

# Study & Evaluation Scheme of Bachelor of Business Administration

[Applicable for 2020-23]

Version: 2020

[As per CBCS guidelines given by UGC]



Approved in BOS	Approved in BOF	Approved in Academic Council
16-07-2020	09-08-2020	13-09-2020 Approved vide Agenda No. 4.3.2

Quantum University, Roorkee

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Website: [www.quantumuniversity.edu.in](http://www.quantumuniversity.edu.in)

**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>			
Mid Semester Examination	60 Marks		
Assignment –I	30 Marks		
Assignment-II	30 Marks		
Attendance	30 Marks		
<i>Internal Evaluation Components (Practical Papers)</i>			
Quiz One	30 Marks		
Quiz Two	30 Marks		
Quiz Three	30 Marks		
Lab Records/ Mini Project	30 Marks		
Attendance	30 Marks		
<i>End Semester Evaluation (Practical Papers)</i>			
ESE Quiz	40 Marks		
ESE Practical Examination	40 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 Program Outcomes (PO). A question paper must assess the following aspects of learning planned for specific course i.e.: Remember, Understand, Apply, Analyze, and 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.*

***Program Structure – 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 the specializations Finance, Marketing, Human Resource, Digital Marketing & International Business.

**Experiential Learning Program (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)

**Curriculum (2020-23) Version 2021**

Quantum School of Business

**Bachelor of Business Administration****PC: -02-3-01****Breakup of Courses**

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 (PT)	4
6	Internship	4
7	General Proficiency (GP)	5
8	Value Added Programs (VP)	10
9	Disaster Management*	2*
TOTAL NO. OF CREDITS		145

\*Non-CGPA Audit Course

**SEMESTER-WISE BREAKUP OF CREDITS**

Sr.No	CATEGORY	SEM 1	SEM2	SEM3	SEM4	SEM5	SEM6	TOTAL
1	Foundation Core (FC)	2	4	-	-	-	-	6
2	Program Core (PC)	16	15	20	16	8	8	83
3	Program Electives (PE)	-	-	4	4	8	8	24
4	Open Electives (OE)	-	3	3	3	-	-	9
5	Projects (PT)	-	-	-	-	-	4	4
6	Internships	-	-	-	-	4	-	4
7	Value Added Program (VP)	2	2	2	2	2		10
8	General Proficiency (GP)	1	1	1	1	1	-	5
9	Disaster Management*		2*					2*
	<b>TOTAL</b>	<b>21</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>23</b>	<b>20</b>	<b>145</b>

\*Non-CGPA Audit Course

**SEMESTER 1**

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3101	FC	Business Communication	1	0	2	2	1	Nil
BB3102	PC	Principles of Management	4	0	0	4	1	Nil
BB3106	PC	Business Economics	4	0	0	4	1	Nil
BB3107	PC	Business Mathematics & Statistics	4	0	0	4	1	Nil
BB3105	PC	Financial Accounting	4	0	0	4	1	Nil
VP3111	VP	Value Added Program -I	2	0	0	2	1	Nil
GP3101	GP	General Proficiency	1	0	0	1	1	Nil
		<b>TOTAL</b>	<b>20</b>	<b>0</b>	<b>2</b>	<b>21</b>		

**SEMESTER 2**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3202	PC	Marketing Management	4	0	0	4	1	Nil
BB3204	PC	Organizational behavior	4	0	0	4	1	Nil
BB3206	PC	Management Information System	4	0	0	4	1	Nil
BB3201	FC	Business Communication – II	2	0	0	2	1	Nil
BB3205	PC	Business Law	3	0	0	3	1	Nil
CY3205	FC	Environmental Science	2	0	0	2	1	Nil
CE3201	Non-CGPA*	Disaster Management *	2*	0	0	2*	1	Nil
VP 3201	VP	Value Added Program II	2	0	0	2	1	Nil
GP 3201	GP	General Proficiency	1	0	0	1	1	Nil
	OE	Open Elective	3	0	0	3	1	
		<b>TOTAL</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>25</b>		

\*Non-CGPA Audit Course

**SEMESTER 3**

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3310	PC	E-Business	4	0	0	4	1.1	Nil
BB3303	PC	Production and Operation Management	4	0	0	4	1.0	Nil
BB3311	PC	Financial Management	4	0	0	4	1.0	Nil
BB3305	PC	Human Resource Management	4	0	0	4	1.0	Nil
BB3306	PC	Supply chain Management	4	0	0	4	1.0	Nil
VP 3301	VP	Value Added Program -III	2	0	0	2	1.0	Nil
GP3301	GP	General Proficiency	1	0	0	1	1.0	Nil
	PE	Program Elective I	4	0	0	4	1.0	Nil
	OE	Open Elective	3	0	0	3	1.0	
		<b>TOTAL</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>30</b>		

**LIST OF PROGRAM ELECTIVE****DIGITAL MARKETING SPECIALIZATION**

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3307	PE	Search Engine Optimization	4	0	0	4	1.0	Nil



**FINANCE SPECIALIZATION**

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3312	PE	Financial Markets and Institutions	4	0	0	4	1.0	Nil

**MARKETING MANAGEMENT SPECIALIZATION**

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3308	PE	Marketing of Services	4	0	0	4	1.0	Nil

**HRM SPECIALIZATION**

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3309	PE	Training and Development	4	0	0	4	1.0	Nil

**SEMESTER 4**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre- Requisite
BB3406	PC	Business Analytics	4	0	0	4	1	Nil
BB3403	PC	Research Methodology	4	0	0	4	1	Nil
BB3404	PC	International Business	4	0	0	4	1	Nil
BB3405	PC	Company Law	4	0	0	4	1	Nil
VP3401	VP	Value Added Program -IV	2	0	0	2	1	Nil
GP3401	GP	General Proficiency	1	0	0	1	1	Nil
	PE	Program Elective II	4	0	0	4	1	Nil
	OE	Open Elective	3	0	0	3	1	
		<b>Total</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>26</b>		

**LIST OF PROGRAM ELECTIVE**
**FINANCE SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre- requisite
BB3407	PE	Financial Services	4	0	0	4	1	Nil

**DIGITAL MARKETING SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3408	PE	Web Designing and Development	4	0	0	4	1	Nil

**MARKETING MANAGEMENT SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3409	PE	Consumer Behavior	4	0	0	4	1	Nil

**HRM SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3410	PE	Performance appraisal	4	0	0	4	1	Nil

**SEMESTER 5**

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

**LIST OF PROGRAM ELECTIVE**

**FINANCE SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3503	PE	Risk Management and Insurance	4	0	0	4	1.0	Nil
BB3504	PE	Working Capital Management	4	0	0	4	1.0	Nil

**DIGITAL MARKETING SPECIALIZATION**

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3505	PE	Social Media Marketing and Analytics	4	0	0	4	1.0	Nil
BB3506	PE	Mobile & e-Marketing	4	0	0	4	1.0	Nil

**MARKETING MANAGEMENT SPECIALIZATION**

Course Code	Category	Course title	L	T	P	C	Version	Course Prerequisite
BB3507	PE	Digital Marketing	4	0	0	4	1.0	Nil
BB3508	PE	Marketing Communication and Advertising	4	0	0	4	1.0	Nil

**HUMAN RESOURCE MANAGEMENT SPECIALIZATION**

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

**SEMESTER 6**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3601	PC	Business Policy and Strategy	4	0	0	4	1	Nil
BB3602	PC	Entrepreneurship Development	4	0	0	4	1	Nil
BB3670	PT	Project Report and viva-voce	4	0	0	4	1	Nil
	PE	Program Elective V	4	0	0	4	1	Nil
	PE	Program Elective VI	4	0	0	4	1	Nil
		<b>TOTAL</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>		

**LIST OF PROGRAM ELECTIVE**

**FINANCE SPECIALIZATION**

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

**DIGITAL MARKETING SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3605	PE	Content Marketing	4	0	0	4	1	Nil
BB3606	PE	Digital Marketing Laws	4	0	0	4	1	Nil

**MARKETING MANAGEMENT SPECIALIZATION**

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3607	PE	Corporate Social responsibilities	4	0	0	4	1	Nil
BB3608	PE	Sales & Distribution Management	4	0	0	4	1	Nil

**HRM SPECIALIZATION**

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

**List of Open Electives**

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

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



## Open Elective III

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

### **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 in Business Administration program:

**Core competency:** Students will acquire core competency in Agricultural Studies and 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 includes components that can be helpful to graduate students to develop critical thinking ability by way of solving problems/numerical using basic & advance knowledge and concepts.

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

**Skilled project manager:** The course curriculum has been designed in such a manner as to enable 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 provides.

**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):**

After successful completion of the program, the:

PEO1: Students will exhibit understanding of broad business concepts and principles.
PEO2: Students will exhibit critical thinking skills to address diverse business challenges and opportunities.
PEO3: Model business professionalism and demonstrate effective written and oral communication skills.

**F. Pedagogy & Unique practices adopted:**

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

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

*Video Based Learning (VBL) & Learning through Movies (LTM):* These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through

VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

*Participation in Flip Classes, Project based Learning (A2 Assignment), Workshops, Seminars & writing & Presenting Papers:* Departments plan to organize the Flip Classes, Project based Learning (A2 Assignment), workshops, 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 count in the marks of general Discipline & General Proficiency which is the part of course scheme as non-credit course.

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

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

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

Detailed Syllabus (Semester wise /course wise)

**SEMESTER 1 YEAR -1**

<b>Code:- BB3101</b>	<b>Title: Business Communication – 1</b>
<b>Version No.</b>	<b>1.0</b>
<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>Unit I</b>	<b>Grammatical Usage</b>
Articles, tenses, prepositions and modals.	
<b>Unit II</b>	<b>Contextual Vocabulary</b>
Vocabulary for everyday use, evaluative, descriptive and action words.	
<b>Unit III</b>	<b>Listening and Speaking Skills</b>
Picture stories/story grammar, narration, dialogue, language games. (Use of audio-visual)	
<b>Unit IV</b>	<b>Reading and Writing Skills</b>
Letter writing, topic sentence and paragraph writing.	
<b>Unit V</b>	<b>Netiquette</b>
Email correspondence	
<b>Text Books</b>	Raymond V. Lesikar, <i>et.al.</i> , Business Communication: Connecting in a Digital World (McGraw Hill, 2019), Adv. Ritika Godhwani, Business Communication (Taxmann Publications, 2022).
<b>Reference Books</b>	P.D Chaturvedi, <i>et. al.</i> , The Art and Science of Business Communication (Pearson Education, 2017).
<b>Mode of Evaluation</b>	Internal and External Assessment
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020



**Course Outcome for BB3101**

Unit-wise Course Outcome( Code:- BB3101)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more thanOne)</i>
CO1	Develop understanding of importance of Personality Development: Communication & Soft Skills.	2	Emp/S/Ent
CO2	Skill of analyzing and create strategy to behaviorally inculcate a presentable signature personality with proven practical methods.	2	Emp/S/Ent
CO3	Evaluate the Skills to determine optimum level of Communication: LSRW.	3	Emp/S/Ent
CO4	Develop and apply the skills of a charismatic professional personality in terms of Communication, Body Language & Soft Skills.	3	Emp/S/Ent
CO5	Putting the trainees on the testing anvils with skill-application and create the desired results under pre-described benchmark & retrain (if needed).	3	Emp/S/Ent

**CO-PO Mapping for BB3101**

Course Outcomes( Code:- BB3101)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	1	3	3	3	1	3	3	3	1	2	2
CO2	2	3	2	3	3	3	2	3	3	3	2	2	2
CO3	3	3	3	3	3	3	3	3	3	3	3	3	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

<b>Code:- BB3102</b>	<b>Title: Principles of Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	To provide a basis of 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, and 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, Staffing.					
<b>Unit IV</b>	<b>Directing</b>	9			
Directing: Effective Directing, Supervision, Motivation, Different theories of Motivation-Maslow, Herzberg, Mc Cleland, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership-Theories and styles. Communication Process, Channels, 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>	T.N.Chabra -Principles of Management (DHANPAT RAI Publication, New Delhi, 2014). Neeru Vashisht - Principles of Management (TAXMAN Publication, New Delhi, 2014). Smita Gupta - Principles of Management (GALGOTIA Publication, New Delhi, 2012).				

	V.S.P. Rao – Principles of Management (HIMALAYA Publication, New Delhi, 2011).
<b>Reference Books</b>	Ramesh B. Rudani- Principles of Management (MC GRAWHILL Publication, New Delhi, 2013). Harold Koontz - Management (TMH Publication, New Delhi, 2012).
<b>Mode of Evaluation</b>	Internal and External Assessment
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3102**

<b>Unit-wise Course Outcome (Code:- BB3102)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	After course completion, the student will be able to understand the importance of economics in business World.	2	Emp/S/Ent
<b>CO2</b>	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
<b>CO3</b>	After course completion, the student will be able to differentiate different curve and will be able to implement strategies accordingly.	3	Emp/S/Ent
<b>CO4</b>	After course completion, the student will be able to understand different types of market structures.	3	Emp/S/Ent
<b>CO5</b>	After course completion, the student will be able to understand different theories of rent and its effect on economies at a large.	3	Emp/S/Ent

CO-PO Mapping for BB3102

Course Outcomes( BB3102)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	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>Code:- BB3106</b>	<b>Title: Business Economics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.1</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	Provide exposure to the 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 world.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction</b>	8			
Business economics – meaning scope and objectives of business economics, Nature and types of business decision, role and responsibilities of business economist micro economics and macroeconomics definition, scope, merits and demerits.					
<b>Unit II</b>	<b>Demand Supply and Market Equilibrium</b>	8			
Consumption Function Indifference Curve- Meaning, Properties and determination of Consumer's Equilibrium; Consumer's Surplus. Demand: Law of Demand; Elasticity of Demand- Concept and Measurement; Price, Income, Cross and Advertising Elasticity; Significance of Elasticity of Demand. Methods of Demand Forecasting, Supply - Law of Supply and Elasticity of supply.					
<b>Unit III</b>	<b>Production and Cost Analysis</b>	8			
Isoquants production with one and more variable inputs, returns to scale, short and long run costs, cost curves in the short and long run, review of perfect competition, production function – law of variable proportions, law of returns to scale, economies and diseconomies of scale – internal and external, concept of costs – short and long run cost curves.					
<b>Unit IV</b>	<b>Market Structure &amp; Pricing in Various Market Conditions</b>	8			
Introduction to different Markets, Pricing Theory (short-run and long run) under conditions of perfect competition, Monopoly, Monopolistic competition, Features of oligopoly, Market equilibrium, Concepts of Revenue –TR, AR and MR with relationship.					
<b>Unit V</b>	<b>National Income and International Trade</b>	8			
Marginal Productivity theory of Distribution, Rent: Concept of Economic Rent, Theories of Rent – Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, concept of Minimum wages, Theories of profit, Liquidity Preference Theory of Interest.					
<b>Text Books</b>	M. Adhikari, Business Economics (Excel book Publisher, New Delhi). Ahuja H.L, Business Economics (S. Chand & Co., New Delhi).				

<b>Reference Books</b>	V. G. Mankar, Business Economics, Macmillan India Ltd. New Delhi.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	02-06-22
<b>Date of approval by the Academic Council</b>	20-10-22



**Course Outcome for BB3106**

Unit-wise Course Outcome ( Code- BB3106)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use for more than One)</i>
CO1	After course completion, the student will be able to understand the importance of economics in business world.	2	Emp/S/ENT
CO2	After course completion, the student will be able to understand demand and supply and effect of these factors on production and pricing.	2	Emp/S/ENT
CO3	After course completion, the student will be able to differentiate different curve and will be able to implement strategies accordingly.	3	Emp/S/ENT
CO4	After course completion, the student will be able to understand different types of market structures.	2	Emp/S/ENT
CO5	After course completion, the student will be able to understand different theories of rent and its effect on economies at a large.	2	Emp/S/ENT

**CO-PO Mapping for BB3106**

Course Outcomes (Code:- BB3106)	Program Outcomes										Program 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

<b>Code:- BB3107</b>	<b>Title: Business Mathematics and Statistics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	To provide understanding of mathematical tools and their applications in realbusiness life.				
<b>Expected Outcome</b>	Student will be able to apply mathematical techniques and knowledge in businessand economic situations.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Unitary Method, Number system and Matrices</b>	7			
Unitary method meaning, problems on Time and work, Problems on Speed, distance and time. Concept of Integers, Exponential system, squares and square roots, cubes and cube roots, Matrix, addition of matrix, Multiplication of matrix, Inverse of matrix and application of Matrix in Business world.					
<b>Unit II</b>	<b>Profit and Loss &amp; percentage</b>	5			
Concept of Profit & Loss, Problems on selling price and Cost price, Concept of percentages, Problems on Percentages & Average and Data interpretation using Percentage.					
<b>Unit III</b>	<b>Measures of Dispersion</b>	8			
Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation and Coefficient of Quartile deviation.					
<b>Unit IV</b>	<b>Correlation and Regression</b>	8			
Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.					
<b>Unit V</b>	<b>Time series and Differentiation</b>	10			
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, first order differentiation, Product rule, U/V method, Substitution method, Differentiation of Implicit function.					
<b>Text Books</b>	Quantitative Aptitude, RS Aggarwal, S. Chand publications, New Delhi. Fundamentals of Business Mathematics – 1 Jan 2009 by M. K. Bhowal. S.P. Gupta, Business Statistics, S. Chand & Sons, New Delhi. 4. Differentiated Instructions by Deborah Blaz, Eye on Education Publications, Texas, USA.				

<b>Reference Books</b>	P.K Gupta, Business Mathematics and Business Statistics, Sultan Chand & sons. Dr J.K. Thukral, Business Mathematics and Statistics, Maxima Publications. The Art of Problem Solving, Volume 1: The Basics, Sandor Lehoczky, Richard Rusczyk.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3107**

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

**CO-PO Mapping for BB3107**

Course Outcomes( Code- BB3107)	Program Outcomes										Program 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
	2	2	1	2	1	2	1	2	1	2	3	2	2

<b>Code :- BB3105</b>	<b>Title: Financial Accounting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	To provide an insight into the basics of Accounting Concepts and principle to prepare morerealistic 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 Business 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>	<b>7</b>			
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>	<b>6</b>			
Accounting applications: Introduction of Accounting equations, complexities 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>	<b>10</b>			

<p>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.</p>		
<b>Unit IV</b>	<b>Depreciation and Bills of Exchange</b>	9
<p>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, drawee and payee. Preparation of bills of exchange accounts in the books of parties enrolled in dealing.</p>		
<b>Unit V</b>	<b>Partnership Accounting</b>	12
<p>Partnership accounts: Revaluation accounts, Partnership deed, admission of new partner, retirement of partner. Realization accounts, Methods of dissolution, Problems solving through dissolution accounts.</p>		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. T.S. Reddy &amp; A. Murthy, "Financial Accounting", Margham Publications, Sixth Revision Edition, 2011.</li> <li>2. P.C. Tulsan, "Financial Accounting", Tata MC Graw Hill Ltd, 2003.</li> <li>3. Robert N Anthony, David Hawkins, Kenneth A. Merchant, <i>Accounting: Text and Cases</i>, McGraw-Hill Education, 13th Ed. 2013.</li> <li>4. Charles T. Horngren and Donna Philbrick, <i>Introduction to Financial Accounting</i>, Pearson Education.</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. M.C. Shukla: Advanced Accounts S. Chand and Co., New Delhi-2009.</li> <li>2. Anitong Hawkins and Merchant: Accounting–Text and cases, Tata Mc Graw Hill, New Delhi-2009.</li> <li>3. B.K. Banerjee: Financial Accounting, PHI Learning (P) Ltd., New Delhi-2010.</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	16-07-2020	
<b>Date of approval by the Academic Council</b>	13-09-2020	

**Course Outcome for BB3105**

<b>Unit-wise Course Outcome( BB3105)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b> <i>(Use for more than One)</i>
<b>CO1</b>	Understanding fundamentals of accounting principles and it's importance.	2	Ent/Emp/S
<b>CO2</b>	Learning the double entry system and its application.	2	Ent/Emp/S
<b>CO3</b>	Preparation of Final Account and understanding their utility.	3	Ent/Emp/S
<b>CO4</b>	Understand, Evaluate and Apply concept of Depreciation in business plan.	3	Ent/Emp/S
<b>CO5</b>	Understand the concept of partnership firm.	2	Ent/Emp/S



CO-PO Mapping for BB3105

<b>Course Outcomes(c ode- BB3105)</b>	<b>Program Outcomes</b>	<b>Program Specific Outcomes</b>
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	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO1	PSO 2	PSO 3
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
	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

## Value Added Program- V (Word/PPT)

<b>Code:- VP3101</b>	<b>Value Added Program- V</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The course is designed to promote the over-all development of the students.				
<b>Expected Outcome</b>	The student will work on an all-round development of their personality and strengthen their communication skills.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours(per Unit)</b>			
<b>Unit I</b>	<b>Personality Development</b>	9			
Meaning, Importance of Personality development, Determinants of Personality, Maslow Need Hierarchy Theory					
<b>Unit II</b>	<b>Communication Skills</b>	10			
Introduction: Introducing Oneself effectively, Communication skills: Listening Skills - Activity for enriching listening skills, Speaking Skills - Extempore, Situational conversation.					
<b>Unit III</b>	<b>Speaking Skills contd.</b>	9			
Short Speech, Role plays, Face-off (group-wise), Group Discussion Debate, Presentation, Vocabulary games, Storytelling, Just a minute, Volte- Face, Reading Skills - Passage reading, News Paper, Successstories, Writing Skills – Passage writing, letter, email etiquettes, applications, project writing, and invitations, resume writing.					
<b>Unit IV</b>	<b>Self-Management &amp; Soft Skills</b>	9			
Goal Setting, SWOT analysis, Self-Motivation, Image building skills, Interpersonal skills, Leadership, Team Work.					
<b>Unit V</b>	<b>Body Language</b>	7			
Gestures & Postures, Facial Expressions, Physical Appearance.					
<b>Text Books</b>	1. Dale Carnegie & J. Berg Esenwein, Art of Public Speaking. 2. Leil Lowndes, How to Talk to Anyone, Harper Element.				
<b>Reference Books</b>	1. Patric King, Improve your People Skills. 2. Dale Carnegie, How to Win Friends and Influence People, Sristi Publishers.				
<b>Mode of Evaluation</b>	Internal and External Examinations				
<b>Recommendation by Board of Studies On</b>	07-06-2021				

**Course Outcome for VP3101**

Unit-wise Course Outcome( code- VP3101)	Description	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	On the completion of course the students will be able to write, understand, analyze and create sentences in professional language (English). Students' horizon will be expanded with the correct usage of Grammar in writing and speaking, and will be able to improvise their speaking ability.	2	Ent/Emp/S
CO2	Students will be able to take part in daily routine conversation in English	2	Ent/Emp/S
CO3	Students will be able to understand and partially be groomed 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

**CO-PO Mapping for VP3101**

Course Outcomes (VP3101)	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
	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

Detailed Syllabus (Semester wise /course wise)

SEMESTER 2 Year -1

<b>Code:-BB3202</b>	<b>Title: Marketing Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	This course intends to provide an experienced-based approach to marketing and its practical application. The course is designed to enable the Students to learn the basic concepts of marketing.				
<b>Expected Outcome</b>	The student will be able to identify core concepts of marketing and the role of marketing in business and society.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Marketing Management</b>	9			
Definition, nature, scope & importance of Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept and Societal marketing Concepts.					
<b>Unit II</b>	<b>Segmentation &amp; Positioning</b>	10			
Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning, Consumer behaviour: Concept, Importance and factors influencing consumer behavior.					
<b>Unit III</b>	<b>Product &amp; Pricing decisions</b>	9			
Product: Product Mix, New Product development, levels of product, types of products, Product life cycle, Branding and packaging. Meaning, objective, factors influencing pricing and methods of pricing.					
<b>Unit IV</b>	<b>Promotion &amp; Distribution</b>	9			
Promotion: Promotional mix, tools, objectives, media selection & management Distribution Concept, importance, different types of distribution channels etc.					
<b>Unit V</b>	<b>Social Aspects of Marketing and Consumer Behavior</b>	7			
Consumerism; Consumer Protection Measure in India; Digital Marketing, Green Marketing.					
<b>Text Books</b>	1. Kotler Phillip, Marketing Management, Pearson Publication, New Delhi. 2. C.B. Gupta, Marketing Management, Sultan Chand Publication, New Delhi.				
<b>Reference Books</b>	1. R.L. Varshney, Marketing Management, Sultan Chand, New Delhi. 2. R. S. N. Pillai, Marketing Management, S. Chand, New Delhi.				
<b>Mode of Evaluation</b>	Internal and External Examinations				

<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3202**

<b>Unit-wise Course Outcome (Code:- BB3202)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b> <i>(Use for more than One)</i>
<b>CO1</b>	After course completion, the student will be able to understand the nature and importance of marketing	2	Emp
<b>CO2</b>	After course completion, the student will be able to analyze and understand the term segmentation. To understand the different types of consumer behavior.	2	Emp
<b>CO3</b>	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.	2	Emp
<b>CO4</b>	After course completion, the student will be able to organize and understand the promotion mix and understand the different methods of distribution.	3	Emp
<b>CO5</b>	After course completion, the student will be able to understand the term consumerism.	3	Emp

**CO-PO Mapping for BB3202**

Course Outcome (Code:- BB3202)	Program Outcomes										Program Specific Outcomes		
	PO 1	PO 2	PO3	PO4	PO 5	PO 6	PO 7	PO 8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	1	2	3	1	2	2	2	2
CO2	3	3	3	1	3	3	3	3	3	3	1	3	3
CO3	2	2	2	3	2	2	2	2	2	2	3	2	2
CO4	1	1	1	2	1	1	1	1	1	1	2	1	1
CO5	3	2	3	1	2	3	3	2	1	3	1	3	3
	2.2	2.2	2.2	1.6	2	2	2.2	2.2	1.6	2.2	1.8	2.2	2.2



<b>Code:- BB3204</b>	<b>Title: Organizational Behavior</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The goal of this course is to help students develop a conceptual understanding of  Organization behaviour theories and to provide them with skills to put those ideas and theories into practices.				
<b>Expected Outcome</b>	Explain and evaluate the key assumptions on which organizations is managed and assess the effects of these ideas on employee's attitudes and actions.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Organizational Behaviour</b>	9			
Concept of Organizational Behaviour (OB), nature and scope of OB, Importance of Organizational Behaviour, Key Elements of Organizational Behaviour, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behaviour, Challenges and Opportunities for OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on Organizational Behaviour.					
<b>Unit II</b>	<b>Individual Behaviour and Behaviour Dynamics</b>	9			
Individual Behaviour - 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 Behaviour: Nature and meaning of Interpersonal Behaviour, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis and Johari Window Model.					
<b>Unit III</b>	<b>Group Behaviour, Team and Leadership development</b>	12			
Group Behaviour: 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, and Team Building. Learning: Learning and Learning Cycle, Components of Learning, Theories of Learning.					
<b>Unit IV</b>	<b>Organization Culture</b>	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.					
<b>Unit V</b>	<b>Organization Change and Development</b>	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 Behaviour, Vikas Publishing House Pvt. Ltd, New Delhi. 2. S. Robbins, T. Judge & S. Singh, Organizational Behavior, Pearson Education.				

<b>Reference Books</b>	1. L. M. Prasad, Understanding Organizational Behaviour, Sultan Chand & Sons. 2. U. Pareek, Understanding Organizational Behaviour, Oxford University Press. 3. S. P. Robbins, Organizational Behaviour, Pearson Education.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

Course Outcome for BB3204

Unit-wise Course Outcome(Code:- BB3204)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The student will be able to demonstrate the applicability of the concept of organizational behavior to understand the Behavior of people in the organization	2	Emp
CO2	The student will be able to demonstrate the applicability of analyzing the complexities associated with management of Individual behavior in the organization	2	Emp
CO3	The student will be able to understanding the complexities associated with management of the group behavior in the Organization	2	Emp
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	Emp
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	Emp

**CO-PO Mapping for BB3204**

Course Outcome (Code:- BB3204)	Program Outcomes										Program Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO 1	2	3	1	3	3	1	1	3	3	1	3	1	1
CO 2	2	2	2	1	2	1	2	1	2	1	2	2	2
CO 3	1	2	2	2	2	2	2	2	2	2	2	3	3
CO 4	2	1	2	2	1	2	2	2	1	2	3	2	2
CO 5	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>Code:- BB3206</b>	<b>Title: Management Information System</b>	
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To make students aware of Management Information System	
<b>Expected Outcome</b>	The students will be able to effectively comprehend the use and importance of Management Information System.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to MIS</b>	8
Definition of Information Systems; Management levels as a Framework for Information Systems; Information System Planning Strategies and Methods; Business Systems Planning (BSP), Critical Success Factors (CSF), Ends/Means (E/M) Analysis.		
<b>Unit II</b>	<b>System Concept</b>	8
System concepts in Business; Information System as system.		
<b>Unit III</b>	<b>Elements of MIS</b>	9
MIS:-Elements, Objectives, Structure; Making MIS Efficient and Effective, and Limitations.		
<b>Unit IV</b>	<b>System Development LifeCycle</b>	9
Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.		
<b>Unit V</b>	<b>Technological Support toMIS</b>	6
An overview of Computer Hardware, Computer Software, File and Database Management Systems, Computer Communications, Internet and Intranet. Actual Use and Practical of Application of Various Programs in Computer Lab.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Alson &amp; Davis-Management Information Systems.</li> <li>2. Kanter-Management Information and Controlsystems</li> <li>3. Harry M-Information and Management Systems</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Scot, Gorge M-Principles of MIS</li> <li>2. Manedick and Ross-Information System for Modern Management</li> <li>3. Bocchinc William A-MIS Tools and Design</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	16-07-2020	

<b>Date of approval by the Academic Council</b>	13-09-2020
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Course Outcome for BB3206

Unit-wise Course Outcome (Code:- BB3206 )	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use for more than One)</i>
CO1	Understand the role of information technology and Systems	2	Emp
CO2	Illustrate the current issues of information technology and relate those issues to the firm.	2	Emp
CO3	Use the concepts and terminology related to information technology	2	Emp
CO4	Analyze how information technology impacts a firm business problems. Interpret how to use information technology to solve.	3	Emp
CO5	Critically assess the impact of information systems in society.	3	Emp

**CO-PO Mapping for BB3206**

Course Outcome (Code:- B3206)	Program Outcomes										Program Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO10	PSO1	PSO2	PSO3
CO1	2	2	3	2	3	1	1	3	2	1	2	3	3
CO2	2	3	2	3	3	2	2	3	1	3	3	3	3
CO3	1	2	1	1	2	2	2	1	3	2	2	2	2
CO4	2	2	3	1	2	2	2	2	2	1	3	3	3
CO5	1	2	1	2	1	1	3	2	1	2	3	2	2
	1.6	2.2	2	1.8	2.2	1.6	2	2.2	1.8	1.8	2.6	2.6	2.6



<b>Code:- BB3201</b>	<b>Title: Business Communication – 2</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	To understand business communication strategies and principles for effective communication in domestic and international business situations and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.				
<b>Expected Outcome</b>	Identify ethical, legal, cultural, and global issues affecting business communication and utilize analytical and problem-solving skills appropriate to business communication.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of Hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction</b>	4			
Defining and classifying communication – purpose of communication, process of communication – Characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication.					
<b>Unit II</b>	<b>Oral communication</b>	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.					
<b>Unit III</b>	<b>Written Communication</b>	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.					
<b>Unit IV</b>	<b>Business letters</b>	4			
Introduction to business letters – writing routine and persuasive letters – positive and negative messages. Presentation skills: What is a presentation, elements of presentation, designing a presentation, Advanced visual support for business presentation types of visual aid.					
<b>Unit V</b>	<b>Employment Communication</b>	4			
Introduction –Group discussions – interview skills Impact of Technology on Business Communication, Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.					
<b>Text Books</b>	1. Menasha Raman, Business Communication, Oxford Publication, New Delhi. 2. R.K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd, New Delhi.				
<b>Reference Books</b>	1. Shalini Verma, Business Communication, Vikas Publication. 2. K.K.Sinha, Business Communication, Galgotia Publication, New Delhi. 3. A.K. Gupta, Business Communication, Kaylan Publication, Ludhiana.				

	4. Rajendra Pal, Business Communication, Sultan Chand Publication. New Delhi.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3201**

Unit-wise Course Outcome (Code:- BB3201)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
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 providean 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 impartthe correct practices of the strategies of Effective Businesswriting.	3	Emp
CO5	After course completion, the student will be able to learn about the different communication skills	3	Emp

**CO-PO Mapping for BB3201**

Course Outcomes (Code:- BB3201)	Program Outcomes										Program Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO 1	2	3	1	3	3	3	3	1	3	3	1	2	3
CO 2	2	3	2	3	3	3	3	2	3	3	2	2	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	2	3	2	3	3	3	3	2	3	3	2	2	3
CO 5	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

<b>Code:- BB3205</b>	<b>Title: Business Law</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	To help students in understanding the legal aspects of business.				
<b>Expected Outcome</b>	The students will be able to formulate legal framework for functioning of the Business				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction</b>	8			
Law of contract 1872- Definition & Nature of Contract, Types of Contracts, Offer & Acceptance, Capacity of parties to contract, Free Consent and consideration, Agreement declared void and Performance of Contract.					
<b>Unit II</b>	<b>Contract Act</b>	8			
Breach of Contract, Remedies for Breach of Contract, Special contracts: Indemnity, Guarantee, Bailment and Pledge; Agency.					
<b>Unit III</b>	<b>Partnership</b>	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.					
<b>Unit IV</b>	<b>Negotiable Instrument</b>	8			
Negotiable Instrument Act, 1881: Definitions, Features, Promissory Note, Bill of Exchange, Cheques, Crossing of Cheque, Holder and Holder in due course and Dishonor & Discharge of negotiable instruments.					
<b>Unit V</b>	<b>Foreign Exchange Regulation</b>	9			
Foreign Exchange Management Act, 2000 (FEMA), Objectives & main provisions. Competition Act, 2002- Objectives and main provisions.					
<b>Text Books</b>	1. Pillai & Bagavathi, Business Law, S Chand & Sons, New Delhi. 2. MC Kuchhal, Business law, Vikas Publishing House Pvt. Ltd, New delhi. 1. N D Kapoor, Business Law, S Chand & Sons. 2015				
<b>Reference Books</b>	1. Dr G K Kapoor, Business Law and Practices, Taxman Publishers. 2011 2. A. Ramaiya, Business Law, Wadhwa Publishers. 2006				
<b>Mode of Evaluation</b>	Internal and External Examinations				
<b>Recommendation by Board of Studies</b>	16-07-2020				

<b>Date of approval by the Academic Council</b>	13-09-2020
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## Course Outcome for BB3205

Unit-wise Course Outcome (Code:- BB3205)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None ( <i>Use, for more than One</i> )
CO1	To understand the basic concept of businesslaw. To understand the general principles of contact.	2	Ent/Emp/S
CO2	To understand the legal formalities of law of contact. To Extend the knowledge of specialkind of contact.	2	Ent/Emp/S
CO3	To know the role and importance of Limited Liability Partnership. To understand the consumer protection law in India.	3	Ent/Emp/S
CO4	To provide a learning about the Negotiable Instruments and their uses in Business operations.	3	Ent/Emp/S
CO5	To extend the knowledge of foreign exchange law and competition Act.	3	Ent/Emp/S

CO-PO Mapping for BB3205

Course Outcome (Code:- BB3205)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
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
	2.2	2.2	2.2	3	2	2	1.4	1.4	1.6	1.6	2	2.2	2.2



<b>Code:- CY3205</b>	<b>Title: Environmental Science</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Version No.</b>	<b>1.1</b>				
<b>Course</b>	Nil				
<b>Pre-requisites</b>					
<b>Objectives</b>	Creating awareness among engineering students about the importance of environment, the effect of technology on the environment and ecological balance is the prime aim of the course.				
<b>Expected Outcome</b>	Students will understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Environmental Studies &amp; Ecosystems</b>	3			
Multidisciplinary nature of environmental studies, Scope and importance, Need for public awareness. Concept, Structure and function of an ecosystem, Energy flow in an ecosystem: food chains, food webs and ecological pyramids. Examples of various ecosystems such as: Forest, Grassland, Desert, Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans and estuaries).					
<b>Unit II</b>	<b>Natural Resources: Renewable &amp; Non-renewable resources</b>	5			
Land as a resource, land degradation, landslides (natural & man-induced), soil erosion and desertification. Forests & forest resources: Use and over-exploitation, deforestation. Impacts of deforestation, mining, dam building on environment and forests. Resettlement and rehabilitation of project affected persons; problems and concerns with examples. Water resources: Use and over-exploitation of surface and ground water, floods, drought, conflicts over water (international & inter-state).  Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems with examples. Energy resources: Renewable and nonrenewable energy sources, use of alternate energy sources and growing energy needs.					
<b>Unit III</b>	<b>Biodiversity and Conservation</b>	5			
Levels of biological diversity: genetic, species and ecosystem diversity. Biogeographic zones of India. Ecosystem and biodiversity services. Biodiversity patterns and global biodiversity hotspots, India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions. Conservation of biodiversity: In-Situ and Ex-situ conservation of biodiversity.					
<b>Unit IV</b>	<b>Environmental Pollution</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			

<p>Concept of sustainability and sustainable development. Water conservation &amp; watershed management. Climate change, global warming, acid rain, ozone layer depletion. Disaster management: floods, earthquake, cyclones and landslides.</p> <p>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.</p> <p>Fieldwork</p> <p>Visit to a local polluted site- Urban/Rural/Industrial/Agricultural.</p> <p>Study of simple ecosystems-pond, river, hill slopes, etc.</p>	
<b>Text Books</b>	1. Bharucha.E, Textbook of Environmental Studies for Undergraduate Courses.
<b>Reference Books</b>	1. Kaushik Anubha, Kaushik CP, Perspectives in Environmental Studies, New Age Publication. 2. Rajagopalan, Environmental Studies from Crisisto Cure, Oxford University Press.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	25-3-2019
<b>Date of Approval by the Academic Council</b>	13-07-2019

## Course Outcome for CY3205

<b>Unit-wise Course Outcome</b>  <b>(Code:- CY3205)</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>	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
<b>CO2</b>	Students will understand about exploitation of resources. Various resources of energy. They will understand conservation of energy.	2	Ent/Emp/S
<b>CO3</b>	Students will understand about various diversities and will know its various components.	2	Ent/Emp/S
<b>CO4</b>	Students will understand about various pollutants and types of pollution. Students will get aware about effects and reduction of pollution	3	Ent/Emp/S
<b>CO5</b>	Students will understand about various environmental acts and sustainable development	3	Ent/Emp/S

CO-PO Mapping for CY3205

Course Outcomes (Code:- CY3205)	Program Outcomes										Program 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

<b>Code:- CE3101</b>	<b>Title: Disaster Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2*</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	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.				
<b>Expected Outcome</b>	Enhance the knowledge by providing existing models in risk reduction strategies top major causalities during disaster.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit:1</b>	<b>Introduction on Disaster</b>	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.					
<b>Unit II</b>	<b>Risk and Vulnerability Analysis</b>	4			
Risk: Its concept and analysis 2.Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction.					
<b>Unit III</b>	<b>Disaster Preparedness</b>	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 andNGO Bodies. Role of IT in Disaster Preparedness and Role of Engineers on Disaster Management.					
<b>Unit IV</b>	<b>Disaster Response</b>	5			
Introduction Disaster Response Plan Communication, Participation, and Activation ofEmergency 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.					
<b>Unit V</b>	<b>Rehabilitation, Reconstruction and Recovery</b>	5			

<p>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.</p>	
<p><b>Text Books</b></p>	<p>1. Disaster Science and Management by Bhattacharya published in Mc Graw Hill Education (India) Pvt. Ltd.</p>
<p><b>Reference Books</b></p>	<p>1. Disaster Management by Dr. Mrinalini Pandey published in Wiley India Pvt. Ltd. Tushar.</p> <p>2. Disaster Management: Future Challenges and Opportunities by Jagbir Singh published in KW Publishers Pvt.</p>
<p><b>Mode of Evaluation</b></p>	<p>Internal and External Examinations</p>
<p><b>Recommendation by Board of Studies on</b></p>	<p>16-07-2020</p>
<p><b>Date of approval by the Academic Council</b></p>	<p>13-09-2020</p>

**Course Outcome for CE3101**

<b>Unit-wise Course Outcome</b>  <b>Code:- CE3101</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	To learn about the disasters caused by nature and human activities and its types.	2	Ent/Emp/S
<b>CO2</b>	To understand the concept of risk and vulnerability analysis.	2	Ent/Emp/S
<b>CO3</b>	To understand about the disaster preparedness.	3	Ent/Emp/S
<b>CO4</b>	To understand the concept of disaster response.	3	Ent/Emp/S
<b>CO5</b>	To understand the concept rehabilitation, reconstruction and recovery for disaster management.	3	Ent/Emp/S

**CO-PO Mapping for CE3101**

Course Outcome Code:- CE3101	Program Outcomes										Program Specific Outcomes		
	PO 1	PO 2	PO 1	PO 2	PO 1	PO 2	PO 1	PO 2	PO 1	PO2	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



<b>Code:- VP3201</b>	<b>Title: Value Added Program- II (Communication and Professionals Skills-II )</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	<p>To develop the English communication skills of our 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>				
<b>Expected Outcome</b>	<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>				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Functional Grammar</b>	6			
How to use- noun, pronoun, verb, adjective, adverb, preposition, conjunction; How to use Tenses-past, present, future; Modal verbs- can/could, shall/should, will/would, may/might, must, ought to; Articles- a, an, the, no article.					
<b>Unit II</b>	<b>Speaking Skills</b>	10			
Introduction: Describe yourself, your educational background, family, hobbies, strengths. making conversation, meeting and greeting people, opinions, likes and dislikes; World Around Me: Life at college, hostel etc., market place, bus stop, bank, post office, village, town and city, eating out at a Restaurant.					
<b>Unit III</b>	<b>Personality Enhancement</b>	5			
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.					
<b>Unit IV</b>	<b>Vocabulary Development</b>	5			
Word Formation: Prefix, suffix, conversion and compound words, Homophones and one-word substitution, Words often confused and misused, Idiomatic phrases, Antonyms and synonyms.					

<b>Unit V</b>	<b>Listening</b>	4
Main point in short simple conversations and messages, Essential information in short recorded passages on diverse matters.		
<b>Unit VI</b>	<b>Reading and Writing</b>	6
Reading and writing of short, simple notes and messages, Basic descriptions about everyday life in simple sentences, Short simple descriptions of events and reporting what happened when and where, Simple e-mail or letter including expressions for greeting, addressing, asking or thanking, Completing a questionnaire giving information about background, interests, skills		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. High School Grammar by Wren &amp; Martin revised by Dr. N.D.V.Prasada Rao (S.Chand)</li> <li>2. Personality development by Harold R. Wallace (Cengage Learning)</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Essential English grammar by Raymond Murphy (Cambridge Univ. Press)</li> <li>2. Practical English Usage by Michael Swan (Oxford)</li> <li>3. Personality Development &amp; Soft skills by Barun K. Mitra; 2nd edition (Oxford Univ. Press)</li> <li>4. Online Resources: Flip board, TEDx, YouTube</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	16-07-2020	
<b>Date of approval by the Academic Council</b>	13-09-2020	

## Course Outcome for VP3201

Unit-wise Course Outcome  Code:- VP3201	Description	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

## CO-PO Mapping for VP3201

Course Outcome Code:- VP3201	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
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
	2.2	2.2	2.2	3	2	2	1.4	1.4	1.6	1.6	2	2.2	2.2

## Detailed Syllabus (Semester wise /course wise)

## SEMESTER 3 Year -2

<b>Code:- BB3310</b>	<b>Title: E-Business</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>					
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The purpose of this course is to introduce e-business,its impacts on business processes, and keys problems in the development of web-based corporate.				
<b>Expected Outcome</b>	The students will be able to understand issues ofconcern in the design and development of an e-commerce business and identify-business models.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (PerUnit)</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 Disadvantage 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 forE-Commerce, Issues of Trademarks & Domain Names.					
<b>Unit IV</b>	<b>Building on 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>	1. Kenneth C. Laudon, Carol Guercio Traver, E-Commerce 2019: Business, Technology and Society, 15th Edition, Pearson. 2. Dave Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, Prentice Hall
<b>Reference Books</b>	1. Agarwala & Agarwala , E-Commerce 2. Bajaj & Nag, E-Business (TMH: New Delhi)
<b>Mode of Evaluation</b>	Internal and External Examination.
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

#### Course Outcome for BB3310

<b>Unit-wise Course Outcome (Code:- BB3310)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i></b>
<b>CO1</b>	Able to learn and understand e-business and e commerce its historical background frame work and future.	2	Ent/Emp/S
<b>CO2</b>	Able to understand the concept of e-business application.	2	Ent/Emp/S
<b>CO3</b>	Able to examine electronic payment system, legal and security issues with E commerce.	3	Ent/Emp/S
<b>CO4</b>	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

<b>CO5</b>	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
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CO-PO Mapping for BB3310

Course Outcomes (Code:- BB3310)	Program Outcomes										Program 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>Code:- BB3303</b>	<b>Title: Production and Operations Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The course aims to familiarize the students with the basic concepts of Production and Operations Management.				
<b>Expected Outcome</b>	Understanding of the role of operations management functions 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>				
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.					
<b>Unit II</b>	<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 equipment and types of handling equipment.					
<b>Unit III</b>	<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					
<b>Unit IV</b>	<b>Inventory and Materials Management</b>				
Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.					
<b>Unit V</b>	<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.					
<b>Text Books</b>	1. B.S. Goel, Production Operation Management, PragatiPrakashan 2. KanishkaBedi, Production and Operations Management, Oxford				
<b>Reference Books</b>	1. R.Paneerselvam , Production and Operations Management , PHI Learning Private limited 2. S.N. Chary, Production & Operations Management, McGraw Hill Educations (India) Private limited 3. E.S. Buffa and R.K. Sarin., Modern Production & Operations Management, Wiley				
<b>Mode of Evaluation</b>	Internal and External Examinations				



<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

## Course Outcome for BB3310

Unit-wise Course Outcome  (Code:- BB3310)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None  (Use , for more than One)
CO1	At the end of the course the students can apply the concept of Search Engine Optimization in the business world.	2	Ent/Emp/S
CO2	At the end of the course the student will be able to set SEOs and help the business out in generating leads.	3	Ent/Emp/S
CO3	At the end of the course the students can create their web contents so smartly to have more business for their organization.	5	Ent/Emp/S
CO4	At the end of the course the students will be able to apply the concepts of local SEOs, Link building and analyze and evaluate material requirement decisions.	4	Ent/Emp/S
CO5	At the end of the course the students can measure the growth of the business done so far due to SEO tools and techniques.	4	Ent/Emp/S

## CO-PO Mapping for BB3310

Course Outcome (Code:- BB3310)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	2	3	3	2	3	1	3	3	2	3	1	3	3
CO 2	3	3	2	1	2	2	3	2	1	2	2	3	3
CO 3	2	2	1	1	1	2	2	1	1	1	2	3	3
CO 4	1	3	3	1	2	1	3	3	1	2	1	2	2
CO 5	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

<b>Code:- BB3311</b>	<b>Title: Financial Management</b>	
<b>Version No.</b>	<b>1.0</b>	
<b>Course Pre-requisites</b>	Nil	
<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, Payback 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.		
<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, TataMcGraw Hill 2. Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi	
<b>Reference Books</b>	1. Pandey, I M. Financial Management, Vikas Publications 2. Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education.	
<b>Mode of Evaluation</b>	Internal and External Examinations	

<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3311**

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

## CO-PO Mapping for BB3311

Course Outcomes (Code:- BB3311)	Program Outcomes										Program 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

<b>Code:- BB3305</b>	<b>Title: Human Resource Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	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.				
<b>Expected Outcome</b>	Understand the basic concepts which characterize the field of human resource management To Understand how human resource is acquired and trained. Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them. Comprehend the role human resource management plays in an organization.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction of HRM and Evolution of HRM</b>	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.					
<b>Unit II</b>	<b>Human Resource Planning an Induction</b>	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.					
<b>Unit III</b>	<b>Career Planning and Internal Mobility</b>	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.					
<b>Unit IV</b>	<b>Compensation Management</b>	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.		
<b>Unit V</b>	<b>Industrial Relations and Disputes</b>	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 redressed machinery. Discipline: concept, aspect of discipline & disciplinary procedure. Collective bargaining-concept, types, process, problems, essentials of effective collective bargaining.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. VSP Rao, Human Resource Management, Excel Books.</li> <li>2. L.M.Prasad, Human Resource Management, Sultan Chand &amp; Sons</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. K.Ashwathappa, HRM text &amp; cases, Tata Mc Graw Hill.</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	16-07-2020	
<b>Date of approval by the Academic Council</b>	13-09-2020	



## Course Outcome for BB3305

Unit-wise Course Outcome ( Code:- BB3305)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more thanOne)</i>
CO1	Students will be able to understand the basic functions of HRM.	2	Ent/Emp/S
CO2	Students will be able to know about the human resource planning and their impact on organization.	3	Ent/Emp/S
CO3	Students will able to know the application of career planning and methods of training.	5	Ent/Emp/S
CO4	Students will be able to understand the methods of performance appraisal and their impact on employee.	4	Ent/Emp/S
CO5	Students will be able to know the current situation of industrial relation and functioning of trade union.	4	Ent/Emp/S

## CO-PO Mapping for BB3305

Course Outcomes ( Code:- BB3305)	Program Outcomes										Program 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

<b>Code:- BB3306</b>	<b>Title: Supply Chain Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The course aims to familiarize the students with the basic concepts of Supply Chain Management.				
<b>Expected Outcome</b>	Understanding of the role of supply chain management function 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>	<b>7</b>			
Development of SCM concepts and Definitions –key decision areas– strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics– The Macro perspective and the macro dimension– Logistic system analysis.					
<b>Unit II</b>	<b>Sourcing</b>	<b>7</b>			
Sourcing strategy: Manufacturing management– make or buy decision– capacity management– Materials Management– choice of sources– procurement planning.					
<b>Unit III</b>	<b>Distribution</b>	<b>7</b>			
Distribution strategy: Choice of Market–network design –Channels of Distribution –distribution planning–transportation– packaging					
<b>Unit IV</b>	<b>Inventory</b>	<b>7</b>			
Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations–inventory norms.					
<b>Unit V</b>	<b>Customer service</b>	<b>7</b>			
Customer Service Strategy: Identification of Service needs, cost of services–revenue Management.					
<b>Text Books</b>	1. D.K. Aggarwal, Textbook of Logistics and Supply Chain Management, Mc millan 2. Sunil Chopra and Peter Meindl, Supply Chain Management, Pearson				
<b>Reference Books</b>	1. Cecil Bozarth, Introduction to Operations and supply chain management, Pearson 2. R.B.Chase,RaviShankar,F.R.Jacobs,N.J.Aquilano,Operations and Supply chain management, Mc GrawHill				
<b>Mode of Evaluation</b>	Internal and External Examinations				
<b>Recommendation by Board of Studies on</b>	16-07-2020				

<b>Date of approval by the Academic Council</b>	13-09-2020
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**Course Outcome for BB3306**

<b>Unit-wise Course Outcome  (Code:- BB3306)</b>	<b>Descriptions</b>	<b>B L Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None  (Use , for more thanOne)</b>
<b>CO1</b>	Understand some basics concepts of Supply chain and transportation line	2	Ent/Emp/S
<b>CO2</b>	Identify the appropriate methods for manufacturing the products.	3	Ent/Emp/S
<b>CO3</b>	To develop the potential market for the new product	5	Ent/Emp/S
<b>CO4</b>	forecast the demand for product and make inventory planning accordingly	4	Ent/Emp/S
<b>CO5</b>	Identify the need of service after sales.	4	Ent/Emp/S

## CO-PO Mapping for BB3306

Course Outcomes (Code:- BB3306)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	2	2	2	2	2	1	2	2
CO2	2	3	2	2	3	2	2	3	2	2	2	2	2
CO3	3	2	2	2	2	2	3	2	2	2	3	3	2
CO4	3	2	2	2	2	2	3	2	2	2	2	2	2
CO5	2	2	2	3	2	2	2	2	2	3	3	3	2
	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.2</b>	<b>2.4</b>	<b>2</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.4</b>	<b>2</b>

## Course Outcome for VP3301

<b>Code:- BB3307</b>	<b>Title: Search Engine Optimization</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Pre-requisites</b>	NIL				
<b>Objectives</b>	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.				
<b>Expected Outcome</b>					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Search Engine Optimization</b>	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.					
<b>Unit II</b>	<b>Introduction to Advanced Search Engine Optimization</b>	8			
Introduction to Advanced SEO, Importance of Advanced SEO, A Model of Advanced Search Engines, Local SEO, SEO Measurement.					
<b>Unit III</b>	<b>Integration of Search Engine Optimization</b>	8			
The Changing State of SEO, Integrating SEO with Other Disciplines. Algorithm Updates and SEO Changes, Integrating SEO with Other Disciplines.					
<b>Unit IV</b>	<b>Benefits of SEO</b>	10			
Uses of SEO, How SEO would change the digital world.					
<b>Unit V</b>	<b>Practical Applications of SEO</b>	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.					
<b>Text Books</b>					
<b>Reference Books</b>					

<b>Mode of Evaluation</b>	External and Internal Examination
<b>Date of Approval by Board of Studies</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

### Course Outcome for BB3307

<b>Unit-wise Course Outcome (Code:- BB3307)</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 develop a basic understanding among students about Search engine optimization and their working.	2	Ent/Emp/S
<b>CO2</b>	To develop a thorough understanding among students about working of SEO's, bots and spiders in a network.	3	Ent/Emp/S
<b>CO3</b>	This subject helps students to understand and analyze pattern and ranking system of websites by Google algorithm.	5	Ent/Emp/S
<b>CO4</b>	This course helps students to differentiate between traditional marketing pattern and E-marketing.	4	Ent/Emp/S
<b>CO5</b>	This course will develop a clear understanding among the students regarding practical application of SEO in the digital world.	4	Ent/Emp/S



## CO-PO Mapping for BB3307

Course Outcomes (Code:- BB3307)	Program Outcomes										Program Specific Outcomes		
	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

<b>Code:- BB3312</b>	<b>Title: Financial Market &amp; Institutions</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>					
<b>Course Prerequisites</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>Expected Outcome</b>	To apply concepts and skill of Financial Markets in their profession and take advantage of the enormous available Opportunities in financial market.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (PerUnit)</b>			
<b>Unit I</b>	<b>Introduction to Financial System</b>	10			
	Introduction, Role of financial system, Components of Indian financial system (Financial market, Financial Institution, Financial Intermediaries and Financial Instruments). Indian Financial System before and after independence.				
<b>Unit II</b>	<b>Money market</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>Unit III</b>	<b>Capital market (Primary Market)</b>	10			
	Meaning and functions of capital market, structure of Indian capital market, New issue market and its instruments, Underwriters and forms of underwriters.				
<b>Unit IV</b>	<b>Capital market (Secondary Market)</b>	10			
	Meaning of stock market and its functions, listing of securities, operators of stock exchange, Stock exchanges in India.				
<b>Unit V</b>	<b>Financial Institutions</b>	10			
	Introduction and role of financial institution, types of financial institutions, AIDB, IFCI, IDBI, ICICI, IIBIL, SIDBI, SFCs.				
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Sashi k Gupta, Nisha Aggarwal and Neeti Gupta, Financial Market and Institution, Kalyani Publishers.</li> <li>2. Satish Kumar Saha, Money banking and financial institution, Sahitya publication.</li> </ol>				
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Michal W. Brand, Money, Banking, Financial Markets and Institutions Paperback, 2019, Cengage Publications.</li> </ol>				

<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation on by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

## Course Outcome for BB3312

Unit-wise Course Outcome  (Code:- BB3312)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None  (Use , for more than One)
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	The student will illustrate the classification of capitalmarket and its structure in primary market	5	Ent/Emp/S
CO4	The student will illustrate the various stockexchange and the operators in India.	4	Ent/Emp/S
CO5	The student will understand the financial institutionand types and then they can analyze the different structures	4	Ent/Emp/S

## CO-PO Mapping for BB3312

Course Outcomes (Code:- BB3312)	Program Outcomes										Program 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

<b>Code:- BB3308</b>	<b>Title:- Marketing of Services</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	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.				
<b>Expected Outcome</b>	To develop an understanding of the roles of relationship and customer service in adding value to the customer's perception of a service.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Service Marketing</b>	5			
Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.					
<b>Unit II</b>	<b>Service Consumer Behaviour</b>	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 Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions.					
<b>Unit III</b>	<b>THE SERVICE DELIVERY PROCESS</b>	10			
Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcome Service Failure, Service Recovery, and Process of Service Recovery, Customer Retention and Benefits.					
<b>Unit IV</b>	<b>CHALLENGES OF SERVICE MARKETING</b>	13			
Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to Create a position Strategy, Developing and maintaining Demand and Capacity, Marketing Planning for Services, Developing and Manage the Customer Service Function, Developing and Maintaining Quality of Services.					
<b>Unit V</b>	<b>RELATIONSHIP MARKETING</b>	6			
The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing.					
<b>Text Books</b>	1. K. Rama Mohana Rao, Services Marketing, Pearson Education. 2. Christopher Lovelock, Services Marketing: People, Technology and Strategy, Pearson Education.				

<b>Reference Books</b>	1. Zenithal, Gremler, Bitner, and Ajay Pandit, Services Marketing, TataMcGraw-HillEducation. 2. Harsh V. Verma, Services Marketing: Text and Cases, Pearson Education.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

## Course Outcome for BB3308

Unit-wise Course Outcome  (Code:- BB3308)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None  <i>(Use for more than One)</i>
CO1	Understand some basics concepts and meaning of marketing of services.	2	Ent/Emp/S
CO2	Understand different situations in which customer take 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



## CO-PO Mapping for BB3308

Course Outcomes (Code:- BB33080)	Program Outcomes										Program 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>Code:- BB3309</b>	<b>Title: Training and Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	1.0				
<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 programmers 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>	7			
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>	8			
Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, output of TNA, methods used in TNA.					
<b>Unit III</b>	<b>Training and Learning</b>	9			
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. System approach to training. Programmed instruction, Transfer of training					
<b>UNIT IV</b>	<b>Designing Training and Development Programs</b>	7			
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>	7			
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, Hand book of Training Evaluation and Measurement Methods, 2016, Routledge.				
<b>Mode of Evaluation</b>	Internal and External Examinations				
<b>Recommendation by Board of Studies on</b>	10-03-2020				

<b>Date of approval by the Academic Council</b>	16/04/2020
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Course Outcome for BB3309

<b>Unit-wise Course Outcome  (Code:- BB3309)</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 understand basic overview and concept of training	2	Ent/Emp/S
<b>CO2</b>	To recognize and understand the various methods of job training	3	Ent/Emp/S
<b>CO3</b>	To understand the various needs for training. To apply how Training surveys are conducted. To understand the training needs assessment.	5	Ent/Emp/S
<b>CO4</b>	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
<b>CO5</b>	To understand basic overview and concept of training	4	Ent/Emp/S

CO-PO Mapping for BB3309

Course Outcomes (Code:- BB3309)	Program Outcomes										Program Specific Outcomes		
	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 wise /course wise)

## SEMESTER 4 Year -2

<b>Code:- BB3406</b>	<b>Title: Business Analytics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Pre-requisites</b>	Nil				
<b>Objectives</b>	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.				
<b>Expected Outcome</b>	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.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction</b>	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.					
<b>Unit II</b>	<b>Hypothesis and Measurement scales</b>	08			
Meaning of hypothesis, types of hypothesis, deciding the hypothesis, -measurement scales meaning, types (Nominal, Ordinal, Interval Ratio) and uses.					
<b>Unit III</b>	<b>Pilot study, Reliability and validity</b>	06			
Meaning of pilot study and its application, reliability and validity meaning and uses, Cranach's alpha, Harman Common method bias using SPSS.					
<b>Unit IV</b>	<b>Exploratory factor analysis</b>	10			
Meaning of exploratory factor analysis, KMO and Bartlett's test of Sphericity, communalities, Total variance explained, Application of Exploratory factor analysis using SPSS.					
<b>Unit V</b>	<b>Correlation</b>	08			
Meaning of correlation, types of correlation, correlation coefficient, measurement of correlation using SPSS					

<b>Text Books</b>	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.
<b>Reference Books</b>	1. Kumar, Ranjit. Research methodology: A step-by-step guide for beginners. Sage Publications Limited, 2019.
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3406**

<b>Unit-wise Course Outcome  (Code:- BB3406)</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 remember the data and understand the different sources of data and sampling theory	2	Ent/Emp/S
<b>CO2</b>	To understand, apply and analyses the Hypothesis and Measurement scales in primaryresearch	3	Ent/Emp/S
<b>CO3</b>	To understand, apply and analyses the reliability, and validity analysis using SPSS.	5	Ent/Emp/S
<b>CO4</b>	To remember, understand the basic concept and analyses the exploratory factor analysis using SPSS	4	Ent/Emp/S
<b>CO5</b>	To understand the concept of correlation andapply in terms of measurement using SPSS	4	Ent/Emp/S



**CO-PO Mapping for BB3406**

Course Outcomes (Code:- BB3406)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	1	2	3	3	2	2	2	2
CO2	3	3	3	1	3	3	3	3	2	1	1	3	2
CO3	2	2	2	3	2	2	2	3	2	2	3	2	1
CO4	1	1	1	2	1	1	2	3	3	3	2	1	2
CO5	3	2	3	1	2	3	2	3	2	2	1	3	2
	2.2	2.2	2.2	1.6	2	2	2.2	3	2.4	2	1.8	2.2	1.8

<b>Code:- BB3403</b>	<b>Title: ResearchMethodology</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The Objective is to teach the students basic techniques of the research which is useful for developing analytical ability.				
<b>Expected Outcome</b>	The course aims to make student understand the technicalities involved in a research work.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<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>					
<b>Unit II</b>	<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>					
<b>Unit III</b>	<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 interference.</p>					
<b>Unit IV</b>	<b>Analysis of Data</b>	10			
<p>Testing of Hypotheses, Chi-Square tests, Analysis of Variance, other Non-parametric Methods, Factor Analysis, Discriminant Analysis, Cluster Analysis.</p>					
<b>Unit V</b>	<b>Interpretation and Report Writing</b>	3			
<p>Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.</p>					
<b>Text Books</b>	1. C.R. Kothari, Research Methodology				
<b>Reference Books</b>	1. Rigby Paul H. (1965), Conceptual Foundation of Business Research, Wiley. 2. Wilkinson & Bhandarkar, Methodology & Techniques of Social Research, Himalaya Publishing House, New Delhi.				

	3. Tripathi P.C., Research Methodology, Sultan Chand & Co, New Delhi.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

<b>Unit-wise Course Outcome</b>  <b>(Code:- BB3403)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	Understand some basics concepts of research and its methodology	2	Ent/Emp/S
<b>CO2</b>	Identify appropriate research designs depending upon the objectives of research.	3	Ent/Emp/S
<b>CO3</b>	To develop a detailed research proposal and summer internship projects.	5	Ent/Emp/S
<b>CO4</b>	To know how to collect data and evaluate it using different statistical tests.	4	Ent/Emp/S
<b>CO5</b>	To develop a questionnaire and to identify which test should be applied to which data set.	4	Ent/Emp/S

**CO-PO Mapping for BB3403**

Course Outcomes (Code:- BB3403)	Program Outcomes										Program 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

<b>Code:- BB3404</b>	<b>Title: International Business</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Pre-requisites</b>	Nil				
<b>Objectives</b>	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.				
<b>Expected Outcome</b>	Students will know an advanced and integrated understanding of international business and understand the impact of it Globally.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Overview of International Business</b>	1 2			
An Overview, Evolution of International Business, Drivers of globalization, Influences of International Business, Stages of Internationalization, International business approaches					
<b>Unit II</b>	<b>Theories of International Trade</b>	6			
Mercantilism, Theory of Absolute Cost Advantage, Comparative Cost Advantage Theory Relative Factor Endowments theory, Country similarity theory, Product Life cycle theory, Global strategic rivalry theory, Porter's National Competitive Advantage theory					
<b>Unit III</b>	<b>Modes of Entering International Business</b>	10			

Modes of Entry (Exporting, Licensing, etc), FDI, WTO, IMF, WBADB, Foreign Exchange, Balance of Payment, SEZs, MNCs		
<b>Unit IV</b>	<b>Trade Blocs and Business Centers</b>	10
Trade Blocs, Types, Cartels SAARC, SAFTA, NAFTA, ASEAN etc, Implications of Trade blocks for business. Benefits regional economic integrations		
<b>Unit V</b>	<b>Global Strategic Management and Business Ethics</b>	5
International Production and Logistics Management, IHRM, Controlling and Evaluation of International Business		
<b>Text Books</b>	3. CHERUNILAM FRANCIS, 4 <sup>th</sup> Edition <i>International Business</i> , PHI 4. VENKATARATNAM, <i>International Trade</i> , Oxford Publications	
<b>Reference Books</b>	1. RIAD AAJAMI, <i>International Business: Theory &amp; Practice</i> , PHI 2. BIMAL JAISWAL, <i>International Business</i> , PHI	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	16-07-2020	
<b>Date of approval by the Academic Council</b>	13-09-2020	

**Course Outcome for BB3404**

<b>Unit-wise Course Outcome</b>  <b>(Code:- BB3404)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	To understand the overview, evolution and different approaches of international business.	2	Ent/Emp/S
<b>CO2</b>	To understand and apply the different theories of international trade.	3	Ent/Emp/S
<b>CO3</b>	To understand the modes of international business and analyze the working of international financial institutions.	5	Ent/Emp/S
<b>CO4</b>	To remember trade blocs and understand the business centers and analyze the benefits.	4	Ent/Emp/S
<b>CO5</b>	To understand about international production and logistics management and evaluation of international business.	4	Ent/Emp/S



**CO-PO Mapping for BB3404**

Course Outcomes (Code:- BB3404)	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

<b>Course Code -BB3405</b>	<b>Title: Company Law</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	None				
<b>Objectives</b>	The purpose of this paper is to familiarize the students with the meaning, scope and the sources of company law in India. Enhancing the level of students with reference to understanding of regulation of company.				
<b>Expected Outcome</b>	Students will know an advanced and integrated understanding of company law and understand the impact of these laws on business.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>			
<b>Unit I</b>	<b>Introduction of Company Law</b>	9			
Company- Meaning, Characteristics and types of company, Private limited Company, Public limited Company, Lifting of the corporate veil, Difference between company and partnership, Company Law in India. Introduction of company act 2013.					
<b>Unit II</b>	<b>Formation of Company</b>	9			
Incorporation of Company, Mode of incorporation of company, Document to be filed with the registrar, Effect of registration of company, promoter role of promoters of company. .					
<b>Unit III</b>	<b>Memorandum of Association &amp; Article of association</b>	8			
Memorandum of Association: Meaning, and importance of memorandum for company, Contents of memorandum, Alteration of memorandum, Doctrine of ultra vires, Article of association meaning and concept, content of Article, Alteration of article, and MOA vs. AOA.					
<b>Unit IV</b>	<b>Prospectus &amp; Company Management</b>	8			
Prospectus: meaning, dating of prospectus, registration of prospectus, Contents of prospectus, Directors: Definition, number of Directors, Appointment of Directors, Position of Directors, Meetings of directors, powers of directors, duties of directors					
<b>Unit V</b>	<b>Meetings &amp; Winding Up of Company</b>	8			
Meetings: Types of company, notice of meeting, ordinary business and special business, Quorum for meeting, Chairman of the meeting, Minutes of meetings, resolutions, Winding Up of company: Meaning, modes of winding up, grounds for compulsory winding up, procedure of winding up by the court.					
<b>Text Books</b>	1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons. 2. G.K. Kapoor, Company Law, Taxmann Publication Pvt.Ltd.				
<b>Reference Books</b>	1. K.C. Garg, Company Law, Kalyani Publishers.				
<b>Mode of Evaluation</b>	Internal and External Examination				
<b>Recommendation by Board of Studies on</b>	16-07-2020				
<b>Date of approval by</b>	13-09-2020				

CO-PO Mapping for BB3405

Course Outcomes (Course Code - BB3405)	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
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
	2.2	2.2	2.2	3	2	2	1.4	1.4	1.6	1.6	2	2.2	2.2

**Course Outcome for BB3405**

Unit-wise Course Outcome (Course Code - BB3405)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None <i>(Use , for more than One)</i>
CO1	To understand basic overview of the companies act13.	2	Ent/Emp/S
CO2	To recognize how to promote and incorporate thebusiness and what are the legal formalities.	3	Ent/Emp/S
CO3	To know the role and importance of MOA and howthe activity of company govern by AOA and MOA.	2	Ent/Emp/S
CO4	To provide a learning about the different types ofcompany’s prospectus and the charter of the company.	4	Ent/Emp/S
CO5	To extend the knowledge of the company how themeeeting are conducted in the companies.  To gain knowledge of shares and how the companywind up, what are the events of the winding up.	4	Ent/Emp/S

<b>Corse Code :- VP3401</b>	<b>Title: Value Added Programs IV ( Employability Skills -1 Numerical Abilities )</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Version No.</b>	<b>2.0</b>				
<b>Course</b>	Nil				
<b>Prerequisites</b>					
<b>Objectives</b>	To provide an understanding of the basic reasoning and Underlying concepts of mathematical reasoning.				
<b>Expected Outcome</b>	The students will learn and prepare themselves for various Competitive exams.				
<b>Unit No.</b>	<b>UNIT TITLE</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I-</b>		05			
Number Series, Letter Series, Analogies, Logical Sequence of Words, Direction Sense Test, Coding and Decoding.					
<b>Unit II-</b>		07			
Rule Detection, Blood Relation, Paper Folding, Mirror Images, Water Images, Cube, Dice, Order & Ranking.					
<b>Unit III-</b>		05			
Inequality, Syllogism, Sitting Arrangement Circle, Square, Line, Dictionary Order, Word Formation.					
<b>Unit IV-</b>		05			
Clock, Calendar, Counting of Triangle, Counting of Square, Counting of rectangle, Counting of Line.					

<b>Unit V-</b>		06
Logical Venn Diagram, Statement and Course of Action, Statement and Assumption, Statement & Argument, Statement & Conclusion		
<b>Suggesting Readings:</b>	1. R.S. Aggarwal, "Objective Arithmetic." S. Chand & Company, New Delhi. 2. R.S. Aggarwal, "Verbal and Non-Verbal Reasoning." S. Chand & Company, New Delhi. 3. R.S. Aggarwal, "Quantitative Aptitude." S. Chand & Company, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	16-07-2020	
<b>Date of approval by the Academic Council</b>	13-09-2020	

**Course Outcome for VP3401**

<b>Unit-wise Course Outcome</b>  (Course Code :- VP3401)	<b>Description s</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None</b>  <i>(Use for more than One)</i>
<b>CO1</b>	This program improves numerical skills of the students to do calculative part in short period of time.	2	Ent/Emp/S
<b>CO2</b>	Understanding of directions, blood relations, ranking, coding-decoding, calendar, clock enhance the analyzing power of students.	3	Ent/Emp/S
<b>CO3</b>	Draw conclusions or make decisions in quantitatively based situations that are dependent upon multiple factors.	5	Ent/Emp/S
<b>CO4</b>	Students will draw conclusions and/or make decisions by analyzing and/or critiquing mathematical models.	4	Ent/Emp/S
<b>CO5</b>	This will be helpful for written exam of various companies	4	Ent/Emp/S

**CO-PO Mapping for VP3401**

Course Outcomes (Course Code :- VP3401)	Program Outcomes										Program 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



<b>Corse Code :- BB3407</b>	<b>Title: Financial Services</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisite</b>	<b>None</b>				
<b>Objectives</b>	To provide a basis of understanding to the students with reference to working of financial Services and its related areas.				
<b>Expected Outcome</b>	On completion of the syllabi the student will understand the basic aspects offinancial services. Student will also get the idea about new developments in financial services				
<b>Unit No.</b>	<b>UNIT TITLE</b>	<b>No. of hours (PerUnit)</b>			
<b>Unit I</b>	<b>Introduction</b>	<b>08 hrs</b>			
Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non-Fund based, Characteristics and Role of Financial Intermediaries.					
<b>Unit II</b>	<b>Depositories and Financial Services</b>	<b>09 hrs</b>			
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.					
<b>Unit III</b>	<b>Merchant Banking and Venture Capital</b>	<b>08Hrs</b>			
The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules RegulationManagement of Capital Issues, Fixed Deposits and Debenture Issues, Venture Capital- The Concept and Characteristics, Growth of Venture Capital Services in India.					
<b>Unit IV</b>	<b>Leasing and Factoring</b>	<b>09 Hrs</b>			
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. Forfaiting: Meaning and Mechanism of Forfaiting.					
<b>Unit V</b>	<b>Credit Rating Services</b>	<b>08 Hrs</b>			
Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.					

<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Khan M.Y: Financial Services and System (2008), McGraw Hill Publishing Company, NewDelhi.</li> <li>2. Clifford Gomez, Financial Markets, Institutions management-A Risk managementApproach, 6 ed., Mc Graw Hill Publishing Company New Delhi.</li> <li>3. Sharma, Management of Financial Institutions: With Emphasis on Bank and Riskmanagement, Prentice Hall of India, New Delhi.</li> </ol>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Bhole L.M.: Financial Institutions and Markets, the d., Mc Graw Hill Co. New Delhi, 2008.</li> <li>2. Anthony Saunders, Financial Markets and Institutions, 4, New Delhi. ed.,McGraw Hill Publishing Company.</li> </ol>
<b>Mode of evaluation</b>	Internal and External
<b>Recommendation n by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

<b>Mode of Evaluation</b>	Internal and External
<b>Recommendation by Board of Studies on</b>	16-07-2020

<b>Date of approval by the Academic Council</b>	13-09-2020
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Course Outcome for BB3407

Unit-wise Course Outcome  (Course Code :- BB3407)	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None  <i>(Use , for more than One)</i>
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

CO-PO Mapping for BB3407

Course Outcomes (Course Code :- BB3407)	Program Outcomes										Program 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

<b>Code:- BB3408</b>	<b>Title: Web designing and Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	1				
<b>Course Pre-requisites</b>	Nil				
<b>Objective</b>	The Web Designing Concept standard has a much broader goal to describe the content, styling and application interfaces behind a W page when it's loaded in your browser. More specifically, HTML5 establishes a single syntax for interacting with all the elements that Web page has loaded into your computer's memory.				
<b>Expected Outcome</b>	This exposure will enable the students to enter their professions with confidence live in a harmonious way and contribute to the productivity.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of Hours (Per Hour)</b>			
<b>Unit 1</b>	<b>Introduction</b>	5			
Introduction to Web Designing concepts, Application of Web Designing, Internet Technologies introduction, Internet Overview, Intranet Overview, Extranet, Internet Reference Model, Internet Domain System.					
<b>Unit 2</b>	<b>Web Development Introduction</b>	4			
Website Overview, Website Types, Website Designing, Website Development, Website Publishing, Website URL Registration, Website Hosting.					
<b>Unit 3</b>	<b>Introduction to HTML</b>	4			
Html Introduction, HTML editors, HTML Basics, Elements, HTML Attributes, HTML headings, HTMLParagraph, HTML styles, HTML Formatting, Web Page Design.					
<b>Unit 4</b>	<b>Introduction to CSS</b>	6			
CSS Introduction, CSS Syntax, CSS Color, CSS Background, CSS Borders, CSS Margins, CSS padding, CSS height Width, CSS integration with Webpage.					
<b>Unit 5</b>	<b>Website Optimization</b>	5			
Introduction to Website Optimization, Image Optimization, Website optimization Analysis , Google Tools for Website optimization Analysis, Website Listing in Search Engine.					
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Learning Web Design by Jennifer Niederst Robbins</li> <li>2. Responsive Web Design with HTML5 and CSS3, by Ben Frain</li> </ol>				

<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. The Principles of Beautiful Web Design, by Jason BeardLogo,</li><li>2. Font &amp; Lettering Bible, by Leslie Cabarga</li></ol>
<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommended by Board of Studied on</b>	16-07-2020
<b>Date of Approval by the Academic Council on</b>	13-09-2020

## Course Outcome for BB3408

<b>Unit-wise Course Outcome</b>  <b>(Code:- BB3408)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	To understand basic overview of the Webdesigning, development and Internet.	2	Ent/Emp/S
<b>CO2</b>	To understand the various methods, approaches of Web Development.	3	Ent/Emp/S
<b>CO3</b>	To understand the various tags, attributes used in HTML and apply to create a web page	5	Ent/Emp/S
<b>CO4</b>	To understand the various HTML tags, attributes and used it with CSS and apply to create an attractive web page.	4	Ent/Emp/S
<b>CO5</b>	To understand the website optimization and overview of SEO.	4	Ent/Emp/S



**CO-PO Mapping for BB3408**

Course Outcomes (Code:- BB3408)	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

<b>Course Code :- BB3409</b>	<b>Title: Consumer Behavior</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisite</b>	Nil				
<b>Objectives</b>	The objective is to analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making and to enable students in designing and evaluating the marketing, Strategies based on fundamentals of consumer buying behaviour.				
<b>Expected Outcome</b>	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 expel the factors which influence consumer behaviour.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (PerUnit)</b>			
<b>Unit I</b>	<b>Introduction to Consumer Behavior</b>	8			
Definition of Consumer behavior, Consumer and Customer, Buyers and Users, Development of consumerbehavior field, Development of marketing concept, disciplines involved in the study of consumer behavior, Indian consumersand their characteristics.					
<b>Unit II</b>	<b>Consumer Models</b>	8			
Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.					
<b>Unit III</b>	<b>Individual Determinates</b>	8			
Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of Personality, self-concept.					
<b>Unit IV</b>	<b>Influences &amp; Consumer Decision making</b>	8			
Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.					
<b>Unit V</b>	<b>Organizational Buyer Behavior</b>	8			
Industrial Buying Behavior: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of Industrial buying process, Customer and marketing of services.					

<b>Text Books</b>	1. Satish K Batra and S H Kazmi, Consumer Behavior – Text and cases, Excel Books. 2. Puja Nair, Consumer Behaviour, Himalaya Publishing House.
<b>Reference Books</b>	1. Schiffman L G and Kanuk L L, Consumer Behaviour, Prentice Hall New Delhi 2. Roger D. Black Well, Paul W. Miniard, James F. Engel, Consumer Behaviour, Cenage India Pvt. Ltd.
<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

Course Outcome for BB3409

<b>Unit-wise Course Outcome</b>  <b>(Code:- BB3409)</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	To understand and analyze the behavior of Indian consumers and various disciplines involved in the study of consumer behavior.	2	Ent/Emp/S
<b>CO2</b>	To understand and apply the various consumerbehavior models in the study of consumer behavior.	3	Ent/Emp/S
<b>CO3</b>	To evaluate the consumer learning process and consumer attitude formation.	5	Ent/Emp/S
<b>CO4</b>	To apply the consumer decision making process and analyze the influence of family and reference groups on consumer behavior.	4	Ent/Emp/S
<b>CO5</b>	To understand the Industrial buying behaviorand apply the Industrial buying process.	4	Ent/Emp/S

**CO-PO Mapping for BB3409**

Course Outcomes (Code:- BB3409)	Program Outcomes										Program 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

<b>Course Code:- BB3410</b>	<b>Title: Performance Appraisal</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The purpose of this paper is to make the students aware of the meaning, type and importance of performance management in the Organization.				
<b>Expected Outcome</b>	Students will know about the different performance appraisal methods and mechanism of performance management.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction</b>	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.					
<b>Unit II</b>	<b>Measuring Performance</b>	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.					
<b>Unit III</b>	<b>Employee Behavior &amp; Employee Development</b>	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.					
<b>Unit IV</b>	<b>Performance Management Methods</b>	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.					
<b>Unit V</b>	<b>Current Developments and Emerging Issues in Performance Management</b>	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.					
<b>Text Books</b>	1. T.N. Chhabra, Human resource Management, Dhanpat Rai & Co. 2. Herman Aguinis, Performance Management. Pearson Education.				
<b>Reference Books</b>	1. Rao T.V., Appraising and Developing Managerial Performance. Excel Books.				
<b>Mode of Evaluation</b>	Internal and External Examination				

<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

## Course Outcome for BB3410

<b>Unit-wise Course Outcome</b>  <b>Course Code:- BB3410</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	To understand the meaning and basics of performance management system.	2	Ent/Emp/S
<b>CO2</b>	To understand the process of performance management system.	3	Ent/Emp/S
<b>CO3</b>	To understand the impact of individual and group behavior on performance. To understand relation between behavior and performance management.	5	Ent/Emp/S
<b>CO4</b>	To analyze the various performance evaluation methods. To evaluate performance management system. To understand performance consulting.	4	Ent/Emp/S
<b>CO5</b>	To study the Application of value-based management approaches to performance management. impact of change in organization's structure	4	Ent/Emp/S



**CO-PO Mapping for BB3410**

Course Outcomes  Course Code:- BB3410	Program Outcomes										Program 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	1.8s

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

<b>Course Code:- BB3501</b>	<b>Title: Business Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	This course introduces Business ethics as the modern managerial approach to ethical questions in business environment.				
<b>Expected Outcome</b>	It gives understanding of main theoretical concepts and also developing skill of identification, analysis and permission of ethical dilemmas on a work-place and managing ethics in organizations.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction</b>	8			
Business Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Corporate Social Responsibility.					
<b>Unit II</b>	<b>Organization Culture and ethics</b>	9			
Ethical Issues related with Advertisement and Marketing; Secular versus Spiritual Values in Management, Work ethics, Stress at Workplace.					
<b>Unit III</b>	<b>Ethical Issues in the Era of Profit Making</b>	9			
Relevance of Values in Management; Gandhian Approach in Management and Trusteeship; Social Values and Political Environment, Ethical Issues in Capitalism and market systems.					
<b>Unit IV</b>	<b>Observance of Ethical Values in Competitive Environment</b>	8			
Relationship between Ethics & Corporate Excellence-Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM					
<b>Unit V</b>	<b>Corporate Social Responsibility</b>	7			
Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.					
<b>Text Books</b>	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.				

<b>Reference Books</b>	1. Banerjee R.P. “Ethics in Business and Management-Concepts and Cases”, Himalaya Publishing, House, latest edition. 2. S.K. Chakra borty, “Management by Values” Oxford University Press Publication, latest Edition.
<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3501**

<b>Unit-wise Course Outcome</b>  <b>Course Code:- BB3501</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None</b>  <i>(Use for more thanOne)</i>
<b>CO1</b>	To understand and aware about concept of business ethics and importance of it into businessenvironment	2	Ent/Emp/S
<b>CO2</b>	To understand and apply ethical concepts into different function of management.	3	Ent/Emp/S
<b>CO3</b>	To understand and apply Ethical concept in business in decision making.	2	Ent/Emp/S
<b>CO4</b>	To understand, apply principles of business ethicsand also aware the students to different approaches of ethics in management.	3	Ent/Emp/S
<b>CO5</b>	To aware, understand and apply the principles of Corporate Social Responsibility and its relevant for business	3	Ent/Emp/S

**CO-PO Mapping for BB3501**

Course Outcomes Course Code:- BB3501	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	1	2	2	2	3	1	1	1	1	1	2	1
CO2	2	2	2	2	3	2	2	1	1	1	1	1	2
CO3	1	1	1	3	1	1	3	2	2	3	1	1	
CO4	1	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
	1.4	1.4	1.6	2.2	1.8	1.8	2	1.4	1.4	1.6	1.2	1.6	1.2

<b>Code:- BB3502</b>	<b>Title: Project Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Pre-requisites</b>	Nil				
<b>Objectives</b>	To aware and adopt methodology of Project Management.				
<b>Expected Outcome</b>	Students will able to create basic understanding of the functions of new establishment under project management regime.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Project Management</b>	<b>7</b>			
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.					
<b>Unit II</b>	<b>Idea and screening of Project Management</b>	<b>9</b>			
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.					
<b>Unit III</b>	<b>Analysis of Project management</b>	<b>9</b>			
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).					
<b>Unit IV</b>	<b>Financial Viability of Project</b>	<b>10</b>			
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.					
<b>Unit V</b>	<b>Project Handling &amp; Controls</b>	<b>8</b>			
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.					
<b>Text Books</b>	1. Haarold Kerzner, Ph.D., Project Management, A Systems Approach to Planning, Scheduling, and Controlling, Publisher- John Wiley & Sons				
<b>Reference Books</b>	1. Chandra and Prassna – Project Planning Analysis. Mac Graw Hill, education.				
<b>Mode of Evaluation</b>	Internal and External Examination.				
<b>Recommendation by Board of Studies on</b>	16-07-2020				

<b>Date of approval by the Academic Council</b>	13-09-2020
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**Course Outcome for BB3502**

<b>Unit-wise Course Outcome</b>  <b>Code:- BB3502</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None</b>  <i>(Use for more thanOne)</i>
<b>CO1</b>	Understand basic concepts of project planning and management.	2	Ent/Emp/S
<b>CO2</b>	Identify project life cycle and various types of projects.	3	Ent/Emp/S
<b>CO3</b>	Students will understand parameters like technical analysis, market analysis, environmental analysis, social cost benefit analysis	2	Ent/Emp/S
<b>CO4</b>	Analysis of financial viability of a project.	3	Ent/Emp/S
<b>CO5</b>	Understand regarding monitoring and controlling activities in projects	3	Ent/Emp/S



**CO-PO Mapping for BB3502**

Course Outcomes Course Code :- BB3502	Program Outcomes										Program 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

<b>Code:- VP3501</b>	<b>Title: Aptitude and Reasoning</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The objective of conducting Logical Reasoning tests is to check if candidates have the adequate problem solving and analytical skills needed in an organization.				
<b>Expected Outcome</b>	Students will demonstrate an enhanced ability to draw logical conclusions and implications from the analysis of an issue or problem.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>			
<b>Unit I</b>	Square, Square root, Cube, Cube root, H.C.F. and L.C.M, Simplification Percentage.	6			
<b>Unit II</b>	Average, Simple Interest, Compound Interest, Partnerships, Unit digit.	8			
<b>Unit III</b>	Time and Work, Problem on Ages, Boats and Streams, Profit and Loss, Problem on Trains.	6			
<b>Unit IV</b>	Time Speed and Distance, Problem on Trains, Volume and Surface Areas, Pipes and Cisterns.	8			
<b>Unit V</b>	Linear Equations in Two Variables, Quadratic Equations, algebra, Trigonometry	6			
<b>Reference Books</b>	1. R.S. Aggarwal, "Objective Arithmetic." S. Chand & Company, New Delhi. 2. R.S. Aggarwal, "Verbal and Non-Verbal Reasoning." S. Chand & Company, New Delhi. 3. R.S. Aggarwal, "Quantitative Aptitude." S. Chand & Company New Delhi. 4. R.D. Sharma, "Senior Secondary Mathematics" Vol: 1 and Vol: 2, New Delhi.				
<b>Mode of Evaluation</b>	Internal and External Examinations				
<b>Recommendation by Board of Studies on</b>	16-07-2020				
<b>Date of approval by the Academic Council</b>	13-09-2020				

## Course Outcome for VP3501

<b>Unit-wise Course Outcome  Code:- VP3501</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>	This program leads to improve advance numerical skills of the students to do calculativepart in short period of time.	2	Ent/Emp/S
<b>CO2</b>	Understanding of advance question of directions, blood relations, ranking, coding- decoding, calendar, and clock enhance the analyzingpower of students.	3	Ent/Emp/S
<b>CO3</b>	Understanding how a person efficiency impact on time and work and let know the power of compounding in compound interest. Know about the percentage calculation in various aspects.	5	Ent/Emp/S
<b>CO4</b>	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
<b>CO5</b>	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

**CO-PO Mapping for VP3501**

Course Outcomes Code:- VP3501	Program Outcomes										Program 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

<b>Code:- BB3503</b>	<b>Title: Risk Management and Insurance</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>						
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	To understand the knowledge of risk, risk management, insurance, and reinsurance.					
<b>Expected Outcome</b>	After completion of this paper students will be able to understand basic and advanced knowledge of risk management and insurance.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Risk and Uncertainty</b>	8				
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.						
<b>Unit II</b>	<b>Risk Management and its managerial aspects</b>	10				
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.						
<b>Unit III</b>	<b>Insurance</b>	9				
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.						
<b>Unit IV</b>	<b>Insurance Contract</b>	10				
Nature – Subject Matter of Insurance and Subject Matter of Contract of Insurance, Salient Features of IRDA Act, Special Features of Ayushman Bharat, Pradhan Mantri Jeevan Jyoti Bima Yojana, and Documents. Payment of Premium, E-Insurance Policy and Insurance Repositories, KYC Norms and Anti-money Laundering Guidelines for Insurers.						
<b>Unit V</b>	<b>Reinsurance Contract</b>	7				
Meaning and Purpose, Forms and Types- Facultative, Treaty, Proportional, and Non- Proportional, National Reinsurer- Gic. Insurance Companies as Consumers.						

<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. P. K. Gupta. – Insurance and Risk Management (Himalaya Publishing House).</li> <li>2. M. N. Mishra – Principles and Practices of Insurance (S. Chand and Sons).</li> <li>3. S. Arun Ajatesan &amp; T. R. Viswanathan – Risk Management and Insurance (MacmillanPublishers Ltd, 2009).</li> </ol>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. E. Rejda George – Principles of Risk Management and Insurance (Pearson Education).</li> <li>2. F. Crane – Insurance Principles and Practices (John Wiley and Sons, New York).</li> </ol>
<b>Mode of Evaluation</b>	Internal and External Examination.
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3503**

<b>Unit-wise Course Outcome  Code:- BB3503</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 understand and aware students about concept of risk and <del>unity</del> also explain its types.	2	Ent/Emp/S
<b>CO2</b>	To understand, apply and analysis of risk management process and managerial aspect associated with it.	3	Ent/Emp/S
<b>CO3</b>	To understand and aware the principles of insurance, types of insurance and also importance of insurance in India.	2	Ent/Emp/S
<b>CO4</b>	To understand, apply and aware students regarding elementof insurance contract along with other related regulations.	4	Ent/Emp/S
<b>CO5</b>	To understand and aware the students about concept of reinsurance, different type of re-insurance and reinsurance in Indian prospective.	4	Ent/Emp/S

**CO-PO Mapping for BB3503**

Course Outcomes Code:- BB3503	Program Outcomes										Program 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



<b>Code:- BB3504</b>	<b>Title: Working Capital Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>						
<b>Course</b>	<b>Nil</b>					
<b>Prerequisites</b>						
<b>Objectives</b>	To have a basic understanding of the concept and importance of sound working capital strategies of a firm.					
<b>Expected Outcome</b>	On completion of the syllabi the student will gain an insight of the impact of working capital policies relating to Cash management, inventory and receivables management on firm's profitability and to know the sources of working capital financing.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction to Working Capital</b>	10				
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.						
<b>Unit II</b>	<b>Accounts Receivables Management and Factoring</b>	8				
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.						
<b>Unit III</b>	<b>Inventory Management</b>	8				
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.						
<b>Unit IV</b>	<b>Cash Management</b>	8				
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.						
<b>Unit V</b>	<b>Working Capital Financing</b>	10				
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.						

<b>Text Books</b>	<ol style="list-style-type: none"><li>1. V. K. Bhalla – Working Capital management, Text and cases (Anmol Publication, Delhi, 11th edition).</li><li>2. Rangrajan - Working Capital management (Excel Books).</li><li>3. Bhattacharya – Working Capital management, (PHI learning).</li><li>4. Periasamy - Working Capital Management –Theory &amp; Practice, (Himalaya Housing).</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Khan &amp; Jain - Financial Management (TMH, 5th Ed.).</li><li>2. Ravi M. Kishore - Financial Management (Taxmann, 6th Ed.).</li></ol>
<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3504**

<b>Unit-wise Course Outcome  Code:- BB3504</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>	Acquire knowledge of Inventory Management, Receivables Management, Cash Management and Payables.	2	Ent/Emp/S
<b>CO2</b>	Skill to use the technology in Inventory Management in cost effective way.	3	Ent/Emp/S
<b>CO3</b>	Skill to evaluate liquidity risk of any enterprise.	5	Ent/Emp/S
<b>CO4</b>	Skill of analyzing Working Capital Management of any enterprise.	4	Ent/Emp/S
<b>CO5</b>	Skill to create Overall Working Capital Management strategy.	6	Ent/Emp/S

CO-PO Mapping for BB3504

Course Outcomes Code:- BB3504	Program Outcomes										Program 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

<b>Code:- BB3505</b>	<b>Title: Social Media Marketing and Analytics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	NIL					
<b>Objectives</b>	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.					
<b>Expected Outcome</b>	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.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>An Introduction</b>	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.						
<b>Unit II</b>	<b>Social Media Environment</b>	8				
Strategic Planning and Social Media Marketing, Internal Environment, External Environment & SWOT Analysis, Social Media Marketing Plan Outline, Zones of Social Media, Fifth P of Marketing.						
<b>Unit III</b>	<b>The Social Web</b>	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.						
<b>Unit IV</b>	<b>Engagement for Social Media</b>	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.						
<b>Unit V</b>	<b>Social Media Analytics</b>	8				
Social Media Analytical Tools, Social Media Statistics, and Social Media Budget, Media optimization matrix: Search engine optimization, Social media optimization, Career in Social Media.						
<b>Text Books</b>	1. Tracy L. Tuten, Social Media Marketing, Sage Publication. 2. D. Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.					
<b>Reference Books</b>	1. Barker & Barker, Social Media Marketing: A Strategic Approach. 2. 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>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

Course Outcome for BB3505

Unit-wise Course Outcome Code:- BB3505	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use for more than One)</i>
CO1	At the end of the course the students will be able to understand and apply the key concepts in social mediometrics.	2	Ent/Emp/S
CO2	The student will be able to understand and apply socialmedia analytics tools	3	Ent/Emp/S
CO3	The students can create their web contents so smartly to have more business for their organization.	5	Ent/Emp/S
CO4	At the end of the course the students will be able to frame social media marketing strategies which would be helpful to them in future	4	Ent/Emp/S
CO5	The students can measure the growth of the business done so far due to SMM tools and techniques.	6	Ent/Emp/S

**CO-PO Mapping for BB3505**

Course Outcomes Code:- BB3505	Program Outcomes										Program 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



<b>Code:- BB3506</b>	<b>Title: Mobile and E-Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	This course will help the students to eventually create sample mobile marketing solutions for the business vertical using their creativity for some of the real-life examples of work that the company is in the midst of doing or has recently completely.					
<b>Expected Outcome</b>	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.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Mobile and E-Marketing-An Overview</b>	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.						
<b>Unit II</b>	<b>Components of E-Marketing</b>	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.						
<b>Unit III</b>	<b>Methods and Techniques of E-Marketing</b>	8				
Introduction, Objectives, Creating New Sources of Competitive Advantage, Direct Distribution Model, Re-engineering the Supply Chain, Targeting Underserved Segments, Lower Price Barrier, Delivery Systems for Digital Products, Creates an Efficient Marketplace, Creates a Virtuous Cycle, Advertising Techniques, Selling Methods, Sales Promotion, Public Relations, Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of- Mouth Marketing Techniques, Text Message Marketing -- The Workhorse of Mobile Marketing, Social Media -- Social, Local, Mobile, Mobile Advertising -- Relevance Raises Response Rates (and Revenues).						
<b>Unit IV</b>	<b>Applications of E-Marketing</b>	8				
Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium.						
<b>Unit V</b>	<b>Legal and Ethical Issues in E-Marketing</b>	8				

<p>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.</p>	
<p><b>Text Books</b></p>	<ol style="list-style-type: none"> <li>1. Martin, Chuck. <i>Mobile Influence: The New Power of the Consumer</i>. Palgrave MacMillan, 2013.</li> <li>2. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, <i>Marketing 4.0 Moving from Traditional to Digital</i>.</li> </ol>
<p><b>Reference Books</b></p>	<ol style="list-style-type: none"> <li>1. Schadler, Ted, and Josh Bernoff and Julie Ask. <i>The Mobile Mind Shift</i>. Groundswell Press, 2014.</li> <li>2. <i>Digital Marketing strategies for engaging the digital generation</i> by Damian Ryan and Calvin Jones, 2008.</li> </ol>
<p><b>Mode of Evaluation</b></p>	<p>Internal and External Examination</p>
<p><b>Recommendation by Board of Studies on</b></p>	<p>16-07-2020</p>
<p><b>Date of approval by the Academic Council</b></p>	<p>13-09-2020</p>

**Course Outcome for BB3506**

<b>Unit-wise Course Outcome  Code:- BB3506</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>	Know basic concept of Mobile Marketing towards the development of organizational goal.	2	Ent/Emp/S
<b>CO2</b>	Illustrate different components of e. marketing and their applications for the development of business.	3	Ent/Emp/S
<b>CO3</b>	Understand the concepts and methods of e. marketing and its use for enhancing revenues of organization.	5	Ent/Emp/S
<b>CO4</b>	Understand role of mobile marketing in generating leads for the business organizations.	4	Ent/Emp/S
<b>CO5</b>	Understand the legal and ethical issues in e. marketing and the ways to overcome the given challenges.	6	Ent/Emp/S

**CO-PO Mapping for BB3506**

Course Outcomes Code:- BB3506	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	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

<b>Code:- BB3507</b>	<b>Title: Digital Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	<b>Basics of marketing and computer application</b>					
<b>Objectives</b>	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.					
<b>Expected Outcome</b>	Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit) 40</b>				
<b>Unit I</b>	<b>Introduction to Digital Marketing</b>	4				
Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.						
<b>Unit II</b>	<b>Traditional Marketing V/S Digital Marketing</b>	8				
Difference between Traditional Marketing and Digital Marketing, Digital marketing Strategies and policies, SWOT Analysis, Budget Analysis of Digital Marketing.						
<b>Unit III</b>	<b>Mobile Marketing</b>	8				
Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, Analyze; Enhancing Digital Experiences with Mobile Apps.						
<b>Unit IV</b>	<b>Search Engine Marketing</b>	10				
Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC /Google Ad words Tool, Display advertising techniques, Report generation, Creating a Face book page, Visual identity of a Face book page, Types of publications.						
<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-resource planning, cost estimating, cost budgeting and cost control.						
<b>Text Books</b>	1. Ian Dodson. The art of Digital Marketing. Wiley					

<b>Reference Books</b>	1. <a href="#">Philip Kotler</a> . Marketing 4.0: Moving from Traditional to Digital
<b>Mode of Evaluation</b>	External and Internal Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3507**

<b>Unit-wise Course Outcome</b>  <b>Code:- BB3507</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	Explain the role and importance of digital marketing in a rapidly changing business landscape	2	Ent/Emp/S
<b>CO2</b>	Discuss the key elements of a digital marketing strategy	3	Ent/Emp/S
<b>CO3</b>	Analyzing the various ways to optimize content for mobile, be it through the creation of mobile sites or apps.	5	Ent/Emp/S
<b>CO4</b>	Demonstrate practical skills of tools used in search engine marketing	4	Ent/Emp/S
<b>CO5</b>	Learn to develop email marketing campaign.	6	Ent/Emp/S

**CO-PO Mapping for BB3507**

Course Outcomes Code:- BB3507	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	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



<b>Code:- BB3508</b>	<b>Title: Marketing Communication and Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>					
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	The objective of Marketing Communication is to communicate ideas to target audiences. Principles of effective communication are intended to achieve this task.				
<b>Expected Outcome</b>	On completion of the syllabus the student will understand to evaluating the effectiveness. Advertising and marketing communications initiatives and Participate in the development of creative solutions to address advertising and marketing communications challenges.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Communication</b>	<b>7</b>			
	Nature of communication process and its different Elements, Obstacles in communication process, role of communication process in perception, learning and attitude change, different elements of promotion mix, communication process in corporate image building, advertising and consumer psychology.				
<b>Unit II</b>	<b>Advertising</b>	<b>8</b>			
	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.				
<b>Unit III</b>	<b>Media</b>	<b>7</b>			
	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.				
<b>Unit IV</b>	<b>Objectives of Advertising</b>	<b>8</b>			
	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.				
<b>Unit V</b>	<b>Aspects of Advertising</b>	<b>6</b>			
	Social and Economic Aspects of Advertising, Productivity of Advertising, its Contribution to Economic Development and Standard of Living, Ethics and Advertising.				

<b>Text Books</b>	1. Advertising Management by Manendra Mohan, Tata Mc Graw Hill Publication.
<b>Reference Books</b>	1. Advertising Principles and Practice by Wills, Morarity and Burnett ,Peasron Publication. 2. Advertising and Integrated brand promotion by O Guinn, Allen and Semenik, Thomson Publication.
<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3508**

<b>Unit-wise Course Outcome  Code:- BB3508</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>	The students will able to outline the nature of advertising and describe its environment	2	Ent/Emp/S
<b>CO2</b>	The students will able to analyze an Advertising Plan	3	Ent/Emp/S
<b>CO3</b>	To evaluate the behavioral factors that influence the effectiveness of Advertising media	5	Ent/Emp/S
<b>CO4</b>	To analyze and evaluate the cost effectiveness of various forms of media	4	Ent/Emp/S
<b>CO5</b>	To evaluate creative strategies in the light of given marketing objectives and strategies	5	Ent/Emp/S

**CO-PO Mapping for BB3508**

Course Outcomes Code:- BB3508	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	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

<b>Code:- BB3509</b>	<b>Title: Human Resource Planning &amp; Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	Nil				
<b>Objectives</b>	To provide a basis of understanding to the students about the human resource planning and its methodology for the business organization. .				
<b>Expected Outcome</b>	On completion of the syllabi the student will understand the basic of human resource planning - will acquaint himself with training & development. 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 Human resource planning</b>	<b>8</b>			
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.					
<b>Unit II</b>	<b>Job analysis &amp; career planning</b>	<b>10</b>			
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.					
<b>Unit III</b>	<b>Recruitment &amp; selection planning</b>	<b>8</b>			
Recruitment and Selection of Human Resource, Factors Influencing Recruitment and selection, Different Methods of recruitment and Selection. Modern methods of recruitment: E-recruitment.					
<b>Unit IV</b>	<b>Employee Development</b>	<b>9</b>			
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.					
<b>Unit V</b>	<b>Performance Appraisal</b>	<b>9</b>			
Performance Appraisal: Definition, nature and Its Importance, Different Types of Appraisal Systems, Monitoring and Review of Appraisal System. Current methods of appraisal					
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. T.N. Chabra –Human Resource Management, Dhanpat Rai Publication, New Delhi, 2014).</li> <li>2. R. K. Malhorta--Personnel Management.</li> </ol>				

<b>Reference Books</b>	1. Lloyd L Byars -Human Resource Management
<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

Course Outcome for BB3509

<b>Unit- wise Course Outcome</b>  <b>Code:- BB3509</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	Students will be able to Know human resource planning and role of human resource in the organization.	2	Ent/Emp/S
<b>CO2</b>	Students will be able to Illustrate different ways to strengthen the human resource planning.	3	Ent/Emp/S
<b>CO3</b>	Students will be able to use the process of recruitment in the industry.	3	Ent/Emp/S
<b>CO4</b>	Students will be able to analyze implications for employee and executive development	4	Ent/Emp/S
<b>CO5</b>	Students will be able to Implement the modern methods of performance appraisal	3	Ent/Emp/S

**CO-PO Mapping for BB3509**

Course Outcomes Code:- BB3509	Program Outcomes										Program 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



<b>Code:- BB3510</b>	<b>Title: Industrial Relations</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	To provide conceptual framework of Industrial Relation; To make students aware with the Indian Lab our legislation.					
<b>Expected Outcome</b>	The student would acquire knowledge regarding various labor laws. The role various players in industrial relations.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction</b>	7				
Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Role of State; Trade Unions; Employers' Organization; ILO in IR; ILO its Role, Functioning and Contributions, Industrial Relations machinery in India.						
<b>Unit II</b>	<b>Trade Unionism</b>	7				
Trade Union: origin and growth, unions after independence, unions in the era of Liberalization; Concept, objectives, functions and role of Trade Unions in collective bargaining; Problems of Trade Unions.						
<b>Unit III</b>	<b>Labour problems</b>	6				
Discipline and misconduct; Grievance handling procedure; Labor turnover; Absenteeism; Workers' participation in management; Industrial accidents and Industrial Unrest, Strikes and Lock-Out, Settlement of Industrial Dispute, Consultative Bodies (Bipartite, Tripartite) and IR Strategies, Worker Development and Worker participation in management (WPM), Conciliation, Arbitration, Adjudication, Collective Bargaining.						
<b>Unit IV</b>	<b>Labour legislations -1</b>	7				
Historical perspective; Impact of ILO; Indian constitution Abolition of Bonded and Child Labor, Important provisions of: Payment of Wages Act, Workmen's Compensation Act, Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act, Important Provisions of Industrial Dispute Act and Factories Act.						
<b>Unit V</b>	<b>Labour legislations-2</b>	6				
Payment of \Minimum Wages Act 1936,Payment of Bonus Act 1965,Maternity Benefit Act 1961,Contract Labour Act						
<b>Text Books</b>	1. Dr.C.B.Mamoria, Dynamics of Industrial Relations, Himalyan publication. 2. Arun Monapa, Industrial Relations,TMH					
<b>Reference Books</b>	1. Srivastava S C- Industrial Relations and Labour Laws (Vikas, 4th edition)					

<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

## Course Outcome for BB3510

Unit wise Course Outcome Code:- BB3510	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None <i>(Use , for more than One)</i>
CO1	Students should able to elaborate the concept of Industrial Relations.	2	Ent/Emp/S
CO2	The students should able to illustrate the role of tradeunion in the industrial setup.	3	Ent/Emp/S
CO3	Students should able to outline the important causes & impact of industrial disputes.	3	Ent/Emp/S
CO4	Students should able to elaborate Industrial Dispute settlement procedures.	4	Ent/Emp/S
CO5	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965	3	Ent/Emp/S

## CO-PO Mapping for BB3510

Course Outcomes Code:- BB3510	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	1	1	2	1	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	2	3	1	2

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

<b>BB3601</b>	<b>Title: Business Policy and Strategy</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	<b>1.0</b>				
<b>Course Prerequisites</b>	<b>None</b>				
<b>Objectives</b>	To familiarize the students with the basic of Business Policy and To help them in sound decision making using strategy.				
<b>Expected Outcome</b>	On completion of the syllabi the students will be enabling to understand the principles of strategy formulation, implementation and control in organization. Help students to develop skills for applying these concepts to the solution of business problems				
<b>Unit No</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Introduction to Business Policy and Strategy</b>	<b>7</b>			
Business Policy: Meaning, Nature and Scope, Difference between policy and strategy, organizational culture-organizational purposes, mission, vision, goals, objectives, plans etc.					
<b>Unit II</b>	<b>Environmental Analysis</b>	<b>9</b>			
Need, Characteristics, and Categorization of Environmental Factors, Approaches to the Environmental Scanning Process, Structural Analysis of Competitive Environment, ETOP, PEST Analysis					
<b>Unit III</b>	<b>Business Strategy</b>	<b>8</b>			
Strategic Planning and Management: Process, Importance, 7s Framework, SAP, CSF, Internal environmental Scanning, Corporate Governance, Case study.					
<b>Unit IV</b>	<b>Formulation of Corporate Strategies</b>	<b>9</b>			
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.					
<b>Unit V</b>	<b>Issues In Strategy Implementation</b>	<b>9</b>			
Organizational Structures, Establishing Strategic Business Units, Establishing Profit Centers by Business, Product or Service, Market Segment or Customer, Leadership and Behavioral Challenges.					
<b>Text Books</b>	1. Kazmi A, Business Policy & Strategic Management, Tata McGrawHill, New Delhi. 2. Glueck W.F., Strategic Management & Business Policy, McGraw Hill, New York. 3. Thomas Wheelen and David Hunger, Strategic Management and Business Policy, Pearson Education				
<b>Reference Books</b>	1. John Pearce, Richard Roninson, Amita Mittal, Strategic Management, McGrawHill Education				

## Course Outcome for BB3601

Unit-wise Course Outcome  Course Code - BB3601	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None  (Use , for more than One)
CO1	Review the core areas of corporate and business level strategy relevant to the international hospitality industry including the process, content and context of strategy	2	Ent/Emp/S
CO2	Recognize the relationship between the global business environment and strategic decisions made by international hospitality organizations	3	Ent/Emp/S
CO3	Exercise judgment and skill in planning, design, and implementing the cost-effective use of resources when undertaking a business strategy, Analyze the relationship between the global business environment and strategic decisions made by international hospitality 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

**CO-PO Mapping for BB3601**

Course Outcome Course Code - BB3601	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	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

<b>Code:- BB3602</b>	<b>Title: Entrepreneurship Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>						
<b>Course</b>	Nil					
<b>Pre-requisites</b>						
<b>Objectives</b>	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					
<b>Expected Outcome</b>	The students will be able to understand the context of Entrepreneurial activities so as to undertake them in due course of time.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction to Entrepreneurship</b>	8				
Concept of entrepreneur, entrepreneurship and entrepreneurship development. Factors affecting entrepreneurship, characteristics and skills of an entrepreneur. Types of entrepreneurs, functions of entrepreneur, entrepreneurial decision-process, challenges faced by entrepreneurs.						
<b>Unit II</b>	<b>Entrepreneurial Finance and Development Agencies</b>	9				
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).						
<b>Unit III</b>	<b>Idea Generation</b>	7				
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.						
<b>Unit IV</b>	<b>Business Plan</b>	8				
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.						



<b>Unit V</b>	<b>Beginning of a New Venture</b>	8
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>Text Books</b>	1. Rajeev Roy, Entrepreneurship, Oxford Publications. 2. S. Seetaraman, Entrepreneurship Development, Umesh Publications.	
<b>Reference Books</b>	1. Vasant Desai, Dynamics of Entrepreneurial Development and Management; Himalaya Publishing. 2. R. Blundel and N. Lockett, Exploring Entrepreneurship Practices and Perspectives, Oxford Publications. 3. D. Robert Hisrich, Entrepreneurship; McGraw-Hill Education. 4. David H. Holt, Entrepreneurship: New Venture Creation, Pearson.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	16-07-2020	
<b>Date of approval by the Academic Council</b>	13-09-2020	

## Course Outcome for BB3602

Unit-wise Course Outcome  Code:- BB3602	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None  (Use , for more than One)
<b>CO1</b>	Students would be able to analyze the role of entrepreneur in economic development	2	Ent/Emp/S
<b>CO2</b>	Students would understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.	2	Ent/Emp/S
<b>CO3</b>	Students would be able to create an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.	3	Ent/Emp/S
<b>CO4</b>	Students would be able to evaluate the entrepreneurial support in India	5	Ent/Emp/S
<b>CO5</b>	Students would be able to develop awareness about entrepreneurship and successful entrepreneurs.	6	Ent/Emp/S

**CO-PO Mapping for BB3602**

Course Outcomes Code:- BB3602	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	1	2	3	2	1	2	3	2
CO2	2	3	2	1	3	2	2	1	3	2	2	1	3
CO3	1	2	1	2	1	2	1	2	1	2	1	2	2
CO4	3	1	3	1	2	2	3	1	2	2	3	1	1
CO5	1	1	2	1	3	2	2	1	3	2	2	1	1
	1.6	1.8	2	1.6	2.2	1.8	2	1.6	2.2	1.8	2	1.6	1.8

<b>Code:- VP3601</b>	<b>Title: GD/PI</b>				
<b>Version No.</b>					
<b>Course</b>	Nil				
<b>Pre-requisites</b>					
<b>Objectives</b>					
<b>Expected Outcome</b>					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>Curriculum Vitae Making</b>	8			
Chronological order in a C.V., Do's & Don'ts in a C.V.					
<b>Unit II</b>	<b>Presentation Skills</b>	9			
Newspaper Reading/ News Narration/ PPT Presentation, Article Writing					
<b>Unit III</b>	<b>Public Speaking</b>	7			
Extempore, Debate.					
<b>Unit IV</b>	<b>Group Discussion</b>	8			
Discussions on Social/ Political/ Current affairs/ Economical topics					

**Course Title: GD/PI**

**Course Code: VP3601**

Course Outcome for BB3602

<b>Unit-wise Course Outcome</b>  <b>Code:- BB3602</b>	<b>Descriptions</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b>  <i>(Use , for more than One)</i>
<b>CO1</b>	Students should be able to create their CVs & thus highlighting their achievements & qualifications.	2	Ent/Emp/S
<b>CO2</b>	Students should be able to present themselves effectively in terms of (Reading, Speaking & Writing).	3	Ent/Emp/S
<b>CO3</b>	Students should be able to develop their public speaking skills.	5	Ent/Emp/S
<b>CO4</b>	Students should be able to succeed in a professional group discussion.	4	Ent/Emp/S
<b>CO5</b>	Students should be able to learn how to crack the interviews by enhancing verbal & non- verbal communication.	4	Ent/Emp/S

CO-PO Mapping for BB3602

Course Outcomes Code:- BB3602	Program Outcomes										Program 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

<b>Code:- BB3603</b>	<b>Title: Banking and Insurance</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	<b>None</b>					
<b>Objectives</b>	To understand the operational basics of banking and Insurance sectors.					
<b>Expected Outcome</b>	Students will be able to understand introductory level functions of Banking and insurance business.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction of Banking</b>	9				
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.						
<b>Unit II</b>	<b>Banking Operations</b>	9				
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.						
<b>Unit III</b>	<b>Assets and Liabilities of Banking</b>	8				
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.						
<b>Unit IV</b>	<b>Introduction of Insurance</b>	8				
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.						
<b>Unit V</b>	<b>Operation of Insurance</b>	9				
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.						
<b>Text Books</b>	Varshney, P.N, Banking Law and Practice, Sultan Chand and Sons					
<b>Reference Books</b>	1. Gupta, P.K., Insurance and Risk Management, Himalaya Publication. 2. Gurusamy, S., Banking Theory- Law and Practice, Tata Mc Graw Hill.					

<b>Mode of Evaluation</b>	Internal and External Examination.
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020



**Course Outcome for BB3603**

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

CO-PO Mapping for BB3603

Course Outcomes	Program Outcomes										Program 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

	<b>Title: International Financial Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>BB3604</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Version No.</b>	1				
<b>Course Prerequisites</b>	None				
<b>Objectives</b>	To provide the basic understanding of Financial Management.				
<b>Expected Outcome</b>	On completion of the syllabi the student will understand the basic principles of financial management and will acquaint himself problems of Multinational corporations and prepare himself to tackle problems.				
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>			
<b>Unit I</b>	<b>International Monetary System</b>	8			
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.					
<b>Unit II</b>	<b>Exchange Rate Quotation and Determination</b>	9			
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.					
<b>Unit III</b>	<b>Foreign Exchange Risk</b>	9			
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.					
<b>Unit IV</b>	<b>International Financial Markets</b>	8			
Multilateral Development Banks, Euro-Currency Markets, Euro-Banking, Market for International Securities – International Bonds, Euro Notes and Euro-Commercial Papers, Medium-Term Euro-Notes.					
<b>Unit V</b>	<b>International Working Capital Management</b>	8			
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.					
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Anurag Agnihotri – International Financial Management (Galgotia Publishing Company, New Delhi, 2015).</li> <li>2. P. G. Apte – Multinational Financial Management (Tata McGraw Hill, New Delhi,</li> <li>3. V. K. Bhalla – International Financial Management (S. Chand Publishing, New Delhi, 2008).</li> </ol>				

<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Allen C. Shapiro – Multinational Financial Management (Prentice Hall India Pvt. Ltd.,1995).</li><li>2. Maurice Levi – International Finance (McGraw Hill Inc. New York, 1996).</li></ol>
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Recommendation by Academic Council on</b>	13-09-2020

## Course Outcome for BB3604

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 interlinkages among them.	6	Ent/Emp/S

CO-PO Mapping for BB3604

Course Outcomes	Program Outcomes										Program 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	-
	2.4	2	2	2.7	2.3	2	1.8	2.8	3	3	2.8	1.8	1.6

<b>Code:- BB3605</b>	<b>Title: Content Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	To make students proficient in producing strategic communication products that reflects the voices and experiences of diverse groups. Moreover, they should demonstrate an ability to work with members of diverse groups.					
<b>Expected Outcome</b>	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.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Content Marketing</b>	6				
Why content- An overview, What is content marketing, Types of content, Promoting your content, The business model of content marketing, Understanding digital consume						
<b>Unit II</b>	<b>Managing Content Process</b>	8				
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.						
<b>Unit III</b>	<b>Content Strategy</b>	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.						
<b>Unit IV</b>	<b>Content Marketing Tactics</b>	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						
<b>Unit V</b>	<b>ROI in content marketing</b>	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. (Mc Graw Hill Education, 2014).					

<b>Mode of Evaluation</b>	External and Internal Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020



**Course Outcome for BB3605**

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

**CO-PO Mapping for BB3605**

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	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

<b>BB3606</b>	<b>Title: Digital Marketing and Laws</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	This course aims to familiarize students to create strategic and targeted online campaigns and to identify cyber risk associated with online activities with prepare them for safe working in the vertical having varied access points, data sources, network and system related issues, especially in online Transactions.					
<b>Expected Outcome</b>	On completion of the syllabi the student will gain an insight to identify cyber risk associated with Digital Marketing activities					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction</b>	8				
Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Concept of Search Engine Optimization (SEO).						
<b>Unit II</b>	<b>Social Media Marketing</b>	8				
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.						
<b>Unit III</b>	<b>Cyber Crimes</b>	8				
Introduction- Computer crime and cybercrimes; Distinction between cybercrime and conventional crimes; Kinds of Cyber Crimes- cyber stalking, cyber terrorism, forgery and fraud, crimes related to IPRs, computer vandalism, cyber forensic.						
<b>Unit IV</b>	<b>IT Act, 2000 and Contemporary Business Issues in Cyber Space</b>	8				
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), Cyber jurisdiction, Domain name dispute and their resolution, E-forms, E-Money, regulations of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in Cyber space						
<b>Unit V</b>	<b>Electronic Records</b>	10				
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. Painttal, D. (2016) Law of Information Technology, New Delhi: Taxmann Publications Pvt.Ltd					

<b>Reference Books</b>	1. Ian Dodson. The art of Digital Marketing. Wiley 2. Dietel, Harvey M., Dietel, Paul J., and Steinkuehler, Kate. (2001). E-business and E-commerce for managers. Pearson Education. 3. Information Technology Rules & Cyber Regulations Appellate Tribunal Rules with information Technology Act 2000. Taxmann Publications Pvt. Ltd., New Delhi.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

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

**CO-PO Mapping for BB3606**

Course Outcomes	Program Outcomes										Program 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

<b>Code:- BB3607</b>	<b>Title: Corporate Social Responsibility</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	To make students understand the role of CSR in industries and the various Standards and Codes formulated by Government to implement it in India.					
<b>Expected Outcome</b>	It will help the student to understand how corporate can meld business goals with social expectations. It will also help the students to understand how interest of business or Organization and Society at large can be aligned.					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of Hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction to CSR</b>	9				
Corporate Social Responsibility- Definition, concept, linkages to development, Growth of CSR-historical & Contemporary perspectives, National & International scenario Factors influencing growth of CSR in society's ideological, socio-economic, legal & environmental perspectives Government initiatives for promotion.						
<b>Unit II</b>	<b>CSR &amp; Development</b>	8				
CSR activities–nature, types, impact on development programmes- CSR& development organisations–relationships, Functioning & impact on organizational functioning, Stakeholders' participation & perspectives about CSR.						
<b>Unit III</b>	<b>CSR Strategy and Leadership</b>	8 hours				
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 - steps to make CSR Work for Business Corporate Social Responsibility: programmes& initiatives – national and international.						
<b>Unit IV</b>	<b>Ethics, CSR &amp; Corporate Behaviour</b>	8 hours				
Ethical philosophy, Corporate reputation, the Gaia hypothesis Environmental sustainability & CSR–redefining Sustainability, the Brundtland report & critique, distributable sustainability, sustainability & the cost of capital CSR.						
<b>Unit V</b>	<b>Standards and Codes</b>	8 hours				
(ISO – 14001, OHSAS – 18001- SA – 8000, OECD Guidelines for Multinational Companies, Global Compact, AA–1000, BS / ISO Guideline on CSR Management ISO-26000) Evaluating & reporting performance of CSR initiatives - Social accounting, environment audits and performance measurement recommended.						
<b>Text Books</b>	1. William B Weather, Jr, David Chandler, Strategic Corporate Social Responsibility, Stakeholders in a Global Environment, Second Edition, SAGE Publications, New Delhi. 2. Sanjay K Agarwal (2008), Corporate Social Responsibility, SAGE Publications, New Delhi.					
<b>Reference Books</b>	1. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad.					

	2. The World Guide to CSR - Wayne Visser and Nick Tolhurst.
<b>Mode of Evaluation</b>	Internal and External Examinations.
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Recommendations by Academic Council on</b>	13-09-2020



## Course Outcome for BB3607

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

**CO-PO Mapping for BB3607**

Course Outcomes	Program Outcomes										Program 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

<b>Code:- BB3608</b>	<b>Title: Sales and Distribution Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	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.					
<b>Expected Outcome</b>	The course will help the students in understanding the concept of sales management and their application in managing the sales force. The coup will also help the students in understanding the various types of marketingchannel and their role in the supply chain					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of Hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction to Sales Management</b>	9				
Sales Management:-Objectives and functions, Types of selling, Qualities of a successful salesperson, emerging dimensions of a sales,Process of personal selling.						
<b>Unit II</b>	<b>Theories of Selling</b>	8				
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.						
<b>Unit III</b>	<b>Managing Sales Force</b>	8				
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.						
<b>Unit IV</b>	<b>Distribution Channel</b>	8				
Marketing channel: Types of distribution channel, levels of channel, Functions of distribution channel, intensity of distribution channel, channel design decisions, channel management decisions.						
<b>Unit V</b>	<b>Physical Distribution Channel</b>	8				
Market Logistics and Supply chain management: Definition and scope of logistics, Components of logistics-Transportation, warehousing, Inventory management, Material handling, MIS, Inbound and out bound logistics, 3PL.						
<b>Text Books</b>	1.Krishna K Havalder, Sales and Distribution Management, Tata McGraw Hill Publication.					
<b>Reference Books</b>	1. Richard R. Still, Edward W. Cundiff, Sales Management, Pearson Publication.					
<b>Mode of Evaluation</b>	Internal and External Examination.					
<b>Recommendation by Board of Studies on</b>	16-07-2020					
<b>Date of approval by the Academic Council</b>	13-09-2020					

**Course Outcome for BB3608**

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

**CO-PO Mapping for BB3608**

Course Outcomes	Program Outcomes										Program 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

<b>Code:- BB3609</b>	<b>Title: International Human Resource Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>						
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	The purpose of this paper is to familiarize the students with the meaning, scope and the sources international human resource management.					
<b>Expected Outcome</b>	Students will know about the international environment of business and human resource management.					
<b>Unit No.</b>	<b>Unit Title</b>					<b>No. of hours (Per Unit)</b>
<b>Unit I</b>	<b>Introduction of International environment of human resource</b>					
Global Business Environment, Introduction, Human and Cultural variables, Cross cultural differences and Managerial Implication. Cross Cultural, meaning of human resource sources of human resources.						
<b>Unit II</b>	<b>Cross Cultural Management</b>					
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						
<b>Unit III</b>	<b>International Human Resource Management</b>					
Approaches; International Recruitment and Selection, Performance Management, Training and Development and Strategic HRM. Managing global, Diverse Workforce. Human Resources in a Comparative Perspective						
<b>Unit IV</b>	<b>Compensation &amp; Appraisal</b>					
International HRM roles in multinational organizations, Expatriate problem, International Compensation, Repatriation performance Appraisal: Meaning, type of appraisal, methods of appraisal						
<b>Unit V</b>	<b>Key Issues in International Labour Relations</b>					
Approaches to International Compensation, International Labour Standards, Labour Unions and International Labour Relations, HRM practices in other countries. International Labour Standards, HR/IR issues in MNCs Corporate Social Responsibility.						
<b>Text Books</b>	1. S. C. Gupta- Text book of International HRM-Macmillan. 2. Aswathappa, Human Resource and Personnel Management, TMH.					
<b>Reference Books</b>	1. T.N. Chhabra, Human resource Management, Dhanpat Rai & Co.					

<b>Mode of Evaluation</b>	Internal and External Examination
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

## Course Outcome for BB3609

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None  <i>(Use , for more than One)</i>
CO1	Students will acquire an in-depth knowledge of specific IHRM-related theories, skills and practices; Student will be able to understand academic and professional data and information from different countries and international sources.	2	Ent/Emp/S
CO2	Student will understand human resource problems and apply appropriate solutions taking particular account of specific international, national and local contexts, institutions and cultures; Student would understand cross-national differences of culture and institutions affect human resource management of multinational firms.	2	Ent/Emp/S
CO3	Students would analyze the design of HRM processes and activities; Student will have a strong business understanding and awareness linked to an HRM perspective (nationally and internationally).	3	Ent/Emp/S
CO4	Students would understand Compare and contrast the different techniques involved in the performance appraisal process, for example, the giving and receiving of feedback; Student will be able to apply the appropriate policies and practices involved the performance discipline process.	5	Ent/Emp/S
CO5	Students would learn analyze the notion of partnership as an employee relations strategy and the importance of the interrelationship principles, practices and processes international and national firms.	5	Ent/Emp/S



CO-PO Mapping for BB3609

Course Outcomes	Program Outcomes										Program 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

<b>Code:- BB3610</b>	<b>Title: Compensation Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Version No.</b>	<b>1.0</b>					
<b>Course Prerequisites</b>	Nil					
<b>Objectives</b>	To learn the concepts of Payment and employee benefits issues for employees.					
<b>Expected Outcome</b>	The students will be able to understand the implications for strategic compensation and possible employer approaches to managing legally required benefits					
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>				
<b>Unit I</b>	<b>Introduction</b>	8				
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.						
<b>Unit II</b>	<b>Job Evaluation</b>	10				
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.						
<b>Unit III</b>	<b>Wages and Salary Administration</b>	8				
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; Basicsalary, DA, Allowances, Bonus; Fringe benefits and Incentive schemes.						
<b>Unit IV</b>	<b>Compensation Strategies</b>	9				
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						
<b>Unit V</b>	<b>Rewarding Performance and Executive Compensation</b>	9				

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>Text Books</b>	1. Deepak Bhattacharyya, Compensation Management, Paperback 2. B.D.Singh, Compensation and Reward Management, Excel
<b>Reference Books</b>	1. Edward E. Lawler III (2000). Rewarding Excellence: Pay Strategies for the New Economy. Jossey – Bass, Cali.
<b>Mode of Evaluation</b>	Internal and External Examination.
<b>Recommendation by Board of Studies on</b>	16-07-2020
<b>Date of approval by the Academic Council</b>	13-09-2020

**Course Outcome for BB3610**

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

CO-PO Mapping for BB3610

Course Outcomes	Program Outcomes										Program 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