

# Study & Evaluation Scheme of Bachelor of Business Administration

[Applicable for 2019-22]

Version 2019

[As per CBCS guidelines given by UGC]



Approved in BOS	Approved in BOF	Approved in Academic Council
30-03-2019	15-06-2019	13-07-2019 Approved vide Agenda No. 2.4

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*Study & Evaluation Scheme  
Study Summary*

Name of the Faculty	Faculty of Management
Name of the School	Quantum School of Business
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. Student has 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 method 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 module available on ERP for time and access management of the class.*

*ProgramStructure– Bachelor of Business Administration*

*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 specializations in 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 for the Bachelor of Business Administration program: Core competency: Students will acquire core competency in . main subject and in allied subject areas. 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 include 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 curriculum 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 Bachelor of Business 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)**

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 than their regular classes.

*Industrial Visits:* Industrial visits 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 course. 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 photocopy 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 credit 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 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 extra curricular 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 the 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, and 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 counted in the marks of general Discipline & General Proficiency which is the part of course scheme as a 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 responsibilities.

*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.

*CURRICULUM Batch 2019-22*

**Quantum School of Business**

*Department of Business Administration*

*(Bachelor of Business Administration PC- 02-3-01)*

Sr. No	CATEGORY	CREDITS
1	Foundation Core (FC)	6
2	Program Core (PC)	83
3	Program Electives (PE)	24
4	Open Electives (OE)	9
5	Project	4
6	Internship	4
7	General Proficiency	5
8	Value Added Programs (VAP)	12
9	Disaster Management*	2*
TOTAL NO. OF CREDITS		147

\*Non-CGPA Audit Course

TOTAL CREDITS= 147

SEMESTER-WISE BREAKUP OF CREDITS

Sr. No	CATEGORY	SEM1	SEM2	SEM3	SEM4	SEM5	SEM6	TOTAL
1	Foundation Core	2	4	-	-	-	-	6
2	Program Core	16	15	20	16	8	8	83
3	Program Electives	-	-	4	4	8	8	24
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	-	5
9	Disaster Management*							2*
TOTAL		21	25	30	26	23	22	147

TOTAL CREDITS= 147

\*Non-CGPA Audit Course

SEMESTER-1

Course Code	Category	CourseTitle	L	T	P	C	Version	Course Prerequisite
BB3101	FC	BusinessCommunication-1	2	0	0	2	1.0	Nil
BB3102	PC	PrinciplesofManagement	4	0	0	4	1.0	Nil
BB3103	PC	MicroEconomics	4	0	0	4	1.0	Nil
BB3104	PC	BusinessStatistics	4	0	0	4	1.0	Nil
BB3105	PC	FinancialAccounting	4	0	0	4	1.0	Nil
VP3111	VAP	ValueAddedProgram-I (Word/PPT)	1	0	2	2	1.0	Nil
GP3101	GP	GeneralProficiency	0	0	0	1		Nil
		TOTAL	19	0	2	21		

TOTAL CREDITS=21

\*Non-CGPA Audit Course

SEMESTER-2

Course Code	Category	COURSE TITLE	L	T	P	C	Version	Course Prerequisite
CY3205	FC	EnvironmentalScience	2	0	0	2	1.0	Nil
BB3202	FC	BusinessCommunication-2	2	0	0	2	1.0	Nil
BB3203	PC	MarketingManagement	4	0	0	4	1.0	Nil
BB3204	PC	MacroEconomics	4	0	0	4	1.0	Nil
BB3205	PC	OrganizationalBehavior	4	0	0	4	1.0	Nil
BB3206	PC	BusinessLaws	3	0	0	3	1.0	Nil
	OE	Open Elective-I	3	0	0	3		Nil
VP3201	VAP	Value Added Program-II (Communication And Soft Skills)	1	0	2	2	1.0	Nil
GP3201	GP	GeneralProficiency	0	0	0	1	1.0	Nil
CE3201	FC	DisasterManagement*	2	0	0	2*	1.0	Nil
		TOTAL	23	0	2	25		

TOTAL CREDITS= 25

SEMESTER 3

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3310	Program Core	E-Business	4	0	0	4	1.1	Nil
BB3303	Program Core	Production and Operation management	4	0	0	4	1.0	Nil
BB3311	Program Core	FinancialManagement	4	0	0	4	1.0	Nil
BB3305	Program Core	HumanResource Management	4	0	0	4	1.0	Nil
BB3306	Program Core	SupplychainManagement	4	0	0	4	1.0	Nil
	OE	OpenElective- II	3	0	0	3		Nil
VP3301	VAP	VAP-III	1	0	2	2	1.0	Nil
GP3301	GP	GeneralProficiency	1	0	0	1	1.0	Nil
	Program Elective	Elective1	4	0	0	4	1.0	Nil
		TOTAL	29	0	2	30		

TOTAL CREDITS= 30

DIGITALMARKETINGSPECIALIZATION

Course Code	Category	Coursetitle	L	T	P	C	Version	Course Prerequisite
BB3307	Program Elective	SearchEngineOptimization	4	0	0	4	1.0	BasicsofComputerApplication

FINANCESPECIALIZATION

Course Code	Category	Coursetitle	L	T	P	C	Version	Course Prerequisite
BB3312	Program Elective	FinancialMarketsandInstitutions	4	0	0	4	1.0	Nil

MARKETINGMANAGEMENTSPECIALIZATION

Course Code	Category	Coursetitle	L	T	P	C	Version	Course Prerequisite
BB3308	Program Elective	MarketingofServices	4	0	0	4	1.0	Marketing

HRM SPECIALIZATION

Course Code	Category	Coursetitle	L	T	P	C	Version	Course Prerequisite
BB3309	Program Elective	TrainingandDevelopment	4	0	0	4	1.0	HRM

EMESTER4

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3406	Program Core	BusinessAnalytics	4	0	0	4	1.0	Nil
BB3403	Program Core	ResearchMethodology	4	0	0	4	1.0	Nil
BB3404	Program Core	InternationalBusiness	4	0	0	4	1.0	Nil
BB3405	Program Core	CompanyLaw	4	0	0	4	1.0	Nil
VP3401	Program Core	VAP-IV (Soft SkillsDevelopmentAdvance)	1	0	2	2	1.0	Nil
	Open Elective	Open Elective-II	3	0	0	3		Nil
GP3401	VAP	GeneralProficiency	1	0	0	1	1.0	Nil
	Program Elective	Elective1	4	0	0	4	1.0	Nil
		TOTAL	26	0	2	26		

TOTAL CREDITS= 26

## FINANCESPECIALIZATION

Course Code	CourseTitle	L	T	P	C	Category	Version	CoursePre-requisite
BB3407	FinancialServices	4	0	0	4	Program Elective	1	Basicsof Finance

### DIGITALMARKETINGSPECIALIZATION

CourseCode	CourseTitle	L	T	P	C	Category	Version	Cours ePre-requisite
BB3408	WebDesigningandDevelopment	4	0	0	4	Program Elective	1	BasicsofIT tools

### MARKETINGMANAGEMENTSPECIALIZATION

CourseCode	Course Title	L	T	P	C	Category	Version	Cours ePre-requisite
BB3409	ConsumerBehavior	4	0	0	4	Program Elective	1	Marketing Mgmt

### HRMSPECIALIZATION

CourseCode	CourseTitle	L	T	P	C	Category	Version	Cours ePre-requisite
BB3410	Performanceappraisal	4	0	0	4	Program Elective	1	HR

Eachstudenthastoappearin23creditschemeswhichinclude19commoncreditsand4credit of elective paper

### SEMESTER-5

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3501	ProgramCore	Business Ethics	4	0	0	4	1.0	Nil
BB3502	Program Core	Project Management	4	0	0	4	1.0	Nil
BB3570	Internship	Summer Internship report & viva-voce	4	0	0	4	1.0	Nil



VP3501	VAP	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 Elective1	4	0	0	4	1.0	Nil
	Specialization Elective	Specialization Elective2	4	0	0	4	1.0	Nil
		TOTAL	22	0	2	23		

TOTAL CREDIT= 23

FINANCESPECIALIZATION

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

DIGITALMARKETINGSPECIALIZATION

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

MARKETINGMANAGEMENTSPECIALIZATION

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

HUMANRESOURCEMANAGEMENTSPECIALIZATION

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	Project	Project Report and viva-voce	4	0	0	4	1	Nil
VP3601	VAP	Value Added program VI	1	0	2	2	1	Nil
	Specialization Elective	Specialization Elective1	4	0	0	4	1	Nil
	Specialization Elective	Specialization Elective2	4	0	0	4	1	Nil
		TOTAL	21	0	2	22		

TOTAL CREDIT= 22

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
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BB3605	Specialization Elective	ContentMarketing	4	0	0	4	1	Basics of Digital Marketing
BB3606	Specialization Elective	DigitalMarketingLaws	4	0	0	4	1	Basics of Digital Marketing

MarketingManagementSpecialization

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

HRMSpecialization

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

<b>S.No.</b>	<b>Code</b>	<b>Name</b>	<b>Department (Offering)</b>
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 1

BB3101	<b>Title:</b> Business Communication - 1	<b>L T P C</b> 2 0 2 2
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To make students communicate effectively in English.	
<b>Expected Outcome</b>	The students will be able to effectively comprehend, converse and write in English.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	Grammatical Usage	6
Articles, tenses, prepositions and modals.		
<b>Unit II</b>	Contextual Vocabulary	3
Vocabulary for everyday use, evaluative, descriptive and action words.		
<b>Unit III</b>	Listening and Speaking Skills	5
Picture stories/story grammar, narration, dialogue, language games. (Use of audio-visual)		
<b>Unit IV</b>	Reading and Writing Skills	5
Letter writing, topic sentence and paragraph writing.		
<b>Unit V</b>	Netiquette	3
Email correspondence		
<b>Text Books</b>	1. Wren & Martin, English Grammar and composition, S. Chand Publication.	
<b>Reference Books</b>	1. Ramaswamy, Practical English Grammar, Sura College of Competition. 2. Sandeep Kumar Jain, Basic Concepts of English Grammar, Notion Press.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	30-03-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	

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

<b>CO5</b>	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
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Course Outcomes	Programme Outcomes										Programme Specific Outcome		
	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	2
CO4	2	3	2	3	3	3	2	3	3	3	2	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3	2
Average	2.4	3	2.2	3	3	3	2.2	3	3	3	2.2	2.4	2



BB3102	<b>Title: Principles and Practices of Management</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To provide understanding to the students with reference to working of business organization through the process of management.	
<b>Expected Outcome</b>	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	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Management</b>	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.		
<b>Unit II</b>	<b>Planning</b>	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.		
<b>Unit III</b>	<b>Organizing</b>	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.		
<b>Unit IV</b>	<b>Directing</b>	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.		
<b>Unit V</b>	<b>Controlling</b>	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.		
<b>Text Books</b>	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.	
<b>Reference Books</b>	1. Ramesh B. Rudani, Principles of Management, McGraw Hill Publication, New Delhi. 2. Harold Koontz, Management, TMH Publication, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	30-03-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	

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

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PS O1	PS O2	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	3	3	3	3	3	3	3	3	3	3	3	3	3
	2.4	3	2.2	3	3	3	2.2	3	3	3	2.2	2.4	2.4

<b>BB3103</b>	<b>Title: Micro Economics</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To provide exposure to the management students about Micro Economic concepts and inculcate an analytical approach to the subject matter.	
<b>Expected Outcome</b>	The student would be able to apply economic reasoning to the real problems of business.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	<b>8</b>
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.		
<b>Unit II</b>	<b>Theory of Consumer Behavior</b>	<b>10</b>
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.		
<b>Unit III</b>	<b>Theory of Production</b>	<b>10</b>
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.		
<b>Unit IV</b>	<b>Theory of Distribution</b>	<b>8</b>
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.		
<b>Unit V</b>	<b>National Income, Inflation and Policies</b>	<b>8</b>
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.		
<b>Text Books</b>	1. H. Gravelle & R. Rees, Micro Economics, Pearson education Ltd, New Delhi. 2. D. N. Dwivedi, Micro Economics, Pearson education Ltd, New Delhi.	
<b>Reference Books</b>	1. J M Joshi and R. Joshi, Micro Economic Theory An Analytical Approach, New Age International Private Limited.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	30-03-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	

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

Course	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	30-03-2019	
Date of approval by the Academic Council	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None ( <i>Use , for more than One</i> )
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

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	1	2	1	2	3	2	2
CO2	2	2	1	2	1	2	1	2	1	2	3	2	2
CO3	2	2	1	2	1	2	1	2	1	2	3	2	2
CO4	2	2	1	2	1	2	1	2	1	2	3	2	2
CO5	2	2	1	2	1	2	1	2	1	2	3	2	2
Average	2	2	1	2	1	2	1	2	1	2	3	2	2

BB3105	<b>Title: Financial Accounting</b>	<b>L T P C</b> 4 0 0 4
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To provide an insight into the basics of accounting concepts and principle to prepare more realistic financial reports.	
<b>Expected Outcome</b>	These concepts would be helpful to develop the conceptual knowledge and analytical skills to sort out the complexities in Corporate transactions.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Accounting Concepts and Practices</b>	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.		
<b>Unit II</b>	<b>Financial Transaction Process</b>	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.		
<b>Unit III</b>	<b>Financial Compatibilities with Balance Sheet and BRS</b>	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.		
<b>Unit IV</b>	<b>Depreciation and Bills of Exchange</b>	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.		
<b>Unit V</b>	<b>Partnership Accounting</b>	12
Partnership accounts: Revaluation accounts, Partnership deed, admission of new partner, retirement of partner. Realization accounts, Methods of dissolution, Problems solving through dissolution accounts.		
<b>Text Books</b>	1. T.S. Reddy & A.Murthy, Financial Accounting, 6 <sup>th</sup> Edition, Margham Publications. 2. P.C. Tulsian, Financial Accounting, Tata MC Graw Hill Ltd.	
<b>Reference Books</b>	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.	
<b>Mode of Evaluation</b>	Internal and External Examinations	



Recommendation by Board of Studies on	30-03-2019
Date of approval by the Academic Council	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Understanding fundamentals of accounting principles and its 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

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

CO5	3	3	2	1	1	2	1	2	1	1	3	3	1
Average	2.2	2.8	2.2	1.2	1.8	1.6	1.2	1.6	1.4	1.4	2.6	2.8	2.8

VP3111	Title: Word /PPT	LT 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	Personality Development	6
Meaning, Importance of Personality development, Determinants of Personality, Maslow Need Hierarchy Theory		
Unit II	Communication skills	3
Introduction: Introducing Oneself effectively, Communication skills: Developing following parts of communication skills, Listening Skills - Activity for enriching listening skills., Speaking Skills - Extempore, Situational conversation. Speaking Skills contd. - vocabulary games, Storytelling, Just a minute, Volte-Face, Short Speech, Role plays, Face-off, Group Discussion Debate, Presentation		
Unit III	Reading and Writing Skills	5
Reading Skills - Passage reading, News Paper, Success stories, Writing Skills – Passage writing, letter, email etiquettes, applications, project writing, and invitations, resume writing.		
Unit IV	Reading and Writing Skills	5
Self-management: Goal Setting, WOT analysis, Self-Motivation		
Unit V	Netiquette	3
Body language: Gestures & Postures, Facial Expressions, Physical Appearance, Leadership skills Team work, Image building skills, Interpersonal skills		
Text Books	1. Wren & Martin, English Grammar and composition, S. Chand Publication.	

<b>Reference Books</b>	1. Ramaswamy, Practical English Grammar, Sura College of Competition. 2. Sandeep Kumar Jain, Basic Concepts of English Grammar, Notion Press.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	30-03-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	
<b>Recommendation by Board of Studies on</b>	30-03-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	

Course Outcomes	Programme Outcomes	Programme Specific Outcomes
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Unit-wise Course Outcome	Descriptions	B L L e v e l	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None (Use, for more than One)										
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 incorporate etiquettes and culture	2	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	2	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.	3	Ent/Emp/S										
	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO 2	PSO3
CO1	2	3	3	2	3	1	1	1	1	1	3	3	1

CO2	3	3	2	1	2	2	2	2	1	1	2	3	2
CO3	2	2	1	1	1	2	1	2	2	1	3	3	2
CO4	1	3	3	1	2	1	1	1	2	3	2	2	1
CO5	3	3	2	1	1	2	1	2	1	1	3	3	1
Average	2.2	2.8	2.2	1.2	1.8	1.6	1.2	1.6	1.4	1.4	2.6	2.8	2.8

## SEMESTER 2

<b>CY3205</b>	<b>Title:EnvironmentalStudies</b>	<b>L T P C</b> <b>2 0 0 2</b>
<b>VersionNo.</b>	1.1	
<b>CoursePrerequi sites</b>	Nil	
<b>Objectives</b>	Creatingawarenessamongengineeringstudentsabouttheimportance ofenvironment, the effect of technology on the environment and ecological balance is theprimeaim ofthecourse.	
<b>ExpectedOutco me</b>	Studentswillunderstandthetransnationalcharacterofenvironmental problemsandwaysofaddressingthem, includinginteractionsacross localtoglobalscales.	
<b>UnitNo.</b>	UnitTitle	No.ofhours(per Unit)
<b>UnitI</b>	<b>IntroductiontoEnvironmentalStudies&amp;Ecosystems</b>	3
Multidisciplinarynatureofenvironmentalstudies,Scopeandimportance,Needforpublicawareness.Conc ept,Structureandfunctionofanecosystem,Energyflowinanecosystem:foodchains,foodwebsandecologica lpyramids.Examplesofvariousecosystems suchas:Forest,Grassland,Desert,Aquaticecosystems, (ponds,streams,lakes,rivers,oceansandestuaries).		
<b>UnitII</b>	<b>NaturalResources:Renewable&amp;Non-renewableresources</b>	5
Landasaresource, landdegradation,landslides(natural&man- induced),soilerosionanddesertification.Forests&forestresources: Use and over-exploitation, deforestation. Impacts of deforestation, mining, dam building on environment andforests.Resettlement and rehabilitation of project affected persons; problems and concerns withexamples. Water resources: Useand over- exploitationofsurfaceand groundwater, floods,drought,conflictsoverwater (international&inter-state). Foodresources:Worldfoodproblems,changescausedbyagricultureandovergrazing, effectsofmodernagr iculture,fertilizer- pesticideproblemswithexamples.Energyresources:Renewableandnonrenewableenergysources,useofal ternateenergysourcesandgrowingenergyneeds.		
<b>UnitIII</b>	<b>BiodiversityandConservation</b>	5
Levelsofbiologicaldiversity:genetic,speciesandecosystemdiversity.BiogeographiczonesofIndia.Ecosyste mandbiodiversityservices.Biodiversitypatternsandglobalbiodiversityhotspots,Indiaasamega- biodiversitynation;EndangeredandendemicspeciesofIndia.Threatstobiodiversity:Habitatloss,poachin gofwildlife,man-wildlifeconflicts,biologicalinvasions.Conservationofbiodiversity:In-SituandEx- situconservationofbiodiversity.		
<b>UnitIV</b>	<b>EnvironmentalPollution</b>	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.	
<b>Unit V</b>	<b>Environmental Policies &amp; Practices</b>   5
Concepts 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, Forest Conservation Act, Issues involved in enforcement of environmental legislation. Environment: rights and duties. Population growth. Fieldwork Visit to local polluted site - Urban/Rural/Industrial/Agricultural. Study of simple ecosystems - pond, river, hillslopes, etc.	
<b>Text Books</b>	1. Bharucha, E, Textbook of Environmental Studies for Undergraduate Courses
<b>Reference Books</b>	Kaushik Anubha, Kaushik CP, Perspectives in Environmental Studies, New Age Publication. Rajagopalan, Environmental Studies from Cristo Cure, Oxford University Press.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	30-03-2019
<b>Date of approval by the Academic Council</b>	13-07-2019



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use, formorethanOne)
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

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1	2	2	1	2	1	2	3	2	2	1	3	2	2
CO2	2	2	1	2	1	2	3	2	2	1	3	2	2
CO3	2	2	1	2	1	2	3	2	2	1	3	2	2
CO4	2	2	1	2	1	2	3	2	2	1	3	2	2
CO5	2	2	1	2	1	2	3	2	2	1	3	2	2
	2	2	1	2	1	2	3	2	2	1	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 fix position 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 - barrier 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. . Presentations 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 – emails – SMS – teleconferencing – videoconferencing.		
Text Books	1. Meenakshi Raman, Business Communication, Oxford Publication, New Delhi. 2. R. K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd, New Delhi.	

ReferenceBooks	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	30-03-2019
Date of approval by the Academic Council	13-07-2019

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

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1	2	3	1	3	3	3	3	1	3	3	1	2	3
CO2	2	3	2	3	3	3	3	2	3	3	2	2	3
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	3
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	3

BB3203	Title: Marketing Management	LTPC 4004
VersionNo.	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.	
UnitNo.	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 channel etc.		
Unit V	Social Aspects of Marketing and consumer Behaviour:	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	R. L. Varshney, Marketing Management, Sultan Chand, New Delhi. R. S. N. Pillai, Marketing Management, S. Chand, New Delhi.	
Mode of Evaluation	Internal and External Examinations	

Recommendation by Board of Studies On	30-3-2019
Date of approval by the Aca	13-07-2019

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



Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	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	30-03-2019	
Date of approval by the Academic Council	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/N one (Use, formorethanOne)
CO1	understanding of different school of thoughts of Macroeconomics	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

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
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

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.	

<b>Text Books</b>	1. J. S. Chandan, Organizational Behavior, Vikas Publishing House Pvt. Ltd, New delhi. 2. S. Robbins. Judge & S. Sanghi, Organizational Behavior, Pearson Education .
<b>Reference Books</b>	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.
<b>Mode</b>	Internal and External Examinations
<b>Evaluation</b>	
<b>Recommendation by Board</b>	30-03-2019
<b>Date of approval by the Academic Council</b>	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None( <i>Use,formore thanOne</i> )
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

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



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 Dishonour & 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	Pillai & Bagavathi, Business Law, S Chand & Sons, New Delhi. MCKuchhal, Business Law, Vikas Publishing House Pvt. Ltd, New Delhi. 1. NDKapoor, Business Law, S Chand & Sons. 2015	
Reference Books	Dr GKKapoor, Business Law and Practices, Taxman Publishers. 2011 A. Ramaiya, Business Law, Wadhwa Publishers. 2006	
Mode of Evaluation	Internal and External Examinations	

Recommendation by Board of Studies on	30-3-2019
Date of approval by the Academic Council	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None ( <i>Use, formore than One</i> )
CO1	To understand the basic concept of business law. To understand the general principles of contract.	2	Ent/Emp/S
CO2	To understand the legal formalities of law of contract. To extend the knowledge of special kind of contract.	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

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
CO1	2	1		2	1	2	3		2	2	1	2	2
CO2	2	2		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	1	3	2	3
CO5	3	3	3	3	2	2	2	2	1	1	3	3	2



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	2.2	2.2	2.2	3	2	2	1.4	1.4	1.6	1.6	2	2.2	2.2
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Code: VP3201	Title: Communication and Soft Skills-II	LT P C 1 0 2 2
Version No.	1.0	
Course Prerequisites	VP3101	
Objectives	<p>To develop the English communication skills of four students.</p> <p>To enable them to communicate effectively and nurture their speaking skills in English.</p> <p>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.</p> <p>To overcome interaction phobia as English is not their mother tongue.</p>	
Expected Outcome	<p>After the course the students will be able to write/understand and create sentences in English of all tenses.</p> <p>They will be able to take part in daily routine conversations in English.</p> <p>Students will be able to understand and be partially groomed in corporate etiquettes and culture.</p>	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Functional Grammar	6
<p>How to use - noun, pronoun, verb, adjective, adverb, preposition, conjunction</p> <p>How to use Tenses - past, present, future</p> <p>Modal verbs - can/could, shall/should, will/would, may/might, must, ought to</p> <p>Articles - a, an, the, no article</p>		
Unit II	Speaking Skills	10
<p>Introduction Describe yourself, your educational background, family, hobbies, strengths Let's talking conversation, meeting and greeting people Opinions, likes and dislikes World Around Me Life at college, hostel etc. Marketplace, bus stop, bank, post office Village, town and city Eating out at a Restaurant</p>		
Unit III	Personality Enhancement	5
<p>First impression: Dressing sense, good manners, speaking well and respectfully Positive Attitude: Being happy and alert, a good listener and a good friend Goal setting, confidence building and handling rejection</p>		
Unit IV	Vocabulary Development	5
<p>Word Formation: Prefix, suffix, conversion and compound words Homophones and one-word substitution Words often confused and misused Idiomatic phrases Antonyms and synonyms</p>		
Unit V	Listening	4

Main point in short simple conversations and messages Essential information in short recorded passages on diverse matters		
Unit VI	Reading and Writing	6
Text Books	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	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	30-3-2019	
Date of approval by the Academic Council	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship (Ent)/None (Use, for more than One)
CO1	After the course the students will be able to write/understand and create sentences in English of all tenses, Students 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	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	2	Ent/Emp/S

CO4	This course will aid the students to 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	The students will learn to use strategies to listen actively, will be able to distinguish more important ideas from less important ones and will participate in the discussions.	3	Ent/Emp/S

Course Outcomes	Programme Outcomes										Programme Specific outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
CO1	2	1	0	2	1	2	3	0	2	2	1	2	2
CO2	2	2	0	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	1	3	2	3
CO5	3	3	3	3	2	2	2	2	1	1	3	3	2
	2.2	2.2	2.2	3	2	2	1.4	1.4	1.6	1.6	2	2.2	2.2

CE3201	Title: <a href="#">Disaster Management</a>	L T P C 2 0 0 2*
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: I	<a href="#">Introduction on Disaster</a>	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	<a href="#">Risk and Vulnerability Analysis</a>	4
Risk: Its concept and analysis 2. Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction.		
Unit III	<a href="#">Disaster Preparedness</a>	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	<a href="#">Disaster Response</a>	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	<a href="#">Rehabilitation, Reconstruction and Recovery</a>	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.	
<b>Text Books</b>	1. Disaster Science and Management by Bhattacharya published in McGraw Hill Education (India) Pvt. Ltd.
<b>Reference Books</b>	Disaster Management by Dr. Mrinalini Pandey published in Wiley India Pvt. Ltd. Tushar. Disaster Management: Future Challenges and Opportunities by Jagbir Singh published in KWP Publishers Pvt.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	30-03-2019
<b>Date of approval by the Academic Council</b>	13-07-2019

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



Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO 1	PO 2	PO 1	PO 2	PO 1	PO 2	PO 1	PO 2	PO 1	PO 2	PO1	PO2	PO1
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	3	2	2

## Detailed Syllabus SEMESTER 3

<b>BB3310</b>	<b>Title: E-Business</b>	<b>L T P C 4 0 0 4</b>
<b>VersionNo.</b>	1.0	
<b>CoursePrerequisites</b>		
<b>Objectives</b>	The purpose of this course is to introduce e-business, its impact on business processes, and key problems in the development of web-based corporate.	
<b>Expected Outcome</b>	The students will be able to understand issues of concern in the design and development of an e-commerce business and identify e-business models.	
<b>UnitNo.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	9
Introduction to E-business: Introduction, E-business or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework. Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantages of E-commerce, Roadmap of e-commerce in India		
<b>Unit II</b>	<b>Types of E-business</b>	7
E-Business Applications: Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Business (B2B), Digital Government, Marketplaces, and Communities		
<b>Unit III</b>	<b>Legal and Security Issues in E-business</b>	6
Electronic Payment Systems: Overview of Electronic Payment Technology Legal issues : Laws for E-Commerce, Issues of Trademarks & Domain Names.		
<b>Unit IV</b>	<b>Building an E-business Enterprise</b>	10
Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Dynamic Websites, Registering the Website with Search Engines.		
<b>Unit V</b>	<b>E-business in India</b>	6
The Internet in India, Barriers to Growth of E-Commerce in India, E-Marketing: The scope of E-Marketing, Internet Marketing Techniques		
<b>Text Books</b>	Kenneth C. Laudon, Carol Guercio Traver, E-Commerce 2019: Business, Technology and Society, 15th Edition, Pearson. Dave Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, Prentice Hall	

Reference Books	Agarwala&Agarwala ,E-Commerce Bajaj&Nag, E-Business(TMH:NewDelhi)
Mode of Evaluation	InternalandExternalExaminations
Recommendation by Board of Studies on	30-03-2019
Date of approval by the Academic Council	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne)
CO1	Able to learn and understand e-business and e-commerce its historical background framework and future	2	Ent/Emp/S
CO2	Able to understand the concept of e-business application	2	Ent/Emp/S
CO3	Able to examine electronic payments system, legal and security issues with Ecommerce	3	Ent/Emp/S
CO4	Able to apply the knowledge to make a website and able to select what the necessary requirement to make customer oriented website	3	Ent/Emp/S
CO5	Able to evaluate the barriers of doing e.business in India & further try to frame suitable strategies to overcome the barriers	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	3	1	3	3	1	1	3	3	1	3	1	1
CO2	2	2	2	1	2	1	2	1	2	1	2	2	2
CO3	1	2	2	2	2	2	2	2	2	2	2	3	3
CO4	2	1	2	2	1	2	2	2	1	2	3	2	2
CO5	3	3	3	2	3	3	3	2	3	3	1	2	2
	2	2.2	2	2	2.2	1.8	2	2	2.2	1.8	2.2	2	2

BB3303	<b>Title: Production and Operations Management</b>	<b>LTPC 4004</b>
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.	<b>Unit Title</b>	
Unit I	<b>Introduction</b>	
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	<b>Facility location and Layout</b>	
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 of equipment and types of handling equipment.		
Unit III	<b>Work Study and PPC</b>	
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	<b>Inventory and Materials Management</b>	
Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.		
Unit V	<b>Purchase and Stores Management</b>	
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 Education (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	



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)
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 content 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

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	3	3	2	3	1	3	3
CO2	3	3	2	1	2	2	3	2	1	2	2	3	3
CO3	2	2	1	1	1	2	2	1	1	1	2	3	3
CO4	1	3	3	1	2	1	3	3	1	2	1	2	2
CO5	3	3	2	1	1	2	3	2	1	1	2	3	3

	2.2	2.8	2.2	1.2	1.8	1.6	2.8	2.2	1.2	1.8	1.6	2.8	2.8
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BB3311	<b>Title: Financial Management</b>		<b>LTP C 4004</b>
<b>Version No.</b>	1.0		
<b>Course Prerequisites</b>			
<b>Objectives</b>	This course aims to familiarize the students with the principles and practices of financial management in corporate sector.		
<b>Expected Outcome</b>	On completion of the syllabi The student will gain an insight to identify financing, investing and dividend decision in an organization.		
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>	
<b>Unit I</b>	<b>Introduction</b>	8	
Nature, scope and objectives of financial management, Time value of money, Risk and return (including Capital Asset Pricing Model).			
<b>Unit II</b>	<b>Long term investment decisions</b>	8	
The Capital Budgeting Process, Cash Flow Estimation, Pay back Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.			
<b>Unit III</b>	<b>Financing Decisions</b>	8	
Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure.			
<b>Unit IV</b>	<b>Dividend Decisions</b>	8	
Theories for Relevance and irrelevance of dividend decision for corporate valuation Walter's Model, Gordon's Model, MM Approach, Cash and stock dividends. Dividend policies in practice. Case discussions on Dividend decisions.			
<b>Unit V</b>	<b>Working Capital Decisions</b>	8	
Concepts of Working Capital, Operating & Cash Cycles, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.			
<b>Text Books</b>	1 Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill 2. Bhalla, V.K., Financial Management & Policy, Anmol Publications, Delhi		
<b>Reference Books</b>	Pandey, I.M. Financial Management, Vikas Publications Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education.		



Mode of Evaluation	Internal and External Examinations
Recommendation by Board of Studies	30-03-2019
Date of approval by the Academic Council	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for more than One)
CO1	To understand about the basics of financial Management with bird's eye view.	2	Ent/Emp/S
CO2	To understand and apply the tool so for long term decisions making.	3	Ent/Emp/S
CO3	To understand and apply in cost of capital, capital structure and leverages.	5	Ent/Emp/S
CO4	To understand about the various models of dividend policy	4	Ent/Emp/S
CO5	To understand and apply the different segments of working capital management.	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	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	2.8	2.2	1.2	1.8	1.6	2.8	2.2	1.2	1.8	1.6	2.8	2.8

BB3305	Title: Human Resource Management	LTPC 4004
VersionNo.	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 employees Comprehend the role human resource management in an organization.	
UnitNo.	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. Case discussion on challenges of online Recruitment & Selection.		
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	
<b>Text Books</b>	VSP Rao, Human Resource Management, Excel Books. L.M. Prasad, Human Resource Management, Sultan Chand & Sons
<b>Reference Books</b>	1. K. Ashwathappa, HRM text & cases, Tata McGraw Hill.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	30-03-2019
<b>Date of approval by the Academic Council</b>	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/ Entrepreneurship(Ent)/ None (Use, formorethanOne)
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 organisation	3	Ent/Emp/S
CO3	Students will be 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

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	1	-	2	2	2	2	1
CO2	3	3	3	1	3	3	2	2	2	2	1	3	1
CO3	2	2	2	3	2	2	3	2	2	2	3	2	1
CO4	1	1	1	2	1	1	2	2	3	2	2	1	2

CO5	3	2	3	1	2	3	1	2	3	2	1	3	2
	2.2	2.2	2.2	1.6	2	2	1.8	1.6	1.4	2	1.8	2.2	1.4

BB3306	Title:SupplyChainManagement	LTPC 4004
VersionNo.	1.0	
CoursePrerequisites		
Objectives	The course aims to familiarize the students with the basic concepts ofSupplyChainManagement.	
ExpectedOutcome	Understanding ofthe roleofsupplychainmanagementfunction in an organization.	
UnitNo.	UnitTitle	No.ofhours (perUnit)
UnitI	Introduction	7
Development of SCM concepts and Definitions –key decision areas–strategic. Supply Chain Management and Keycomponents, External Drivers of Change. Dimensions of Logistics–The Macro perspective and the macro dimension–Logisticsystemanalysis.		
UnitII	Sourcing	7
Sourcing strategy: Manufacturing management–makeorbuydecision–capacitymanagement–MaterialsManagement– choiceofsources–Procurementplanning.		
UnitIII	Distribution	7
Distributionstrategy: Choice of Market–network design –Channels of Distribution –distribution planning– transportation– packaging		
UnitIV	Inventory	7
Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse locationallocation.Warehouse designand operations–inventorynorms.		
Unit V	Customerservice	7
CustomerServiceStrategy:IdentificationofServiceneeds,costofservices–revenueManagement.		
Text Books	1. D.K.Agarwal,TextbookofLogisticsandSupplyChainManagement,Mcmillan 2. SunilChopraandPeterMeindl,SupplyChainManagement,Pearson	
ReferenceBooks	1. CecilBozarth,IntroductiontoOperationsandsupplychainmanagement,Pearson 2. R.B.Chase,RaviShankar,F.R.Jacobs,N.J.Aquilano,Operatio nsandSupplychainmanagement,McGrawHill	
ModeofEvaluation	InternalandExternalExaminations	
Recommendation byBoardofStudieson	30-03-2019	
Dateofapproval by the AcademicCouncil	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/ Entrepreneurship(Ent)/N one (Use, formorethanOne)
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

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	1	-	2	2	2	2	1
CO2	3	3	3	1	3	3	2	2	2	2	1	3	1
CO3	2	2	2	3	2	2	3	2	2	2	3	2	1
CO4	1	1	1	2	1	1	2	2	3	2	2	1	2
CO5	3	2	3	1	2	3	1	2	3	2	1	3	2





VP3301	<b>Title:</b> Communication & Professional Skills III	<b>L T P C</b> 1 0 2 2
<b>Course Prerequisites</b>	VP3201	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To develop the Personality of students with major emphasize on English Communication.</li> <li>To enable them to communicate and present effectively in front of others and nurture their speaking skills in English.</li> <li>To motivate students to overcome interactional phobia and to develop professional etiquette along with conversational skills.</li> </ul>	
<b>Expected Outcome</b>	<ul style="list-style-type: none"> <li>This course will help them to enrich their English communication which will help students to become successful in his or her career pursuits.</li> <li>They will be able to take part in daily routine conversations in English.</li> </ul>	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hour(per Unit)</b>
Unit I	Speaking Skills	12
Describe yourself, your educational background, family, hobbies, strengths, Let's talk- making conversation, meeting and greeting people, Extempore, Short Speech, Group Discussion, Presentation, Situational Conversation, Story Telling, Debate, Pronunciation		
Unit II	Reading and Writing	10
Resume Writing, Cover letter, Success Stories, Passage Reading, Newspaper Reading, E-mail etiquettes: Simple e-mail or letter including expressions for greeting, addressing, asking or thanking		
Unit III	Personality Enhancement	8
Body Language: Eye Contact, Facial Expressions, Gestures, Postures, Body Movements, 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, SWOT analysis, Self-Management Skills: Anger Management		
Unit IV	Vocabulary Development	4
Word Formation: Prefix, suffix, conversion and compound words, Homophones and one-word substitution, Words often confused and misused, Idiomatic phrases, Antonyms and synonyms, Vocabulary on theme (e.g shopping, travelling)		
Unit V	Listening	6
Main point in short simple conversations and messages, Essential information in short recorded passages on diverse matters		
<b>Text Books</b>	1. Personality development by Harold R. Wallace (Cengage Learning)	
<b>Reference Books</b>	1. Practical English Usage by Michael Swan (Oxford) 2. Personality Development & Soft skills by Barun K. Mitra; 2nd edition (Oxford Univ. Press) 3. Online Resources: Flipboard, TEDx, Youtube	
<b>Mode of Evaluation</b>	Internal and External Examinations	


Recommendation by Board of Studies on	30-03-2019
Date of approval by the Academic Council	13-07-2019

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 art of speaking.	2	Emp
CO2	After course completion, the student will be able to provide an overview of Prerequisites of reading and writing	2	Emp
CO3	After course completion, the student will be able to learn and understand of outline to effective personality enhancement	2	Emp
CO4	After course completion, the student will be able to impart the correct practices of the strategies of Effective vocabulary development	3	Emp
CO5	After course completion, the student will be able to learn about the listening skills	3	Emp



CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	3	3	2	3	2	3	3	2	3	3	3
CO2	3	3	3	2	1	2	3	3	2	1	2	2	2
CO3	2	2	2	1	1	1	2	2	1	1	1	3	1
CO4	1	1	3	3	1	2	1	3	3	1	3	2	3
CO5	3	3	3	2	1	1	3	3	2	1	2	3	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

BB3307	Title: Search Engine Optimization	L T P C 4 0 0 4
Version No.	1.0	
Course Prerequisites	NIL	
Objectives	The aim of the SEO Course is to provide students with the knowledge about how to generate traffic by making a website visible in search engine results via organic or paid techniques.	
Expected Outcome		
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Search Engine Optimization	4
Introduction to SEO, Importance of SEO, A Model of Search Engines, On-Page Optimization, Off-Site Optimization and Link Building, Duplicate Content, Keyword Research and Competitive Analysis.		
Unit II	Introduction to Advanced Search Engine Optimization	8
Introduction to Advanced SEO, Importance of Advanced SEO, A Model of Advanced Search Engines, Local SEO, SEO Measurement.		
Unit III	Integration of Search Engine Optimization	8
The Changing State of SEO, Integrating SEO with Other Disciplines. Algorithm Updates and SEO Changes, Integrating SEO with Other Disciplines.		
Unit IV	Benefits of SEO	10
Uses of SEO, How SEO would change the digital world.		
Unit V	Practical Applications of SEO	10
On-page best practices, SEO methods to generate relevant keywords, Competitive analytics, Design & architecture, Site optimization & best practices, Link-building, SEO for local search, SEO site audits.		
Text Books		
Reference Books		
Mode of Evaluation	External and Internal Examination	
Recommendation by Board of Studies on	30-03-2019	
Date of approval by the Academic Council	13-07-2019	



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship (Ent)/None (Use, for more than One)
CO1	To develop a basic understanding among students about Search engine optimization and their working.	2	Ent/Emp/S
CO2	To develop a thorough understanding among students about working of SEO's, bots and spiders in a network.	3	Ent/Emp/S
CO3	This subject helps students to understand and analyze pattern and ranking system of websites by Google algorithm.	5	Ent/Emp/S
CO4	This course helps students to differentiate between traditional marketing pattern and E-marketing.	4	Ent/Emp/S
CO5	This course will develop a clear understanding among the students regarding practical application of SEO in the digital world.	4	Ent/Emp/S



CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	3	3	2	3	2	3	3	2	3	3	3
CO2	3	3	3	2	1	2	3	3	2	1	2	2	2
CO3	2	2	2	1	1	1	2	2	1	1	1	3	1
CO4	1	1	3	3	1	2	1	3	3	1	3	2	3
CO5	3	3	3	2	1	1	3	3	2	1	2	3	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

BB3312	<b>Title:FinancialMarket&amp;Institutions</b>	<b>L T P C</b> <b>4 0 04</b>
<b>VersionNo.</b>	1.1	
<b>CoursePrerequisites</b>		
<b>Objectives</b>	The course aims to impart the knowledge of structure, function, and operation of Financial Market and Institutions with the concepts and approaches being used in modern financial market.	
<b>ExpectedOutcome</b>	To apply concepts and skill of Financial Markets in their profession and take advantage of the enormous available opportunities in financial market.	
<b>UnitNo.</b>	<b>UnitTitle</b>	<b>No. of hours (perUnit)</b>
<b>UnitI</b>	<b>IntroductiontoFinancialSystem</b>	10
Introduction An overview of Indian Financial System, Role of financial system, Components of Indian financial system (Financial market, Financial Institution, Financial Intermediaries and Financial Instruments). Reforms in the financial system, Indian Financial System before and after independence		
<b>UnitII</b>	<b>Moneymarket</b>	10
Introduction meaning and concept of money market, Structure of money market, components of money market, money market instruments (Commercial bill, Treasury bill, call and short notice money, CDs, commercial bill, REPOS, ADRs and GDRs). Players in Indian Money market.		
<b>UnitIII</b>	<b>Capitalmarket(Primarymarket)</b>	9
Meaning and functions of capital market, structure of Indian capital market, New issue market and its instruments, Secondary market, Underwriters and forms of underwriters, foreign exchange market, debt market, and derivatives market.		
<b>UnitIV</b>	<b>Capitalmarket(SecondaryMarket)</b>	9
Objectives and functions of SEBI, Key initiatives taken by SEBI., Investor Education and Protection, Meaning of stock market and its functions, listing of securities, operators of stock exchange, Stock exchanges in India		
<b>UnitV</b>	<b>FinancialInstitutions</b>	10
Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI Introduction and role of financial institution, types of financial institutions, AIDB, IFCI, IDBI, ICICI, IIBIL, SIDBI, SFCs. Insurance Industry: Regulations, Role and functions of Insurance Regulatory and Development Authority of India (IRDA)		
<b>TextBooks</b>	Sashik Gupta, Nisha Aggarwal and Neeti Gupta, Financial Market and Institution, Kalyani Publishers. Satish Kumar Saha, Money banking and financial institution, Sahitya publication	
<b>ReferenceBooks</b>	1. Michal W. Brant, Money, Banking, Financial Markets and Institutions Paperback, 2019, Cengage Publications	
<b>ModeofEvaluation</b>	Internal and External Examinations	
<b>RecommendationbyBoardofStudieson</b>	30-05-2019	
<b>Date of approval by the Academic Council</b>	17-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability(Emp)/ Skill(S)/Entrepreneurship  (Ent)/None  (Use,formorethanOne)
CO1	The student will remember the overview of Indian financial system.	2	Ent/Emp/S
CO2	The student will remember and explain and analyze concepts and structure of money market.	3	Ent/Emp/S
CO3	student will illustrate the classification of capital market and its structure in primary market	5	Ent/Emp/S
CO4	The student will illustrate the various stock exchange and the operators in India.	4	Ent/Emp/S
CO5	The student will understand the financial institution and types and then they can analyze the different structures	4	Ent/Emp/S





CourseOutcomes	ProgrammeOutcomes										Programme SpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	3	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	3	2	3	3
CO4	2	3	3	1	1	2	2	1	1	3	3	2	1
CO5	3	3	1	1	3	1	1	2	2	3	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

BB3308	Title:-MarketingofServices	LT PC 40 04
VersionNo.	1.1	
CoursePrerequisites	MarketingManagement	
Objectives	To be successful in differentiating products and services, the students should be able to identify customers' basic needs well in advance. Then, it should find ways and means to differentiate its product and Services from those of its competitors.	
Expected Outcome	To develop an understanding of the roles of relationship and customer service in adding value to the customer's perception of a service.	
UnitNo.	UnitTitle	No. of hours (perUnit)
UnitI	INTRODUCTION TO SERVICE MARKETING	8
Services Marketing Concept, Distinctive Characteristics of Services, Components, Classification of Service Marketing, Factors Leading to a Service Economy, Role of Service in Modern Economy, Services Marketing Environment, Goods Services Continuum, Type of Contact: High Contact Services and Low Contact Services, Understanding STP strategies in Service Marketing, Challenges of Service Marketing.		
UnitII	SERVICE CONSUMER BEHAVIOUR	7
Understanding the Service Customer as a Decision Maker, Customer purchase is associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Various Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions.		
UnitIII	THE SERVICE DELIVERY PROCESS	1 0
Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcome Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits.		
UnitIV	ETHICS AND RECENT TRENDS	1 0
Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector. Recent Trends in Marketing Of Services in: Tourism, Hospitality, Health-care, Banking, Insurance, Education, IT and Entertainment Industry. Case-discussion on 'Ethics in Service Industries'		
UnitV	RELATIONSHIP MARKETING	6
Improving Service Quality and Productivity Service Quality- GAP Model, Bench-marking, Measuring Service Quality-Zone of Tolerance and Improving, SERVQUAL Model, Demand and Capacity Alignment		
Text Books	K. Rama Mohana Rao, Services Marketing, Pearson Education. Christopher Lovelock, Services Marketing: People, Technology and Strategy, Pearson Education.	
Reference Books	Zeithaml, Gremler, Bitner, and Ajay Pandit, Services Marketing, Tata McGraw-Hill Education. Harsh V. Verma, Services Marketing: Text and Cases, Pearson Education.	



Mode of Evaluation	Internal and External Examinations
Recommendation by Board of Studies on	30-03-2019
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Unit- wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for more than One)
CO1	Understands some basic concepts and meaning of marketing of services.	2	Ent/Emp/S
CO2	Understand different situations in which customer takes decisions related to different products.	3	Ent/Emp/S
CO3	Identify the techniques through which any company retain their customers.	5	Ent/Emp/S
CO4	To know the different segmentation types and make the position strong in market.	4	Ent/Emp/S
CO5	To understand the importance of customer relationship.	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	3	1	3	3	1	1	3	3	1	3	1	1
CO2	2	2	2	1	2	1	2	1	2	1	2	2	2
CO3	1	2	2	2	2	2	2	2	2	2	2	3	3
CO4	2	1	2	2	1	2	2	2	1	2	3	2	2
CO5	3	3	3	2	3	3	3	2	3	3	1	2	2
	2	2.2	2	2	2.2	1.8	2	2	2.2	1.8	2.2	2	2



<b>BB3309</b>	<b>Title: Training and Development</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	To enable you understand the concepts, principles and process of training and development) To develop an understanding of how to assess training needs and design Training programmes in an Organizational setting.	
<b>Expected Outcome</b>	The students will be able to know the levels, tools and techniques involved in evaluation training effectiveness.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	<b>7</b>
Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development.		
<b>Unit II</b>	<b>Training Needs Assessment</b>	<b>8</b>
Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, output of TNA, methods used in TNA. Case discussion on Training Needs.		
<b>Unit III</b>	<b>Training and Learning</b>	<b>9</b>
Training and Learning: The Learning Process, Learning curve, Principles of learning. Training guidelines, Experience vs Training, The Functions of training, Kinds of trainings, Skills of a Successful Trainer- internal and external trainer.		
<b>Unit IV</b>	<b>Designing Training and Development Programs</b>	<b>7</b>
Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods, Preparation of trainers; developing training materials; E-learning environment; Flexible learning modules.		
<b>Unit V</b>	<b>Evaluation of Training and Development</b>	<b>7</b>
Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program, obtaining feedback of trainees; Methods of evaluating effectiveness of Training Efforts.		
<b>Text Books</b>	1. Dr. B. K. Sahu, Training for Development, Excel	
<b>Reference Books</b>	1. Jack J. Phillips, Handbook of Training Evaluation and Measurement Methods, 2016, Rutledge.	
<b>Mode of Evaluation</b>	Internal and External Examinations	

Recommendation by Board of Studies	30-03-2019
Date of approval by the Academic Council	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for more than One)
CO1	To understand basic overview and concept of training	2	Ent/Emp/S
CO2	To recognize and understand the various methods of job training	3	Ent/Emp/S
CO3	To understand the various needs for training. To apply how Training surveys are conducted. To understand the training needs assessment.	5	Ent/Emp/S
CO4	To analyze and understand how to assess and evaluate training effectiveness in an organization. To apply the various models of training	4	Ent/Emp/S
CO5	To understand basic overview and concept of training	4	Ent/Emp/S

CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	-	3	3	3	2	1	2	1	3	2	1	2
CO2	2	2	3	3	3	2	2	2	2	3	2	2	3
CO3	1	-	1	2	1	3	2	3	3	2	1	1	1
CO4	2	2	2	2	2	3	3	3	2	3	2	2	2
CO5	2	2	3	3	3	2	3	2	3	2	2	2	3
	1.8	1.2	2.4	2.6	2.4	2.4	2.2	2.4	2.2	2.6	1.8	1.6	2.2

Detailed Syllabus  
 SEMESTER 4

BB3406	Title: Business Analytics	L T PC 4 0 04
Version No.	1.0	
Course Prerequisites	Basic statistics	
Objectives	Understanding the basic crux of the usage of the data analytics in the current market scenario and predict the consequences in different social and economic actions.	
Expected Outcome	After studying the contents of the syllabus the student will be able to run the SPSS Software and will be able to solve the hypothetical cases by use of analytics.	
Unit No.	Unit Title	No. of Hours (per Unit)
Unit I	Introduction	10
Meaning of data and data analysis, sources of data, statistical error, type I and II error, Population and sample, sampling frame, Methods of sampling.		
Unit II	Hypothesis and Measurement scales	08
Meaning of hypothesis, types of hypothesis, deciding the hypothesis, - measurement scales meaning, types (Nominal, Ordinal, Interval Ratio) and uses		
Unit III	Pilot study, Reliability and validity	06
Meaning of pilot study and its application, reliability and validity meaning and uses, Cronbach's alpha, Harman common method bias using SPSS.		
Unit IV	Exploratory factor analysis	10
Meaning of exploratory factor analysis, KMO and Bartlett's test of Sphericity, communalities, Total variance explained, Application of Exploratory factor analysis using SPSS		
Unit V	Correlation	08
Meaning of correlation, types of correlation, correlation coefficient, measurement of correlation using SPSS		
Text Books	1. Kothari, Chakravanti Rajagopalachari. Research methodology: Methods and techniques. New Age International, 2004. 2. Malhotra, Naresh K., ed. <i>Review of marketing research</i> . ME Sharpe, 2004.	
Reference Books	1. Kumar, Ranjit. Research methodology: A step-by-step guide for beginners. Sage Publications Limited, 2019	





Recommendation by Board of Studies on	30-03-2019
Date of approval by Academic Council	13-07-2019

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 analyse the Hypothesis and Measurement scales in primary research	3	Ent/Emp/S
CO3	To understand, apply and analyse the reliability, and validity analysis using SPSS.	5	Ent/Emp/S
CO4	To remember, understand the basic concept and analyse 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

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



BB3403	<b>Title: Research Methodology</b>	<b>L T P C</b> <b>4 0 0 4</b>
Version No.	1.1	
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 work	
Unit No.	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
Unit I	<b>Research Methodology: An Introduction</b>	6
<p>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</p>		
Unit II	<b>Research Design</b>	10
<p>Meaning of Research Design, Need for Research Design, and 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.</p>		
Unit III	<b>Data Collection</b>	4
<p>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 Inference.</p>		
Unit IV	<b>Analysis of Data</b>	10
<p>Testing of Hypotheses, - Means, proportions, Chi-Square tests, Analysis of Variance, other Non parametric Methods, Factor Analysis, Discriminant Analysis, Cluster Analysis.</p>		
Unit V	<b>Interpretation, Report Writing &amp; Research Tools</b>	10
<p>Interpretation – Meaning, Technique precaution, significance Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism, Introduction to Computerized Statistical Packages.</p>		
Text Books	1. C.R. Kothari, Research Methodology	
Reference Books	<p>1. Rigby Paul H. (1965), Conceptual Foundation of Business Research, Wiley.</p> <p>2. Wilkinson &amp; Bhandarkar, Methodology &amp; Techniques of Social Research, Himalaya Publishing House, New Delhi.</p> <p>3. Tripathi P.C., Research Methodology, Sultan Chand &amp; Co, New Delhi.</p>	
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
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Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for more than One)
CO1	Understand some basic 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 summarize 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

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



BB3404	Title: International Business	L T P C 4 0 0 4
Version No.	1.1	
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 to fit Globally.	
Unit No.	Unit Title	No. of hours (per Unit) 43
Unit I	Overview of International Business	12
Introduction to International Business: Globalization and its growing importance in the world economy; Impact of Globalization; International business contrasted with domestic businesses – complexities of international business; Internationalization stages and orientations; International Business Environment: Economic, demographic, cultural and political-legal environment Difference between BOP & BOT; SEZs, MNCs.		
Unit II	Theories of International Trade	6
Mercantalism, 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, franchising, subsidiaries, joint venture, FDI & FII. Case Discussion on Exporting by FMCG & IT firms in SIDCUL Haridwar & at Pan India Level.		
Unit IV	Regional & International Economic Integration	10
Trade Blocs, Types, Cartels SAARC, SAFTA, NAFTA, ASEAN etc, Implications of Trade blocks for business. Benefits regional economic integrations WTO, UNCTAD, World Bank & IMF		
Unit V	Exchange rate determination	5
Factors affecting exchange rate, Relative inflation rate, relative income levels, government controls, government intervention and government influence on exchange rate determination.		
Text Books	1. CHERUNILAM FRANCIS, 7th Edition International Business, PHI 2. VENKATA RATNAM, International Trade, Oxford Publications	
Reference Books	1. RIADA AJAMI, International Business: Theory & Practice, PHI 2. BIMAL JAISWAL, International Business, PHI	
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
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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 centres 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

CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	3	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	3	2	3	3
CO4	2	3	3	1	1	2	2	1	1	3	3	2	1
CO5	3	3	1	1	3	1	1	2	2	3	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

BB3405	Title: CompanyLaw	L T P C 4 0 0 4
Version No.	1.1	
CoursePrere quisites	None	
Objectives	The purpose of this paper is to familiarize the students withthe meaning, scope and the sources of company law inIndia.Enhancingthelevelofstudentswithreferenceto 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.	UnitTitle	No. of hours (per Unit)
UnitI	IntroductionofCompanyLaw	9
Company- Meaning, Characteristics and types of company, Private limited Company,PubliclimitedCompany,Liftingofthecorporateveil,Differencebetweencompanyan dpartnership,Company LawinIndia.Introductionofcompanyact2013.OPC, Latest amendmentsincompaniesAct2013		
UnitII	FormationofCompany	9
Incorporation of Company, Mode of incorporation of company,SPICE+, Document to befiledwiththeregistrar,Effectofregistrationof company,promoterroleof promoters of company.LegalStatusandRightsofPromoters, CIN.		
Unit III	Memorandum of Association&Articleofassociation	8
Memorandum of Association: Meaning, and importance of memorandum for company,Contents ofmemorandum,Alterationofmemorandum,Doctrineof ultravires,Articleof Association meaning and concept, content of Article,Alteration of article,E.MOAVs.E.AOA.		
UnitIV	Prospectus & Company Management	8
Prospectus: meaning, dating of prospectus, registration of prospectus, Contents ofprospectus, Directors: Definition, number of Directors, Appointment of Directors,Position ofDirectors,Powersof directors,dutiesofdirectors,Kindsofprospectus,DIN, process&eligibilityto getDIN		
UnitV	Meetings & Winding Up of Company	8



<p>Meetings: Notice of meeting, ordinary business and special business, Quorum for meeting, chairman of the meeting, Minutes of meetings, Winding Up of company: Meaning, modes of winding up, grounds for compulsory winding up, procedure of winding up by the court. Winding up committee, report of winding up, ordinary Resolution &amp; special resolution.</p>	
<p><b>TextBooks</b></p>	<p>1. N.D.Kapoor, Elements of Mercantile Law, Sultan Chand &amp; Sons. 2. G.K.Kapoor, Company Law, Taxmann Publication Pvt. Ltd.</p>
<p><b>Reference Books</b></p>	<p>1. K.C. Garg, Company Law, Kalyani Publishers.</p>
<p><b>Mode of Evaluation</b></p>	<p>Internal and External Examination</p>
<p><b>Recommendation by Board of Studies</b></p>	<p>30-03-2019</p>
<p><b>Date of approval by the Academic council</b></p>	<p>13-07-2019</p>

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne)
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

Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	PS01	PS02	PS03
C01	2	1		2	1	2	3		2	2	1	2	2
C02	2	2		3	2	2	2	1	2	2	1	1	2
C03	2	2	2	3	2	2	1	2	2	2	2	3	2
C04	2	2	2	3	2	2	2	2	1	1	3	2	3
C05	3	3	3	3	2	2	2	2	1	1	3	3	2
	2.2	2.2	2.2	3	2	2	1.4	1.4	1.6	1.6	2	2.2	2.2

VP3401	Title: Numerical Ability	L T P C 1 0 2 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To provide an understanding of the basic quantitative aptitude and underlying concepts of numerical ability.	
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	06
Unit II-	Average, Simple Interest, Compound Interest, Partnerships	07
Unit III-	Time and Work , Problem on Ages, Boats and Streams, Profit and Loss, Problem on Trains	07
Unit IV-	Time Speed and Distance, Problem on Trains , Volume and Surface Areas, Pipes and Cisterns,	08
Unit V-	Linear Equations in Two Variables, Quadratic Equations, algebra, Trigonometry	08
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, "Quantita 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	30-03-2019	
Date of approval by the Academic Council	13-07-2019	

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.	5	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

CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	3	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	3	2	3	3
CO4	2	3	3	1	1	2	2	1	1	3	3	2	1
CO5	3	3	1	1	3	1	1	2	2	3	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



BB3407	Title: <a href="#">Financial Services</a>		LTPC 4004
Version No.	1.0		
Course Prerequisites	None		
Objectives	To provide a basis of understanding to the students with reference to working of financial services and its related areas.		
Expected Outcome	On completion of the syllabus the student will understand the basic aspects of financial services.		
Unit No.	Unit Title	No. of Hours (per Unit)	
Unit I	<a href="#">Introduction</a>	08hrs	
Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund based, Characteristics and Role of Financial Intermediaries.			
Unit II	<a href="#">Depositories and Financial Services</a>	09hrs	
Commercial Banks and their Changing Role, Functioning of Banks, Financial Services and Banking System. Non Depository Institutions: Finance Companies and Mutual Funds and Pension Funds- Financial Services and Their Role.			
Unit III	<a href="#">Merchant Banking and Venture Capital</a>	08Hrs	
The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues, Venture Capital - The Concept and Characteristics, Growth of Venture Capital Services in India.			
Unit IV	<a href="#">Leasing and Factoring</a>	09 Hrs	
Leasing: Concept, Types, Legal and Tax Aspects, Factoring in India, Hire-Purchase, Lease Structuring. Factoring: Concept And Characteristics, Types of Factoring in India, factoring and Bill Rediscounting. Forfeiting: Meaning and Mechanism of Forfeiting.			
Unit V	<a href="#">Credit Rating Services</a>	08 Hrs	
Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.			
Text Books	<ol style="list-style-type: none"> <li>1. Khan M.Y: Financial Services and System (2008), McGraw Hill Publishing Company, New Delhi.</li> <li>2. Clifford Gomez, Financial Markets, Institutions management- A Risk management Approach, 6ed., McGraw Hill Publishing Company New Delhi.</li> <li>3. Sharma, Management of Financial Institutions: With Emphasis on Bank and Risk management, Prentice Hall of India, New Delhi.</li> </ol>		
Reference Books	<ol style="list-style-type: none"> <li>1. Bhole L.M.: Financial Institutions and Markets, the ed., McGraw Hill Co. New Delhi, 2008.</li> <li>2. Anthony Saunders, Financial Markets and Institutions, 4, New Delhi ed., McGraw Hill Publishing Company.</li> </ol>		
Mode of evaluation	Internal and External		

Recommendation By Board Of Studies on	30-03-2019
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Date of approval by the Academic Council	13-07-2019
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Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for more than One)
CO1	To enable students understand concepts of Financial Services, Elicit knowledge on Venture Capital Funds	2	Ent/Emp/S
CO2	To enable students to understand concepts of Credit Rating Agencies, Acquaint with the Investing, Controlling and Regulating services	3	Ent/Emp/S
CO3	To facilitate students to analyze concepts of Commercial Banking & Mechanism, Understand the Functioning of Banks, Financial Services and Banking System	5	Ent/Emp/S
CO4	To enable students analyze concepts of Bills Discounting Mechanism	4	Ent/Emp/S
CO5	To enable students to understand the Mechanism of Merchant Banking, Acquaint with Legal procedure and Financial Aspects of Factoring & Forfeiting and To Develop the ability to apply the techniques in decision making of Financial services	4	Ent/Emp/S

CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	3	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	3	2	3	3
CO4	2	3	3	1	1	2	2	1	1	3	3	2	1
CO5	3	3	1	1	3	1	1	2	2	3	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

<b>BB3408</b>	<b>WebdesigningandDevelopment</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>VersionNo.</b>	1	
<b>Course Prerequisites</b>	Basicsofcomputer	
<b>Objective</b>	The Web Designing Concept standard has a muchbroader goal to describe the content styling andapplicationinterfacesbehindaW pagewhenit'sloaded in yourbrowser.Morespecifically,HTML5establishes asinglesyntaxfor interactingwith alltheelements that Webpagehasloadedintoyourcomputer'smemory.	
<b>Expected Outcome</b>	This exposure will enable the students to enter theirprofessionswithconfidenceliveinaharmoniousway and contributetotheproductivity.	
<b>Unit No.</b>	<b>UnitTitle</b>	<b>No.ofHrs</b>
<b>Unit1</b>	<b>Introduction</b>	<b>5</b>
IntroductiontoWebDesigningconcepts,ApplicationofWebDesigning,InternetTechnologiesintroduction,internetOverview,Intranet Overview,Extranet,InternetReferenceModel,Internet DomainSystem.		
<b>Unit2</b>	<b>WebDevelopmentIntrodution</b>	<b>4</b>
Website Overivew,Website Types,Website Designing, Website Development,Website Publishing, Website URL Registration ,WebsiteHosting.		
<b>Unit3</b>	<b>IntroductiontoHTML</b>	<b>4</b>
HtmlIntroduction,HTMLEditors,HTMLBasics,Elements,HTMLAttributes,HTMLheadings ,HTML Paragraph,HTMLStyles,HTMLFormatting,WebPageDesign.		
<b>Unit4</b>	<b>IntroductiontoCSS</b>	<b>6</b>
CSS Introduction,CSS Syntax ,CSS Colors ,CSS Background ,CSS Borders ,CSS Margins , CSSpadding, CSSheight /Width,CSS integration with Webpage.		
<b>Unit5</b>	<b>WebsiteOptimization</b>	<b>5</b>
Introduction to Website Optimization, Image Optimization, Website optimization Analysis ,Google Tools for Website optimization Analysis,Website Listingin Search Engine.		
<b>TextBooks</b>	LearningWebDesignbyJenniferNiederstRobbins ResponsiveWebDesignwithHTML5andCSS3,byBen Frain	
<b>ReferenceBooks</b>	ThePrinciplesofBeautifulWebDesign,byJasonBeaird Logo, Font & Lettering Bible, by LeslieCabarga	
<b>Mode ofEvaluation</b>	InternalandExternalExamination	

Recommended by Board of Studies on	30-03-2019
Date of Approval by the Academic Council on	13-07-2019

Unit- wiseCourseOu tcome	Descriptions	BL Leve l	Employability (Emp)/Skill(S)/Entrepreneurs hip(Ent)/None (Use, for morethan One)
CO1	To understand basic overview of theWeb designing, development and Internet.	2	Ent/Emp/S
CO2	To understand thevarious methods, approaches of Web Development.	3	Ent/Emp/S
CO3	To understand the varioustags, attributes used in H TML and apply to create a webpage	5	Ent/Emp/S
CO4	To understand the various HTML tags, attributes and used it with CSS and apply to create an attractive webpage.	4	Ent/Emp/S
CO5	To understand the website optimization and overview of SEO.	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	2	3	2	3	2	2	3	2	3	3	2	3
CO2	3	2	2	2	2	2	2	2	2	2	2	2	3
CO3	2	2	2	2	3	2	2	2	2	2	3	2	2
CO4	3	3	3	3	3	3	3	3	2	2	3	3	3
CO5	2	2	2	2	2	2	2	3	2	2	2	2	3
	2.6	2.2	2.4	2.2	2.6	2.2	2.2	2.2	2	2.1	2.6	2.2	2.8

BB3409	Title: Consumer Behavior	L T P C 4 0 0 4
Version No.	1.1	
Course Prerequisite	Marketing Management	
Objectives	The objective is to analyse personal, socio-cultural, and environmental dimensions that influence consumer decision making and to enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.	
Expected Outcome	On completion of the subject the student will be able to demonstrate how knowledge consumer behaviour can be applied to marketing and will be able to identify and explain the factors which influence consumer behaviour.	
Unit No.	Unit Title	No. of hour (per Unit)
Unit I	Introduction to Consumer Behaviour	8
Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing, Consumer research process – Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation.		
Unit II	Factors affecting Consumer Behaviour	7
Factors influencing Consumer Behaviour – External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences – Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.		
Unit III	Consumer Decision Making Process	6
Types of consumer decisions, Consumer Decision Making Process, Buying pattern in the new digital era.		
Unit IV	Consumer Motivation & Personality	9
Consumer Motivation – Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation, Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.		
Unit V	Marketing Communications and Decision Making Models	10
Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model, Economic model, Howard & Sheth model, Nicosia Model.		
Text Books	1. Satish K. Batra and S H Kazmi, Consumer Behaviour – Text and cases, Excel Books. 2. S. Jain, Consumer Behaviour, Himalaya Publishing House.	
Reference Books	1. Schiffman L G and Kanuk L L, Consumer Behaviour, Prentice Hall New Delhi 2. Roger D. Blackwell, Paul W. Miniard, James F. Engel, Consumer Behaviour, Cengage India Pvt. Ltd.	
Mode of Evaluation	Internal (40 marks) External (60 marks)	

Recommendation by Board of Studies on	30-03-2019
Date of approval by the Academcouncil	13-07-2019



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for more than One)
CO1	To understand and analyze the behavior of Indian consumers and various disciplines involved in the study of consumer behaviour.	2	Ent/Emp/S
CO2	To understand and apply the Various consumer behavior models in the study of consumer behaviour.	3	Ent/Emp/S
CO3	To evaluate the consumer learning process and consumer attitude formation.	5	Ent/Emp/S
CO4	To apply the consumer decision making process And analyze the influence of family and reference groups on consumer behaviour.	4	Ent/Emp/S
CO5	To understand the Industrial buying behavior and apply the Industrial buying process.	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	2	3	2	3	2	2	3	2	3	3	2	3
CO2	3	2	2	2	2	2	2	2	2	2	2	2	3
CO3	2	2	2	2	3	2	2	2	2	2	3	2	2
CO4	3	3	3	3	3	3	3	3	2	2	3	3	3
CO5	2	2	2	2	2	2	2	3	2	2	2	2	3
	2.6	2.2	2.4	2.2	2.6	2.2	2.2	2.2	2	2.1	2.6	2.2	2.8

BB3410	Title: Performance Appraisal	LTPC 4004
Version No.	1.0	
Course Prerequisites	None	
Objectives	The purpose of this paper is to make aware of the students with the meaning, type and importance of performance management in the Organization.	
Expected Outcome	Students will know about the different performance appraisal methods and mechanism of performance management.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	8
Meaning, Objectives and scope of performance management, Role of performance management, Characteristics of an ideal performance management system, Performance Management in different types of organizations (manufacturing, sales and service), Issues and Problems in Performance Management.		
Unit II	Measuring Performance	7
Determinants of performance, performance dimensions, approaches to measuring performance, diagnosing causes of poor performance, differentiating task from contextual performance, Performance Measurement Approaches. Process of Performance Management.		
Unit III	Employee Behavior & Employee Development	8
Relationship between performance measurement systems and behavior; Influence of individual and group behavior on performance. Accountability issues arising out of performance measurement systems. Performance management and employee development: Personal Development plans, 360-degree feedback as a developmental tool;		
Unit IV	Performance Management Methods	9
Performance Consulting: Concept, the need for performance consulting, Role of performance consulting, and designing and using performance relationship maps, contracting for performance consulting services, implementing organization-Wide performance improvement. Performance evaluation methods		



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Unit V	Current Developments and Emerging Issues in Performance Management	8
Application of value-based management approaches to performance management. Modern performance measurement frameworks: Six Sigma, Forced ranking Balanced Score Card. Contemporary issues in performance management. Studying the impact of change in organization's structure, Talent management		
Text Books	T.N.Chhabra Human resource Management, Dhanpat Rai & Co. Herman Aguinis, Performance Management. Pearson Education.	
Reference Books	I.Rao T.V., Appraising and Developing Managerial Performance. Excel Books.	
Mode of Evaluation	Internal and External Examination	
Recommendation	30-03-2019	
by Board of Studies on		
Date of approval by the Academic Council	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/Skill(S)/Entrepreneurship (Ent)/None (Use, for more than One)
CO1	To understand the meaning and basics of performance management system.	2	Ent/Emp/S
CO2	To understand the process of performance management system.	3	Ent/Emp/S
CO3	To understand the impact of individual and group behavior on performance. To understand relation between behavior and performance management.	5	Ent/Emp/S
CO4	To analyze the various performance evaluation methods. To evaluate performance management system. To understand performance consulting.	4	Ent/Emp/S



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CO5	To study the Application of value-based management approaches to performance management. impact of change in organization's structure	4	Ent/Emp/S
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Course Outcomes	Programme Outcomes										Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	3	2	2	3	2	3	3	2	3
CO2	3	2	2	2	2	2	2	2	2	2	2	2	3
CO3	2	2	2	2	3	2	2	2	2	2	3	2	2
CO4	3	3	3	3	3	3	3	3	2	2	3	3	3
CO5	2	2	2	2	2	2	2	3	2	2	2	2	3
	2.6	2.2	2.4	2.2	2.6	2.2	2.2	2.2	2	2.1	2.6	2.2	2.8

Detailed Syllabus  
 SEMESTER 5

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 of identification, analysis and permission of ethical dilemmas on a workplace and 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)	



BBA Version

Recommendation by Board of Studies on	30-03-2019
Date of approval by the Academic Council	13-07-2019

Unit- wise Course Outcome	Descriptions	BLLevel	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, for morethan One)
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 applyethical concepts in to 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 alsoaware the students to different approaches of ethics in management.	3	Ent/Emp/S
CO5	To aware, understand and apply the principles of Corporate Social Responsibilityand its relevant for business.	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	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	I.Haarold Kerzner, Ph.D., Project Management , A Systems Approach to Planning, Scheduling, and Controlling, Publisher- John Wiley & Sons	
Reference Books	I.Chandra and Prassna – Project Planning Analysis. Mac Graw Hill, education.	
Mode of Evaluation	Internal and External	
Recommendation by Board of Studies on	30-03-2019	
Date of approval by the Academic Council	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
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

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

VP3501	Title: Numerical Ability	L T P C 1 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	<ol style="list-style-type: none"> <li>1. R.S. Aggarwal, "Objective Arithmetic." S. Chand &amp; Company New Delhi.</li> <li>2. R.S. Aggarwal, "Verbal and Non-Verbal Reasoning." S.Chand &amp; Company New Delhi</li> <li>3. R.S. Aggarwal, "Quantitative Aptitude." S. Chand &amp; Company New Delhi</li> <li>4. R.D. Sharma, "Senior Secondary Mathematics" Vol: 1 and Vol: 2 New Delhi</li> </ol>	
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	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	This program leads 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 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, KYCN or MS 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.		



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<b>TextBooks</b>	P.K.Gupta.–Insurance and Risk Management (HimalayaPublishingHouse). M.N.Mishra–Principles and Practices of Insurance (S.ChandandSons). S.Arunajatesan&T.R.Viswanathan– Risk Management and Insurance (MacmillanPublishersLtd, 2009).
<b>ReferenceBooks</b>	E.RejdaGeorge–Principles of Risk Management and Insurance (Pearson Education). F.Crane–Insurance Principles and Practices (JohnWileyandSons, NewYork).
<b>Modeof Evaluation</b>	Internal(40marks) External(60marks)
<b>RecommendationbyBoardofStudies</b>	30-3-2019
<b>DateofapprovalbytheAcademicCouncil</b>	13-07-2019

Unit-wise Course Outcome	Descriptions	BLLevel	Employability (Emp)/Skill(S)/Entrepreneurship (Ent)/None (Use, for morethan One)
CO1	To understand and aware students about concept of risk And uncertaintyalso explainitstypes.	2	Ent/Emp/S
CO2	To understand, apply and analysis of risk management Process andmanagerial aspectassociated withit.	3	Ent/Emp/S
CO3	To understand and aware the principle s 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	Tounderstand and aware the students about concept of reinsurance, different type of reinsurance and reinsurance in Indian prospecti e.	4	Ent/Emp/S



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

BB3504	Title: Working Capital Management	L T P C 0 0 4	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 syllabus 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 financing		
Unit No.	Unit Title	No. of hours (per Unit)	
Unit I	Introduction to Working Capital	10Hrs	
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	8Hrs	
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	8Hrs	
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	8Hrs	
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	10Hrs	
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.			



BBA Version

<b>TextBooks</b>	V.K.Bhalla–Working Capital management, Text and cases(AnmolPublication,Delhi,11thedition). Rangrajan-Working Capital management (ExcelBooks). Bhattacharya–Working Capital management, (PHIlearning). Periasamy-Working Capital Management–Theory & Practice,(HimalayaHousing)
<b>ReferenceBooks</b>	Khan & Jain-Financial Management TMH, 5thEd.). Ravi M.Kishore-Financial Management (Taxmann, 6thEd.).
<b>Mode of Evaluation</b>	Internal(40marks)External(60marks)
<b>Recommendation by Board of Studies</b>	30-3-2019
<b>Date of approval by the Academic Council</b>	13-07-2019

Unit-wise Course Outcome	Descriptions	BLLevel	Employability (Emp)/Skill(S)/ Entrepreneurship(Ent)/ None (Use, formorethanOne)
CO1	Acquire knowledge of Inventory Management, ReceivablesManagement, CashManagement andPayables.	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 anyenterprise.	5	Ent/Emp/S
CO4	Skill of analyzing Working Capital Management of anyenterprise.	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	2	2	2	3	1	2	1	1	1	1	1	1	2
CO2	1	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	1	1	1	1	2	2	1	1	3	1	1	2	2
CO5	1	1	2	2	1	3	2	2	2	2	2	1	1
	1.4	1.4	1.6	1.8	1.6	2	1.6	1.2	1.8	1.6	1.4	1.4	1.6

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 Pof 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.		



BBA Version

<b>Text Books</b>	TracyL.Tuten, Social Media Marketing, SagePublication. D.Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
<b>Reference Books</b>	Barker & Barker, Social Media Marketing: A Strategic Approach.
	J.Pulizzi, Digital Marketer.Tata Mcgraw Hill Education.
<b>Mode of Evaluation</b>	External and Internal Examination
<b>Recommendation By Board of Studies on</b>	30-3-2019
<b>Date of approval by the Academic Council</b>	13-07-2019

Unit-wise Course Outcome	Descriptions	BLLevel	Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use, formorethanOne)
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 mediaanalytics 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 framesocial media marketing strategies which would be helpful to them infuture	4	Ent/Emp/S
CO5	The students can measure the growth of the business done sofar dueto 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	2	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	1.8	2	2.8	2.4	2.4

BB3507	Title: Mobile and E-Marketing	L T P C 4 0 0 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 their all 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 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	Martin, Chuck. <i>Mobile Influence: The New Power of the Consumer</i> . Palgrave MacMillan, 2013. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, <i>Marketing 4.0: Moving from Traditional to Digital</i> .	
Reference Books	Schadler, Ted, and Josh Bernoff and Julie Ask. <i>The Mobile Mind Shift</i> . Groundswell Press, 2014. <i>Digital Marketing: Marketing strategies for engaging the digital generation</i> by Damian Ryan and Calvin Jones, 2008.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies	30-3-2019	
Date of approval by the Academic Council	13-07-2019	



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

CourseOutcomes	ProgrammeOutcomes										Programme SpecificOutcomes		
	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	L T P C 4 0 0 4
VersionNo.	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 perceive ways of their Integration taking in to consideration the available budget.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Digital Marketing	4
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 Adwords Tool, Display advertising techniques, Report generation, Creating a Facebook page, Visual identity of a Facebook page, Types of publications.		
<b>Unit V</b>	<b>E-mail Marketing</b>	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		
<b>Text Books</b>	Tracy L. Tuten, Digital Marketing, Sage Publication. D. Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.	
<b>Reference Books</b>	Barker & Barker, Digital Marketing: A Strategic Approach. J. Pulizzi, Digital Marketer. Tata Mcgraw Hill Education.	
<b>Mode of Evaluation</b>	External and Internal Examination	
<b>Recommendation By Board of Studies on</b>	30-3-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	

Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)
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 tool used in search engine marketing	4	Ent/Emp/S
CO5	Learn to develop mail 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	2	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	2.2	1.2	1.8	1.6	2.2	2.8	2.2	1.6	2.6	2.8	2.6

BB3508	Title: Marketing Communication and Advertising	LT P C 4 0 0 4
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 communication initiatives and Participate in the development of creative solutions to address advertising and marketing communication 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 incorporate 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	Aspect of Advertising	6
Social and Economic Aspects of Advertising, Productivity of Advertising, its Contribution to Economic Development and Standard of Living, Ethics and Advertising.		
Text Books	Advertising Management by Manendra Mohan, Tata McGraw Hill Publication	



ReferenceBooks	Advertising Principlesand PracticebyWills,MorarityandBurnett,PeasronPublicationAdvertisingandIntegratedbrandp romotionbyOGuinn,AllenandSemenik,Thomson Publication
Mode of Evaluation	Internal and External
Recommendation by Board of Studies on	30-3-2019
Date of approval by the Academic Council	13-07-2019



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)
CO1	The students will be able to outline the nature of advertising and describe its environment	2	Ent/Emp/S
CO2	The students will be 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

BB3509	Title: Human Resource Planning & Development	L T P C 4 0 0 4
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 developments 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 Behaviour, 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		



BBA Version

<b>TextBooks</b>	T.N.Chabra– HumanResourceManagement,,DhanpatRaiPublication,NewDelhi,2014). R.K.Malhorta--PersonnelManagement
<b>ReferenceBooks</b>	1.LloydLByars-HumanResourceManagement
<b>ModeofEvaluation</b>	Internal(40marks) External(60marks)
<b>Recommendation byBoardofStudies</b>	30-3-2019
	13-07-2019

Unit- wiseCou rseOutc ome	Descriptions	BLLevel	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)
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 ableto analyse implications for employee andexecutivedevelopment	4	Ent/Emp/S
CO5	Students will be able to Implement The modern methods of performance appraisal	3	Ent/Emp/S



BBA Version

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	1
CO2	2	3	2	1	3	2	2	1	3	2	2	1	2
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	2
CO5	1	1	2	1	3	2	2	1	3	2	2	1	2
	1.6	1.8	2	1.6	2.2	1.8	2	1.6	2.2	1.8	2	1.6	1.8

BB3510	Title:IndustrialRelations	L T P C 3 0 0 3
VersionNo.	1.0	
CoursePrereq ui sites	NIL	
Objectives	To provide conceptual framework of Industrial Relation;To make students aware with the Indian Labour legislation.	
Expected Outcome	The student would acquire knowledge regarding various labour laws. Therole Various players in industrial relations.	
UnitNo.	UnitTitle	No.ofhours (perUnit)
UnitI	Introduction	7
OverviewofIndustrialRelations:ConceptofIndustrialRelations;NatureofIndustrialRelations;ObjectivesofIR;RoleofState;TradeUnions;Employers'Organization;ILOinIR;ILOitsRole,FunctioningandContributions,IndustrialRelationsmachineryinIndia.		
UnitII	TradeUnionism	7
TradeUnion:originandgrowth,unionsafterindependence,unionsintheeraofLiberalization;Concept,objectives,functionsandroleofTradeUnionsincollectivebargaining;ProblemsofTradeUnions.		
UnitIII	Labourproblems	6
Discipline and misconduct; Grievance handling procedure; Laborturnover; Absenteeism; Workers' participationinmanagement;IndustrialaccidentsandIndustrialUnrest,StrikesandLock-Out,Settlement ofIndustrialDispute,ConsultativeBodies(Bipartite,Tripartite)andIRStrategies,WorkerDevelopmentandWorkerparticipationinmanagement(WPM),Conciliation,Arbitration, Adjudication,Collective Bargaining.		
UnitIV	Labourlegislations-1	7
Historicalperspective;ImpactofILO;IndianconstitutionAbolitionofBondedandChildLabor,Importantprovisions of: PaymentofWagesAct,Workmen'sCompensationAct,Employees'StateInsuranceAct,PaymentofGratuity Act,EmployeesProvidentFund Act,ImportantProvisionsofIndustrial DisputeActand FactoriesAct.		
UnitV	Labourlegislations-2	6
PaymentofMinimumWagesAct1936,PaymentofBonusAct1965,MaternityBenefitAct1961,ContractLabourAct		
TextBooks	Dr.C.B.Mamoria,DynamicsofIndustrialRelations,Himalyanpublication. ArunMonapa,IndustrialRelations,TMH	
ReferenceBooks	1. SrivastavaSC-IndustrialRelationsandLabourLaws(Vikas,4thedition)	
Modeof Evaluation	InternalandExternalExaminations	
Recommendati onbyBoard ofStudieson	30-3-2019	

Date of approval by the Academic Council	13-07-2019
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wiseCourseOutcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None( <i>Use,formorethanOne</i> )
CO1	Students should be able to elaborate the concept of Industrial Relations.	2	Ent/Emp/S
CO2	The students should be able to illustrate the role of trade union in the industrial setup.	3	Ent/Emp/S
CO3	Students should be able to outline the important causes & impact of industrial disputes.	3	Ent/Emp/S
CO4	Students should be able to elaborate Industrial Dispute settlement procedures.	4	Ent/Emp/S
CO5	Students 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

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

Detailed Syllabus (Semesterwise/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 syllabus 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.		
Text Books	Kazmi A, Business Policy & Strategic Management, Tata McGraw Hill, New Delhi. Glueck W.F., Strategic Management & Business Policy, McGraw Hill, New York. Thomas Wheelen and David Hunger, Strategic Management and Business Policy, Pearson Education	



Reference Books	1.,RichardRoninson,AmitaMittal,StrategicManagement,McGrawHillEducation2.StrategicManagementConcepts:ACompetitiveAdvantageApproachbyFred R.David,ForestR.David,etal.
Mode of Evaluation	Internal(40marks) External(60marks)
Recommendation by Board of Studies on	30-3-2019
Date of approval by the Academic Council	13-07-2019

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)
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	Recognise the relationship between the global business environment and strategic decisions made by international hospitality organizations	3	Ent/Emp/S
CO3	Exercise judgement and skill in planning, design, and implementing the cost-effective use of resources when undertaking a business strategy . Analyse the relationship between the global business environment and strategic decisions made by international hospitality organisations.	5	Ent/Emp/S
CO4	Demonstrate an understanding of the importance of in-depth analysis of both the organisation 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	2	3	3	2	3	1	2	3	2	1	1	1	2
CO2	3	3	2	1	2	2	2	1	3	2	2	2	2
CO3	2	2	1	1	1	2	1	2	1	2	1	1	1
CO4	1	3	3	1	2	1	3	1	2	2	1	2	2
CO5	3	3	2	1	1	2	2	1	3	2	2	1	1
	2.2	2.8	2.4	1.4	1.8	1.8	2	1.6	2.2	1.8	1.4	1.4	1.6

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 entrepreneurial 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.		

<b>TextBooks</b>	RajeevRoy,Entrepreneurship,OxfordPublications. S.Seetaraman,EntrepreneurshipDevelopment,UmeshPublications.
<b>ReferenceBooks</b>	VasantDesai,DynamicsofEntrepreneurialDevelopmentandManagement; HimalayaPublishing. R.BlundelandN.Lockett,ExploringEntrepreneurshipPracticesandPerspectives,OxfordPublications. D.RobertHisrich,Entrepreneurship;McGraw-HillEducation. DavidH.Holt,Entrepreneurship:NewVentureCreation,Pearson.
<b>ModeofEvaluation</b>	InternalandExternalExaminations
<b>RecommendationbyBoardofStudieson</b>	30-3-2019
<b>DateofapprovalbytheAcademicCouncil</b>	13-07-2019

<b>Unit-wiseCourse Outcome</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)</b>
<b>CO1</b>	Studentswould beabletoanalyzetheroleofentrepreneurineconomicdevelopment	2	Ent/Emp/S
<b>CO2</b>	Students would understand the DNA of an entrepreneur and assesstheirstrengthsandweaknessesfromanentrepreneurialperspective.	2	Ent/Emp/S
<b>CO3</b>	Students would be able to create an entrepreneurial mind-set bylearning key skills such as design, personal selling, andcommunication.	3	Ent/Emp/S
<b>CO4</b>	StudentswouldbeabletoevaluatetheentrepreneurialsupportinIndia	5	Ent/Emp/S
<b>CO5</b>	Studentswouldbeabletodevelopawarenessaboutentrepreneurshipand successfulentrepreneurs.	6	Ent/Emp/S

CourseOutcomes	ProgrammeOutcomes										Programme SpecificOutcomes		
	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

CourseTitle:GD/PI

CourseCode:VP3601

S.No.	SESSIONCONTENT
UNIT	CVPreparation
1	ChronologicalorderinaCV.
	Do's&Don'tsinaCV
UNIT	PresentationSkills
2	NewspaperReading/NewsNarration/PptPresentation
	ArticleWriting
UNIT	PublicSpeaking
3	Extempore
	Debate
UNIT	GroupDiscussion
4	DiscussionsonSocial/Political/Currentaffairs/Economicaltopics
UNIT	ProfessionalGrooming&Mock Interviews
5	TipsonProfessionalattireforaGroupDiscussion&Interview
	Testofstudent'spresentationskills, speakingskills, confidence, knowledge

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).	3	Ent/Emp/S
CO3	Students should be able to develop their public speaking skills.	5	Ent/Emp/S
CO4	Students should be able to succeed in a professional group discussion.	4	Ent/Emp/S
CO5	Students should be able to learn how to crack the interviews by enhancing verbal & non-verbal communication.	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	1	1	3	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	3	2	3	3
CO4	2	3	3	1	1	2	2	1	1	3	3	2	1
CO5	3	3	1	1	3	1	1	2	2	3	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

BB3603	Title: <b>Banking and Insurance</b>	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 be able to understand introductory level functions of banking and insurance business.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	<b>Introduction of Banking</b>	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	<b>Banking Operations</b>	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	<b>Assets and Liabilities of Banking</b>	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	<b>Introduction of Insurance</b>	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	<b>Operation of Insurance</b>	9 Hours
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	



BBA Version

Mode of Evaluation	Internal and External
Recommendation by Board of Studies	30-3-2019
Date of approval by the Academic Council	13-07-2019

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 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

CourseOutcomes	ProgrammeOutcomes										ProgrammeSpecificOutcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	1	1	3	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	3	2	3	3
CO4	2	3	3	1	1	2	2	1	1	3	3	2	1
CO5	3	3	1	1	3	1	1	2	2	3	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

BB3604	Title: International Financial Management	LTPC 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- Arbitraging, 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.		
Text Books	Anurag Agnihotri- International Financial Management (Galgotia Publishing Company, New Delhi, 2015). P. G. Apte- Multinational Financial Management (Tata McGraw Hill, New Delhi 1998). V. K. Bhalla- International Financial Management (S. Chand Publishing, New Delhi, 2008).	



Reference Books	Allen C. Shapiro – Multinational Financial Management (Prentice Hall India Pvt. Ltd., 1995). Maurice Levi – International Finance (McGraw Hill Inc., New York, 1996).
Recommendation by Board of Studies on	30-3-2019
Recommendation by Academic council	13-07-2019

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	2	-	3	2	3	2	2	3	2	3	2	2
CO2	3	3	2	3	-	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	1	-	2	2	3	4	3	3	3	-	2
CO5	2	2	2	-	3	2	1	3	2	3	2	2	-



BBA Version

	2.4	2	2	2.7	2.3	2	1.8	2.8	3	3	2.8	1.8	1.6
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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 reflect 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 "Net" Of Content Marketing, Content Marketing in the Foreseeable Future	
<b>Text Books</b>	1. How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, by Joe Pulizzi. (McGraw Hill Education, 2014).
<b>Reference Books</b>	
<b>Mode of Evaluation</b>	External and Internal Examination
<b>Recommendation by Board of Studies</b>	30-3-2019
<b>Recommendation by Academic Council</b>	13-07-2019

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

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

BB3606	Title: Digital Marketing and Laws	L T P C 4 0 0 4
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 a few 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; Kinds of cyber crimes- cyberstalking, cyberterrorism, forgery and fraud, crimes Related to IPRs, computer vandalism, cyberforensic..		
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.	
<b>Text Books</b>	1 Philip Kotler, Marketing 4.0, Moving from Traditional to digital 2. P. T. T. (2016) Law of Information Technology, New Delhi: Taxmann Publications Pvt. Ltd.
<b>Reference Books</b>	Ian Dodson. The heart of Digital Marketing. Wiley Dietel, Harvey M., Dietel, Paul J., and Steinbuhler, Kate. (2001). E-business and E-commerce for managers. Pearson Education. Information Technology Rules & Cyber Regulations Appellate Tribunal Rules with
<b>Recommendation by Board of studies on</b>	30-3-2019
<b>Recommendation by Academic council</b>	13-07-2019

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 that come in digital transactions and business units overcome the same via digital laws	3	Ent/Emp/S
CO4	To understand contemporary issues in cyberspace and develop strategies to tackle them.	2	Ent/Emp/S
CO5	To apply know-how 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	2	3	3	3	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3	3	2	3	3	2
CO3	3	3	2	2	2	2	3	3	3	2	3	3	3
CO4	3	3	2	2	2	2	3	3	3	2	2	2	3
CO5	3	3	2	2	2	2	3	3	3	2	3	3	3
	3	3	2.4	2	2.4	2.4	3	3	3	2	2.8	2.8	2.8

BB3607	Title:Corporate Social Responsibility	LTPC 4004
VersionNo.	1.0	
CoursePrerequisites	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.	
ExpectedOutcome	It will help the student to understand how corporate can meld business goals with Social expectations. It will also help the student stound erstandhowinterestof businessor organizationandSocietyatlargecan bealigned.	
UnitNo.	UnitTitle	No. ofhours(perUnit)
UnitI	IntroductiontoCSR	9hours
Corporate Social Responsibility- Definition, concept, linkages to development, Growth of CSR-historical & contemporary perspectives, National & International scenario Factors influencing growth of CSR in societies ideological, so socio-economic, legal & Environmental perspectives Government initiatives for promotion.		
UnitII	CSR&Development	8hours
CSR activities – nature, types, impact on development programmes-CSR & development organisations – relationships, functioning & impact on organizational functioning, Stakeholders’ participation & perspectives about CSR.		
UnitIII	CSR Strategy and Leadership	8hours
Corporate motivations & Behaviour 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- step to make CSR Work for Business Corporate Social Responsibility: programmes & initiatives – national and international.		
UnitIV	Ethics, CSR & Corporate Behaviour	8hours
Ethical philosophy, Corporate reputation, the Gaia hypothesis Environmental sustainability & CSR – redefining sustainability, the Brundtland report & critique, distributable sustainability, sustainability & the cost of capital CSR.		
UnitV	Standards and Codes	8hours



(ISO– 14001,OHSAS– 18001- SA–8000,OECDGuidelinesforMultinationalCompanies,GlobalCompact,AA–1000,BS /ISOGuidelineonCSRManagementISO-26000)Evaluating&reportingperformanceofCSRinitiatives-Socialaccounting,environmentauditsandperformancemeasurementrecommended.	
<b>TextBooks</b>	William B Werther, Jr, David Chandler, Strategic Corporate Social Responsibility, Stake holders in a Global Environment, Second Edition, SAGE Publications, New Delhi. Sanjay K Agarwal (2008), Corporate Social Responsibility, SAGE Publications, New Delhi.
<b>ReferenceBooks</b>	Corporate Social Responsibility: Concepts and Cases: The Indian- C. V. Baxi, Ajit Prasad. The World Guide to CSR- Wayne Visser and Nick Tolhurst.
<b>Mode of Evaluation</b>	Internal (40 marks) External (60 marks)
<b>Recommendation by Board of Studies</b>	30-3-2019
<b>Recommendation By Academic Council</b>	13-07-2019

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	3	2	3	2	1	1	3	2	3	2	1	1	2
CO2	2	2	3	1	1	1	2	2	3	1	1	1	2
CO3	2	3	3	3	3	2	2	3	3	3	3	2	2
CO4	3	3	2	3	2	3	3	3	2	3	2	3	2
CO5	1	1	1	2	3	3	1	1	1	2	3	3	2
	2.2	2.2	2.4	2.2	2	2	2.2	2.2	2.4	2.2	2	2	2

BB3608	Title: Sales and Distribution Management	L T P C 4 0 0 4
VersionNo.	1.0	
CoursePrerequisites	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.	
ExpectedOutcome	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 channels and their role in the supply chain.	
UnitNo.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Sales Management	8
Sales Management: - Objectives and functions, Types of selling, Qualities of a successful sales person, emerging dimensions of a sales, Process of personal selling		
Unit II	Theories of Selling	7
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		
Unit III	Managing Sales force	9
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		

UnitIV	Distribution Channel	8
Marketing channel: Types of distribution channel, levels of channel, Functions of distribution channel,intensity of distribution channel,channel design decisions,channel management decisions		
UnitV	Physical Distribution channel	8
Market Logistics and Supplychain management:- Definition and scope of logistics,Components of logistics- Transportation,warehousing,Inventory management,Material handling,MIS,Inbo undand outbound logistics,3PL		
TextBooks	Krishna KHavaler,Sales and Distribution Management,Tata McGraw Hill Publication	
ReferenceBooks	Richard.R.Still,EdwardW.Cundiff,Sales Management,Pearson Publication	
Mode of evaluation	Internal(40)and External Examination(60)	
Recommendation by Board of Studies on	30-3-2019	
Recommendation by Academic council on	13-07-2019	

Unit- wise Course Outcome	Descriptions	BLLevel	Employability (Emp)/Skill(S)/Entrepreneurship (Ent)/None (Use, for morethan 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 salesman..	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	2	3	3	3	3	3	3	2
CO2	2	3	2	1	2	2	3	2	2	2	2	3	2
CO3	2	2	2	2	2	2	3	2	2	2	3	3	2
CO4	3	3	3	1	2	1	3	2	2	2	3	2	2
CO5	3	3	2	1	3	2	3	2	2	2	3	3	2
	2.6	2.8	2.4	1.4	2.4	1.8	3	2.2	2.2	2.2	2.8	2.8	2

BB3609	Title: International Human Resource Management	L T P C 4 0 0 4
VersionNo.		
CoursePrerequisites	None	
Objectives	The purpose of this paper is to familiarize the students with the meaning, scope, and the sources international human resource management.	
ExpectedOutcome	Students will know about the international environment of business and human resource management	
UnitNo.	UnitTitle	No.of hours (perU nit)
UnitI	Introduction of International environment of human resource	8
Global Business Environment, Introduction, Humanand Cultural variables, Cross cultural differences and Managerial Implication. Cross Cultural, meaning of human resource sources of human resources.		
UnitII	Cross Cultural Management	7
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		
UnitIII	International Human Resource Management	8
Approaches; International Recruitment and Selection, Performance Management, Training and Development and Strategic HRM. Managing global, Diverse Workforce. Human Resources in a Comparative Perspective		
UnitIV	Compensation & Appraisal	9
International HRM roles in multinational organizations, Expatriate problem, International Compensation, Repatriation Performance Appraisal: Meaning, type of appraisal, methods of appraisal		
UnitV	Key Issues in International Labour Relations	9
Approaches to International Compensation, International Labour Standards, Labour Union sand International Labour Relations, HRM practices in other countries. International Labour Standards, HR/IR issues in MNCs Corporate Social Responsibility.		
TextBooks	S.C.Gupta-Text book of International HRM-Macmillan. Aswathappa, Human Resource and Personnel Management, TMH.	
ReferenceBooks	I. T. N. Chhabra, Human resource Management, Dhanpat Rai & Co.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	30-3-2019	
Date of approval by the Academic Council	13-07-2019	

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None(Use,formorethanOne)
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 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

CourseOutcomes	ProgrammeOutcomes										Programme SpecificOutcomes		
	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	3	2	3	3	3	3	3	2	3	3	2
CO3	3	3	2	2	2	2	3	3	3	2	3	3	3
CO4	3	3	2	2	2	2	3	3	3	2	2	2	3
CO5	3	3	2	2	2	2	3	3	3	2	3	3	3
	3	3	2.4	2	2.4	2.4	3	3	3	2	2.8	2.8	2.8



BB3610	Title: Compensation Management	L T P C 4 0 0 4
VersionNo.	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	
UnitNo.	Unit Title	No.ofhours( perUnit)
UnitI	Introduction	08hrs
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		
UnitII	JobEvaluation	10hrs
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.		
UnitIII	WagesandSalaryAdministration	8hrs
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		
UnitIV	CompensationStrategies	9hrs
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		
UnitV	Rewarding Performance and Executive Compensation	9hrs

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	
<b>TextBooks</b>	Deepak Bhattacharyya, Compensation Management, Paperback B.D.Singh, Compensation and Reward Management, Excel
<b>Reference Books</b>	1.1 Edward E. Lawler III (2000). Rewarding Excellence: Pay Strategies for the New Economy. Jossey-Bass, Cali
<b>Mode of Evaluation</b>	Internal (40 marks) External (60 marks)
<b>Recommendation by Board of Studies</b>	30-3-2019
<b>Recommendation by Academic Council</b>	20-4-2019

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	2	3	2	2	2	3	-	2	2	2	1
CO2	2	2	2	3	2	2	2	3	2	2	1	3	-
CO3	2	2	2	3	2	2	3	1	3	1	3	2	2
CO4	2	2	2	3	2	2	-	2	2	2	2	1	2
CO5	3	3	3	3	2	2	2	1	1	2	1	3	1
	2.2	2.2	2.2	3	2	2	1.8	2	1.6	1.8	1.8	2.2	1.2