility, Stakeholders in a Global Environment, Second Edition, SAGE Publications, New Delhi. 2. Sanjay K Agarwal (2008), Corporate Social Responsibility, SAGE Publications, New Delhi.	
Reference Books	1. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad. 2. The World Guide to CSR - Wayne Visser and Nick Tolhurst.	
Mode of Evaluation	Internal (40 marks) External (60 marks)	
Recommendation by Board of Studies on	05-04-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand the concepts of Business Responsibilities and its moral obligations.	2	Ent/Emp/S
CO2	Understand the role of the major institutions of the civil society in CSR.	2	Ent/Emp/S
CO3	To be familiar with and apply the ethical issues in Business Environment.	3	Ent/Emp/S
CO4	To apply and analyze the corporate excellence. Also creating corporate mission statement, drafting code of ethics and developing organizational culture	2	Ent/Emp/S
CO5	To understand, apply and analyze the role of CSR in the society.	3	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	0	2	2	2	2	2	2	3	1	1	2
CO2	2	2	0	2	3	2	2	2	3	3	1	1	2
CO3	3	2	0	3	2	3	2	3	3	3	3	2	2
CO4	3	2	0	2	2	3	3	3	2	3	2	3	2
CO5	3	2	0	2	3	2	2	2	2	3	3	3	2
	2.6	2	0	2.2	2.4	2.4	2.2	2.4	2.4	3	2	2	2

BB3608	Title: Sales and Distribution Management	L T P C
Version No.	1.0	4 0 0 4
Course Prerequisites	Marketing Management	
Objectives	The objective of the course is to help the students in understanding the sales and distribution concepts and functions as integral part of marketing function in a business organization.	
Expected Outcome	The course will help the students in understanding the concept of sales management and their application in managing the sales force. The course will also help the students in understanding the various types of marketing channel and their role in the supply chain	
Unit No.	Unit Title	No. of hours (per Unit)

Unit I	Introduction to Sales Management Sales Management:-Objectives and functions, Types of selling, Qualities of a successful salesperson, emerging dimensions of a sales, Process of personal selling	8
Unit II	Theories of Selling Theories of personal selling: AIDA Model, Right Set of Circumstances Theory, Buying Formula Theories, Behavioral Equation Theory, Canned approach, Importance of theories of personal selling in managing sales	7
Unit III	Managing Sales force Sales force management: Sales forecasting, Sales quota, types of sales organization, Recruitment and selection of sales force, training of sales force, motivation, compensation and incentive to sales person, Evaluation of sales performance	9
Unit IV	Distribution Channel Marketing channel: Types of distribution channel, levels of channel, Functions of distribution channel, intensity of distribution channel, channel design decisions, channel management decisions,	8
Unit V	Physical Distribution channel Market Logistics and Supply chain management: Definition and scope of logistics, Components of logistics- Transportation, warehousing, Inventory management, Material handling, MIS, Inbound and out bound logistics, 3PL	8
Text Books	Krishna K Havalder, Sales and Distribution Management, Tata McGraw Hill Publication	
Reference Books	Richard.R.Still, Edward W.Cundiff, Sales Management, Pearson Publication	
Mode of Evaluation	Internal (40) and External Examination (60)	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand the concept of sales management and process of personal selling.	2	Ent/Emp/S
CO2	To apply the theories of personal selling in real life sales encounters	2	Ent/Emp/S
CO3	To apply the sales force management techniques and evaluate the sales performance of sales man.	3	Ent/Emp/S
CO4	To analyze and evaluate various distribution channels and their use.	5	Ent/Emp/S
CO5	To analyze and evaluate inventory management and logistics management.	5	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	3	3	3	3	2	3	3	3
CO2	3	3	2	1	2	3	3	3	3	2	3	3	3
CO3	3	3	2	1	2	3	3	3	3	2	3	3	3
CO4	3	3	2	1	2	3	3	3	3	2	3	3	3
CO5	3	3	2	1	3	3	3	3	3	1	3	3	3
	3	3	2.2	1.2	2.4	3	3	3	3	1.8	3	3	3

BB3609	Title:International Human Resource Management
Version No.	
Course Prerequisites	None
Objectives	The purpose of this paper is to familiarize the students with the meaning, scope and the sources international human resource management.
Expected Outcome	Students will know about the international environment of business and human resource management.
Unit No.	Unit Title
Unit I	Introduction of International environment of human resource
Global Business Environment, Introduction, Human and Cultural variables, Cross cultural differences and Managerial	

Implication. Cross Cultural, meaning of human resource sources of human resources.	
Unit II	Cross Cultural Management
Cross Cultural Leadership and Decision making, Cross Cultural Communication and Negotiation. Developing International Staff and Multinational Terms. Role and importance of culture in human resource management	
Unit III	International Human Resource Management
Approaches; International Recruitment and Selection, Performance Management, Training and Development and Strategic HRM. Managing global, Diverse Workforce. Human Resources in a Comparative Perspective	
Unit IV	Compensation & Appraisal
International HRM roles in multinational organizations, Expatriate problem, International Compensation, Repatriation Performance Appraisal: Meaning, type of appraisal, methods of appraisal	
Unit V	Key Issues in International Labour Relations
Approaches to International Compensation, International Labour Standards, Labour Unions and International Labour Relations, HRM practices in other countries. International Labour Standards, HR/IR issues in MNCs Corporate Social Responsibility.	
Text Books	1. S. C. Gupta- Text book of International HRM-Macmillan. 2. Aswathappa, Human Resource and Personnel Management, TMH.
Reference Books	1. T.N. Chhabra, Human resource Management, DhanpatRai& Co.
Mode of Evaluation	Internal and External Examination
Recommendation by Board of Studies on	05-04-2018
Date of approval by the Academic Council	11-06-2018

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will acquire an in-depth knowledge of specific IHRM-related theories, skills and practices; Student will be able to understand academic and professional data and information from different countries and international sources.	2	Ent/Emp/S

CO2	Student will understand human resource problems and apply appropriate solutions taking particular account of specific international, national and local contexts, institutions and cultures; Student would understand cross-national differences of culture and institutions affect human resource management of multinational firms.	2	Ent/Emp/S
CO3	Students would analyze the design of HRM processes and activities; Student will have a strong business understanding and awareness linked to an HRM perspective (nationally and internationally).	3	Ent/Emp/S
CO4	Students would understand Compare and contrast the different techniques involved in the performance appraisal process, for example, the giving and receiving of feedback; Student will be able to apply the appropriate policies and practices involved the performance discipline process.	5	Ent/Emp/S
CO5	Students would learn analyze the notion of partnership as an employee relations strategy and the importance of the interrelationship principles, practices and processes international and national firms.	5	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	0	2	3	3	3	3	3	2	3	3	3
CO2	3	2	0	2	3	3	3	3	3	2	3	3	2
CO3	3	3	0	2	2	2	3	3	3	2	3	3	3
CO4	3	3	1	2	2	2	3	3	3	2	2	2	3
CO5	3	3	0	2	2	2	3	3	3	2	3	3	3
	3	2.6	0.2	2	2.4	2.4	3	3	3	2	2.8	2.8	2.8

BB3610	Title: Compensation Management	LTPC 4004
Version No.	1.0	
Course Prerequisites	None	
Objectives	To learn the concepts of Payment and employee benefits issues for employees.	
Expected Outcome	The students will be able to understand the implications for strategic compensation and possible employer approaches to managing legally required benefits	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	08 hrs
Conceptual aspects of compensation and reward management; Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophies, Compensation Approaches.		
Unit II	Job Evaluation	10 hrs
Salient features of Job Evaluation – Analytical and non-analytical techniques – Point factor rating; factor comparison; job classification; ranking; Urwick Orr Profile Method; Hay Plan method; Decision Band method		
Unit III	Wages and Salary Administration	8 hrs
Concepts of minimum wage, living wage and fair wage; Collective bargaining. Pay surveys;; Pricing Jobs: pay levels; designing pay ranges and bands; Salary structures: graded salary structures; salary progression curves; Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentive schemes.;		
Unit IV	Compensation Strategies	9 hrs
Job based pay, Skill based pay, competency-based pay, and Market based pay, pay for position; Pay for person; Pay for performance: variable pay; Rewarding excellence; Creating the strategic reward system. Best practices in _pay for performance, Compensation as a retention strategy		
Unit V	Rewarding Performance and Executive Compensation	9 hrs
Individual-based compensation; team-based compensation; Incentives: types of incentive plans: Taylor’s differential piece rate system, Strategic Perspectives on Benefits, goals for Benefits, Benefits Need Analysis, principal types of benefits; ESOP compensation. Agency Theory and Executive Compensation; Principles of Executive Compensation;		
Text Books	1. Deepak Bhattacharyya, Compensation Management, Paperback 2. B.D.Singh, Compensation and Reward Management, Excel	
Reference Books	1. 1 Edward E. Lawler III (2000). Rewarding Excellence: Pay Strategies for the New Economy. Jossey –Bass, Cali	
Mode of Evaluation	Internal (40 marks) External (60 marks)	
Recommendation by Board of Studies on	05-04-2018	
Date of approval by the Academic Council	11-06-2018	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to know the concept of compensation Management and their role in employee motivation.	2	Ent/Emp/S

CO2	Students will be able to investigate about the job evaluation and their impact on compensation management	2	Ent/Emp/S
CO3	Students will be able to Design the wages and salary structures with monetary and non monetary rewards system.	3	Ent/Emp/S
CO4	Students will be able To apply the knowledge for development various compensation strategies.	3	Ent/Emp/S
CO5	Students will be able to extend the knowledge of executive compensation and recent trends of executive compensation.	4	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	0	2	2	3	2	3	3	2	2	2	3
CO2	3	3	0	3	3	2	2	2	2	2	2	3	3
CO3	3	3	0	3	3	2	2	2	3	3	3	2	2
CO4	2	2	0	3	2	3	2	2	2	2	2	2	2
CO5	3	3	1	3	3	2	2	2	2	2	2	3	2
	2.6	2.6	0.2	2.8	2.6	2.4	2	2.2	2.4	2.2	2.2	2.4	2.4

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To Know and understand the basic concept of Content Marketing.	2	Ent/Emp/S
CO2	The students will be able to apply their knowledge in creating the content process.	2	Ent/Emp/S
CO3	Application of knowledge into development of a case for content marketing	3	Ent/Emp/S
CO4	The students will be able to develop content marketing tactics for accomplishment of targets.	5	Ent/Emp/S
CO5	The students will be able to apply their knowledge in calculating ROI in content marketing.	6	Ent/Emp/S