

Scheme of Teaching
&
Detailed Syllabus
For
Bachelor of Business Administration


BBA

(Three Year Program)
(w.e.f. Academic Session 2020–21)



School of Business Studies
Shobhit Institute of Engineering & Technology
(Deemed to-be University)
NH-58, Modipuram, Meerut (U.P.) – 250110

Website: www.shobhituniversity.ac.in


Registrar
Shobhit Institute of Engg. & Tech.
(Deemed to-Be University)
NH-58, Modipuram, Meerut-250110

Bachelor of Business Administration (B.B.A) **(WEF Academic Session 2020-2021)**

Vision

NICE School of Business aims to become a Centre of Excellence through research and continuous innovation to nurture global managers, leaders and entrepreneurs for sustainable development by synthesizing Indian ethics with modern technology.

Mission

The Mission of NICE School of Business Studies is:

- To nurture global talent and develop Industry ready professionals and socially responsible leaders / to face the challenges of fast changing business environment.
- To achieve academic excellence in research, consulting, training and teaching by adopting best practices and cutting edge technologies.
- To promote continuous innovation and entrepreneurship.
- To encourage collaborations, cooperation and partnerships with all stake holders to meet sustainable development goals.

Program Educational Objectives (PEOs)

PEO1: To enrich the knowledge-base of management through applied and conceptual research.

PEO2: To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.

PEO3: To be expertise in the area of leadership, interpersonal skills, entrepreneurship, and marketing.

PEO4: To respond effectively in meeting the competitive business needs of the society and to nurture the spirit of Entrepreneurship.

PEO5: To motivate students to bring out the best in them and foster creativity, innovation and effective team building and promote team spirit so that they can work effectively in a team in practical field.

Program Specific Outcomes (PSOs)

PSO 1: Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.

PSO 2: Determine conceptual and analytical abilities required for effective decision making.

PSO 3: Understand the dynamic and complex working environment of Business.

PSO 4: Understand the problems faced by the business sector in the Current scenario.

PSO 5: Determine conceptual and analytical abilities required for effective decision making.

PSO 6: Analyse the various aspect of business research in the area of marketing, human resource and finance.

Program Outcome Objectives (POOs)

PO1: To develop theoretical, practical insights and problem-solving capabilities for effectively managing the organizations.

PO2: To build the confidence and enhance competitiveness by projecting a positive image of themselves and of future.

PO3: To exhibit critical thinking skills to address diverse business challenges and opportunities.

PO4: To apply the knowledge of principles and framework of management and allied domains to the solutions of real-world complex business problems.

PO5: To identify real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques.

SCHEME OF TEACHING

**BACHELOR OF BUSINESS ADMINISTRATION
B.B.A.**

Total Credit of the Course= 150 Credits

FIRST YEAR

First Semester

Paper Code	SUBJECTS	L	T	P	Credit
BSBB101	Environmental Studies	5	0	0	5
BSBB102	Microeconomics	5	0	0	5
BSBB103	Financial Accounting	4	1	0	5
BSBB104	Management Principles & Applications	5	0	0	5
BSBB105	Business Organisation	5	0	0	5
Total		24	1	0	25

Second Semester

Paper Code	SUBJECTS	L	T	P	Credit
BSBB201	Business Law	5	0	0	5
BSBB202	Business Communication	5	0	0	5
BSBB203	Cost Accounting	4	1	0	5
BSBB205	Organisational Behaviour	4	1	0	5
BSBB206	Supply Chain Management	5	0	0	5
Total		23	2	0	25

SECOND YEAR**Third Semester**

Paper Code	SUBJECTS	L	T	P	Credit
BSBB301	Macroeconomics	5	0	0	5
BSBB302	Corporate Laws	5	0	0	5
BSBB303	Human Resource Management	5	0	0	5
BSBB304	Computer Applications in Business	4	0	2	5
BSBB305	Income Tax & Practises	5	0	0	5
Total		24	0	2	25

Fourth Semester

Paper Code	SUBJECTS	L	T	P	Credit
BSBB401	Business Statistics	4	1	0	5
BSBB402	Principles of Marketing	5	0	0	5
BSBB403	Indian Economy	5	0	0	5
BSBB404	E-Commerce	5	0	0	5
BSBB405	Entrepreneurship	5	0	0	5
Total		24	1	0	25

THIRD YEAR**Fifth Semester**

Paper Code	SUBJECTS	L	T	P	Credit
BSBB501	Fundamentals of Financial Management	5	0	0	5
BSBB502	Production & Operations Management	5	0	0	5
BSBB503	Business Policy and Strategy	5	0	0	5
BSBB5FM1/BSBB5HR1/BSBB5MK1	F1/H1/M1	5	0	0	5
BSBB5FM2/BSBB5HR2/BSBB5MK2	F2/H2/M2	5	0	0	5
Total		25	0	0	25

Sixth Semester

Paper Code	SUBJECTS	L	T	P	Credit
BSBB601	Corporate Accounting	5	0	0	5
BSBB602	Goods and Services Tax and Customs Law	5	0	0	5
BSBB6FM3/BSBB6HR3/BSBB6MK3	F3/H3/M3	5	0	0	5
BSBB6FM4/BSBB6HR4/BSBB6MK4	F4/H4/M4	5	0	0	5
BSBB603	Project Report & Viva	5	0	0	5
Total		25	0	0	25

LIST OF SPECIALISATION ELECTIVE COURSE (DSE):

Human Resource Management

1. BSBB5HR1 - Industrial Relations & Labour Laws
2. BSBB5HR2:- Human Resource Planning
3. BSBB6HR3:- Training and Development of Human Resources
4. BSBB6HR4:- Compensation Management

Marketing

1. BSBB5MK1:- Advertising & Consumer Behaviour
2. BSBB5MK2:-Sales & Distribution
3. BSBB6MK3:- Retail Management
4. BSBB6MK4:- Marketing of Services

Finance

1. BSBB5FM1:- Financial Markets, Institutions & Financial Services
2. BSBB5FM2:- Security Analysis and Portfolio Management
3. BSBB6FM3:- Insurance & Risk Management
4. BSBB6FM4:- Banking Principles & Operations

Course Title: ENVIRONMENTALSTUDIES

Course Code: BSBB101

Course Objectives:

1. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
2. Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

Course Outcomes:

At the end of this course, the students will be able to:

CO1: Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

CO2: Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

CO3: Demonstrate proficiency in quantitative methods, qualitative analysis, critical thinking, and written and oral communication needed to conduct high-level work as interdisciplinary scholars and/or practitioners.

CO4: Understand the utility of environmental sources.

CO5: Analyze the ecosystem and able to understand the different types of pollutions in country.

Course Content:

Unit 1

INTRODUCTION TO ENVIRONMENTAL STUDIES AND NATURAL RESOURCES

Multidisciplinary nature of environmental studies Definition, scope and importance.

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, Mining, dams and their effects on forest and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Equitable use of resources for sustainable lifestyles.

Unit 2

ECOSYSTEMS AND BIODIVERSITY

Ecosystems and Biodiversity • Concept of an ecosystem. • Structure and function of an ecosystem. • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem:

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- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem

d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biodiversity and its conservation • Introduction – Definition: genetic, species and ecosystem diversity. • Biogeographically classification of India • Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • India as a mega- diversity nation V • Hot-spots of biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 3

ENVIRONMENTAL POLLUTION

Environmental Pollution Definition • Cause, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management: Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. • Disaster management: floods, earthquake, cyclone and landslides.

Unit 5

SOCIAL ISSUES AND THE ENVIRONMENT

Social Issues and the Environment • From Unsustainable to Sustainable development • Urban problems related to energy • Water conservation, rain water harvesting, watershed management • Resettlement and rehabilitation of people; its problems and concerns. Case Studies • Environmental ethics: Issues and possible solutions. • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. • Wasteland reclamation. • Consumerism and waste products. • 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. • Public awareness.

Unit 6

Human Population and the Environment

Human Population and the Environment • Population growth, variation among nations. • Population explosion – Family Welfare Program. VII • Environment and human health. • Human Rights. • Value Education. • HIV/AIDS. • Women and Child Welfare. • Role of Information Technology in Environment and human health. •

Suggested Readings-

- (i) Text books 1. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co 2006 2. A. Kaushik and C.P. Kaushik, Environmental Science and Engineering, New Age International publishers, 2005. 3. A.Ravikrishnan-Environmental Science and Engineering, Sri Krishna Publications, Chennai (2012).
- (ii) References 1. Cunningham, W.P.Cooper, T.H.Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, 2001. 2. BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad India,
- (iii) Online Resources
1. http://www.who.int/topics/environmental_pollution/en/
2. <http://edugreen.teri.res.in/explore/explore.htm>
3. www.earthtrust.org
4. www.worldwildlife.org
5. www.actionbioscience.org

Course Title: MICRO ECONOMICS
Course Code: BSBB102

Course Description-

The objective of this course is to impart the knowledge of economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.

After imparting knowledge of these concepts, they would be better equipped to understand various market structures, understanding of various pricing techniques that will be introduced in the class.

Course Objective:

The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.

Course Outcomes: -

At the end of the completion of this course, students will be able to –

CO1: To familiarize the students with the basic concept of microeconomics.

CO2: To make student understand the demand and supply analysis in business application.

CO3: To familiarize students with the production and cost structure under different stages of production.

CO4: To understand the pricing and output decisions under various market structure.

CO4: To help students understand and apply the various decisions tools to understand the market structure.

Course Contents:

Unit 1: Demand and Consumer Behavior

Concepts of revenue: marginal and Average: Revenue under conditions of Perfect and imperfect competition Elasticity of demand: price, income and cross.

Consumer Behavior: Indifference curve analysis of consumer behavior; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects. Indifference curves as an analytical tool (cash subsidy v/s. kind subsidy). Revealed Preference Theory.

Unit 2: Production and Cost

Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, return to scale using isoquants.

Cost of Production: Social and private costs of production, long run and short run costs of production.

Economies and diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope.

Unit 3: Perfect Competition

Perfect competition: Assumptions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition. Stability Analysis – Walrasian and Marshallian. Demand – supply analysis including impact of taxes and subsidy.

Unit 4: Monopoly

Monopoly: Monopoly short run and long run equilibrium. Shifts in Demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. The social costs of monopoly power including deadweight loss. Degrees of price discrimination.

Unit 5: Imperfect Competition

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence – Cournot's duopoly model, Stackelberg model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, salesmaximization, Contestable market theory. Pricing Public Utilities.

Suggested Readings:

1. Pindyck, R.S., D.L. Rubinfeld and P.L. Mehta; *Microeconomics*, Pearson Education.
2. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
3. Maddala G.S. and E. Miller; *Microeconomics: Theory and Applications*, McGraw-Hill Education.
4. Salvatore, D. *Schaum's Outline: Microeconomic Theory*, McGraw-Hill, Education.
5. Case and Fair, *Principles of Micro Economics*, Pearson Education
6. Koutsiyannis, *Modern Micro Economic Theory*.
7. C. Snyder, *Microeconomic Theory: Basic Principles and Extensions*, Cengage Learning
8. Bilas, Richard A., *Microeconomics Theory: A Graphical Analysis*, McGraw-Hill Education.
9. Paul A. Samuelson, William D. Nordhaus, *Microeconomics*, McGraw-Hill Education.
10. Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers

Course Title: FINANCIAL ACCOUNTING

Course Code: BSBB103

Course Objectives: This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.

Course Outcome: After successful completion of this course students will be able to

CO1: Understand and apply accounting concepts, principles and conventions for their routine monetary transaction

CO2: Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CO3: Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles

CO4: Utilize the technology (such as computers, information databases) in facilitating and enhancing accounting and financial reporting processes

CO5: Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

Course Content:

Unit I:

Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information, Concepts, Principles and Conventions – Generally Accepted Accounting Principles; The Accounting Equation; Nature of Accounts, Human Resource Accounting, Forensic Accounting.

Unit II:

Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance

Unit III:

Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries.

Unit IV:

Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Depreciation: Concept, Methods of charging depreciation, accounting treatment of depreciation.

Unit V:

Financial Statement Analysis: Objective of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis.

Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios from the perspective of Stakeholders like Investors, Lenders, and Shortterm Creditors, Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis

SUGGESTED READINGS

Text Books:

- 1) Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
- 2) Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI, 3rd Ed)
- 3) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 4) PC Tulsian- Financial Accounting (Pearson, 2016)
- 5) Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).

Reference Books

- 1) Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed)
- 2) Dhaneshk Khatri- Financial Accounting (TMH, 2015)
- 3) Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- 4) Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
- 5) Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

Course Title: Management Principles & Applications
Course Code: BSBB104

Course Description: This course presents the principles, techniques, and concepts needed for managerial analysis and decision-making. It highlights the effective management of planning, organizing, influencing, and controlling related to the internal and external environment and issues of ethics and social responsibility. It is a comprehensive introductory course on the management process from a manager's perspective, with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization.

Course Objective: The course objective is to provide fundamental knowledge & exposure to the concepts, theories & practices in the field of management. This course investigates the way that managers get things done in an organization relying on the dynamic processes of strategic planning, business development, budgeting, and operations to move their organizations forward and achieve results

Course Outcomes: (CO)

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

- CO1: Identify the key contributors and their contributions in the development of management thought.
- CO2: Assume the roles and responsibilities associated with managerial functions.
- CO3: Describe the four management functions of planning, organizing, leading, and controlling.
- CO4: Describe the Effective plans co-ordinate the organizational work and eliminate unproductive effort
- CO5: To find out good control system should be easily installed and economically maintained.

Course Contents:

Unit1: Introduction:

- a. Concept: Need for Study, Managerial Functions – An overview; Co-ordination: Essence of Managership
- b. Evolution of the Management Thought, Classical Approach–Taylor, Fayol, Neo-Classical and Human Relations Approaches – Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach– Lawrence&Lorsch, MBO- Peter F. Drucker, Re-engineering - Hammer and Champy, Michael Porter–Five-force analysis, Three generic strategies and value-chain, analysis, Senge's Learning Organization, 'Fortune at the Bottom of the Pyramid'–C.K.Prahalad.

Unit 2: Planning:

- a. Types of Plan–An overview to highlight the differences
- b. Strategic planning–Concept, process, Importance and limitations
- c. Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis), Business environment; Concept and Components
- d. Decision-making–concept, importance; Committee and Group Decision-making, Process, Perfect rationality and bounded rationality, Techniques (qualitative and quantitative, MIS, DSS)

Unit 3: Organising

Concept and process of organizing –An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority
Formal and Informal Structure; Principles of Organizing; Network Organization Structure

Unit4: Staffing and Leading

- a. *Staffing*: Concept of staffing, staffing process
- b. *Motivation*: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectation Theory.
- c. *Leadership*: Concept, Importance, Major theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory, House's Path Goal theory, Fred Fielder's situation I Leadership), Transactional leadership, Transformational Leadership, Transforming Leadership.
- d. *Communication*: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication.

Unit 5: Control

- a. *Control*: Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM. Emerging issues in Management

Text Book

Harold Koontz and Heinz Weihrich, *Essentials of Management: An International and Leadership Perspective*, McGraw Hill Education.

Reference Reading

- 1. Stephen P Robbins and Madhushree Nanda Agrawal, *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education.
- 2. George Terry, *Principles of Management*, Richard D. Irwin
- 3. Newman, Summer, and Gilbert, *Management*, PHI
- 4. James H. Donnelly, *Fundamentals of Management*, Pearson Education.
- 5. B.P.Singh and A.K. Singh, *Essentials of Management*, Excel Books
- 6. Griffin, *Management Principles and Application*, Cengage Learning
- 7. Robert Kreitner, *Management Theory and Application*, Cengage Learning
- 8. TNChhabra, *Management Concepts and Practice*, DhanpatRai&Co.(Pvt.Ltd.),NewDelhi
- 9. Peter F Drucker, *Practice of Management*, Mercury Books, London

Course Title: Business Organization

Course Code: BSBB105

Course Objective: This objective of this course is to understand the organizational elements essential for optimising the results of a production unit. To do this, students will study the economic behaviour and its implications for business analysis. They analyse the source of wealth creation, with a brief description of the environment and the key internal factors of an organization.

Course Outcomes: After completion of this course, students will be able to:

CO1: Understanding of the main working aspects of organizations, not only from an economic point of view but also considering organizations as part of society.

CO2: Analysis of the economic environment of organizations by means of the development of conceptual areas such as industry, human resources and production.

CO3: Knowledge of a comprehensive glossary of economic terms widely used in the analysis and discussion of behaviour organization.

CO4.: Interpreting the meaning of the information emerging from the organization, particularly with regard to the management of human resources and production.

Course Content:

Unit – I:

Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization . Modern Business, Business & Profession.

Unit – II:

Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit.

Unit – III:

Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Unit – IV:

Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.

Unit – V:

Business Finance: Financial need of Business methods & sources offinance. Security Market, Money Market, Study of Stock Exchange & SEBI.

Suggested Readings:

1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
3. Business Organization and Management By Jallo, Tata McGraw Hill
4. Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)
5. Organizing and Financing of Small Scale Industry By Dr. V. Desai
6. Industrial Organization and Management By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delh
7. Business Organization and Management By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi

Course Title: Business Law

Course Code: BSBB201

Course Objective: The objective of this course is to understand about different acts related to business. To understand the duties of members and their relationship to one another. To create an awareness about important legislations namely Sale of Goods Act, Consumer Protection Act, Factories Act having impact on business

Course Outcomes: Upon the successful completion of this course, the student will be able to:

CO1: Acquire a sound understanding of the legal aspects of the laws affecting businesses

CO2: Apply basic legal knowledge to business transactions

CO3: Communicate effectively using standard business and legal terminology

CO4: Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

CO5: Describe current law, rules, and regulations related to settling business disputes

Course Contents

Unit1: The Indian Contract Act, 1872: General Principle of Law of Contract

Contract—meaning, characteristics and kinds, Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Void agreements, Discharge of contract—modes of discharge, breach and remedies against breach of contract, Contingent contracts, Quasi-contracts

Unit2: The Indian Contract Act, 1872: Specific Contract

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit3: The Sale of Goods Act, 1930

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by a non-owner, Performance of contract of sale, Unpaid seller—meaning, rights of an unpaid seller against the goods and the buyer.

Unit 4: Partnership Laws

The Partnership Act, 1932, Nature and Characteristics of Partnership, Registration of a Partnership Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership, The Limited Liability Partnership Act, 2008, Salient Features of LLP, Differences between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relationship

Unit5: The Negotiable Instruments Act 1881

Meaning, Characteristics, and Types of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in Due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheque

Suggested Readings:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal SK, Business Law, Galgotia Publishers Company, New Delhi.
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House

Course Title: Business Communication

Course Code: BSBB202

Course Objective: The objective of this course is to enable the students become aware of the importance of business communication and the need to master it in order to successfully function in their day-to-day work and also build up their self-confidence by giving them a true picture of themselves as well as of their organization, so that they learn to project their image in all their understandings.

Course Outcomes (CO's): At the end of this course, the students will be able to:

CO1: Recognize the various elements of communication, channels of communication and barriers to effective communication.

CO2: Express themselves effectively in routine and special real world business interactions.

CO3: Take part in professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.

CO4: Create and Deliver effective business presentations, using appropriate technology tools, for common business situations.

Course Contents:

Unit 1: Introduction:

Nature of Communication, Process of Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit 2: Business Correspondence:

Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3: Report Writing:

Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, checklists for reports.

Unit 4: Vocabulary:

Words often confused, Words often misspelt, Common errors in English.

Unit 5: Oral Presentation:

Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Bovee, and Thill, *Business Communication Essentials*, Pearson Education
2. Shirley Taylor, *Communication for Business*, Pearson Education
3. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, McGraw Hill Education
4. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, *Effective Business Communication (SIE)*, McGraw Hill Education
5. Dona Young, *Foundations of Business Communication: An Integrative Approach*, McGraw Hill Education
6. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, *Business Communication: Connecting in a Digital World (SIE)*, McGraw Hill Education

Course Title: Cost Accounting

Course Code: BSBB203

Course

Objective: To acquaint the students with the basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

Course Outcomes: At the end of this course, the students will be able to:

CO1 Explains **cost accounting** systems.

CO2 Explains the purposes of **cost accounting**.

CO3 Defines the concepts of **cost, expense**, loss and revenue.

CO4 Explains the relationships between **cost** and financial **accounting**.

CO5 Prepare production **cost** statement and **cost** of goods sold statement.

CO6 Explains main manufacturing **cost** elements.

Course Content

Unit1: Introduction

Meaning, objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organisation

Unit2: Elements of Cost: Material and Labour

- a. *Materials:* Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses
- b. *Labour:* Accounting and Control of labor cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

Unit3: Elements of Cost: Overheads

Classification, allocation, apportionment and absorption of overheads; Under- and over- absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses; Activity based cost allocation.

Unit 4: Methods of Costing

Unit costing, Job costing, Contract costing, Process costing (process losses, valuation of working progress, joint and by-products), Service costing (only transport).

Unit5: Book Keeping in Cost Accounting

Integral and non-integral systems; Reconciliation of cost and financial accounts

Suggested Reading:

1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, ***Cost Accounting: A Managerial Emphasis***, Pearson Education.
2. Drury, Colin. *Management and Cost Accounting*. Cengage Learning.
3. Jawahar Lal, *Cost Accounting*. McGraw Hill Education
4. Nigam, B.M. Lall and I.C. Jain. *Cost Accounting: Principles and Practice*. PHI Learning
5. Rajiv Goel, *Cost Accounting*. International Book House
6. Singh, Surender. *Cost Accounting*. Scholar Tech Press, New Delhi.
7. Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods*. Kalyani Publishers
8. Arora, M.N. *Cost Accounting—Principles and Practice*. Vikas Publishing House, New Delhi.
9. Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahavir Book Depot, New Delhi.
10. Iyengar, S.P. *Cost Accounting*. Sultan Chand & Sons

Course Title: Business Mathematics

Course Code: BSBB204

Course Objective:

1. Types of matrices and their properties.
2. applying the matrix operation
3. Concept of Differentiability of functions of two variables and nth derivative
4. Concept of Partial Differentiation and to Integration.
5. Concept of Mathematics of Finance
6. Emphasis on Linear Programming

Course Outcome: At the end of this course, the students will be able to:

CO1: Recall the matrix manipulation

CO2: Classify the calculus theory with some new method

CO3: Solve the example of partial differential equation

CO4: Illustrate the mathematical finance with new techniques

CO5: Formulate the linear programming problem and solve the example

Course Content

Unit1: Matrices and Determinants

Algebra of matrices. Inverse of a matrix, Matrix Operation– Business Application Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer’s Rule, The Leontief Input Output Model (Open Model Only).

Unit 2: Calculus I

Mathematical functions and their types-linear, quadratic, polynomial, exponential, Logarithmic function Concepts of limit, and continuity of a function, Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives. Concept of Marginal Analysis, Concept of Elasticity, Applied Maximum and Minimum Problems including effect of Tax on Monopolist’s optimum price and quantity, Economic Order Quantity.

Unit 3: Calculus II

Partial Differentiation: Partial derivatives up to second order; Homogeneity of functions and Euler’s theorem; Total differentials; Differentiation of implicit functions with the help of total differentials, **Maxima and Minima:** Cases of two variables involving not more than one constraint including the use of the Lagrangian multiplier. **Integration:** Standard forms. Methods of integration – by substitution, by parts, and by use of partial fractions; Definite integration; Finding are as in simple cases, Application of Integration to marginal analysis. Consumer’s and Producer’s Surplus, Rate of Sales and the Learning Curve

Unit 4: Mathematics of Finance

Rates of interest-nominal, effective– and their inter-relationships in different compounding situations. Compounding and discounting of asumusing different types of rates. Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. (*General annuities to be excluded*)

Unit 5: Linear Programming

Formulation of linear programming problem (LPP). Graphical solution to LPP. Cases of unique and multiple optimal solutions. Unbounded solutions, infeasibility, and redundant constraints. Solution to LPP using Simplex method – maximization and minimization cases. Shadow prices of the resources. Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

Suggested Readings:

1. Mizrahi and Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
2. Budnick, P. *Applied Mathematics*. McGraw Hill Education.
3. R.G.D. Allen, *Mathematical Analysis For Economists*
4. Ayres, Frank Jr. *Schaum's Outlines Series: Theory and Problems of Mathematics of Finance*. McGraw Hill Education.
5. Dowling, E.T., *Mathematics for Economics*, Schaum's Outlines Series. McGraw Hill Education.
6. Wikes, F.M., *Mathematics for Business, Finance and Economics*. Thomson Learning.
7. Thukral, J.K., *Mathematics for Business Studies*.
8. Vohra, N.D., *Quantitative Techniques in Management*. McGraw Hill Education.
9. Soni, R.S., *Business Mathematics*. Ane Books, New Delhi.
10. Singh J.K. *Business Mathematics*. Himalaya Publishing House.

Course Title: Organizational Behavior

Course Code: BSBB205

Course Objectives

1. To help the students to develop cognizance of the importance of human behavior.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyze specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior

Course Outcomes (CO)

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

CO1: To identify the concept of organizational behavior to understand the behavior of people in the organization.

CO2: To demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: To explain the complexities associated with management of the group behavior in the organization.

CO4: To examine how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

Course Contents:

Unit 1

Conceptual Foundations and Importance of organisation Behaviour, Management Challenges, A Paradigm Shift, Individual Behaviour at Work, Perception and Attribution: Concept, Nature, Process, Attitude: Components, functions and changing attitudes; Personality: Concept, Types and Theories of Personality: Learning: Concept and Theories of Learning, reinforcement, Right and Left brain concept, Emotional Intelligence.

Unit II

Motivation: Concepts and their application, Need (Maslow and Herzberg), Content & Process theories, Expectancy theory, Equity theory, goal Setting theory, Empowerment and economic incentives as motivational tools.

Unit III

Leadership: Leaders and Leadership Process: Traits, Behaviours, and situations theories, Blake & Mouton's: Managerial grid, Hersey & Blanchards' situational Leadership Model, Likert's 4 system model, Fiedler's Leadership contingency theory, House's Path-goal theory, Contemporary Leadership issues: Charismatic, Transformational Leadership, Substitutes and Neutralizers for Leadership.

Unit IV

Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making, Dysfunctional Groups, Importance of team work in organisations, developing team leadership skills, Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

Unit V

Organisational Change: Concept, Nature, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict.

Text Books

Robbins, S. P., & Judge, T. (2013). *Organizational behavior*, 15th ed; Boston: Pearson

Newstrom J. W., & Davis, K. (2011). *Human behavior at work*, 12th ed; Tata McGraw Hill

Reference Reading

1. W. Newstrom, John (2014). *Organizational Behavior*, 14th ed., Tata McGraw-Hill
3. Fred Luthans (2012). *Organizational Behavior*, 12thed., McGraw-Hill
4. Heresy, Paul, Kenneth H. Blanchard, and Dewey E. Johnson;(2014). *Management of Organizational Behavior*, 10th ed., Prentice-Hall of India, Eastern Economy
5. Prasad L.M (2014). *Organizational Behavior*, 12thed; Sultan Chand & Sons
6. SS Khanka (2006). *Organizational Behavior*, 4thed; Sultan Chand & Sons, New Delhi
7. Aswathappa, K. (20016). *Organizational Behavior*, 12thed; Himalaya Publishing House, New Delhi
8. Dwivedi, R.S. (2015). *Human Relations & Organizational Behavior: Global Perspective*, 12thed; Macmillan Publication

Course Title: Macro Economics

Course Code: BSBB301

Course Objectives:

The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

Course Outcomes (COs): At the end of this course students will be able to:

CO 1: Identify the various variables of macro economics.

CO 2: Interpret the monetary and fiscal policies in relation to Indian Economy.

CO 3: Identify the major causes of inflation in an economy.

CO 4: Appraise the flows of savings and investment in open economy.

CO 5: Explain the decisions related to exchange rates in open economy.

Unit1: Introduction

Concepts and variables of macroeconomics, Importance of Macro Economics, Difference between micro and macro economics, circular flow, Real flow and Money Flow, National Income and Related Aggregates; Factor income, Normal Residents, Gross and Net Concept of National Income.

Unit2: Economy in the short run

Fiscal and Monetary Policy, Determination of Aggregate Demand, Schedule and Curve of Aggregate Demand, Components, aggregate supply in the short and long run, and aggregate demand- aggregate supply analysis.

Unit3: Inflation, Unemployment and Labour market

Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation;
Unemployment –natural rate of unemployment, frictional unemployment; types of unemployment in India, Causes of unemployment in India, Economic and social consequences of unemployment, Suggestions to solve the problem of unemployment in India, Self employed and hired workers, Labour supply, labour force and workforce.

Unit4: Open economy

Open economy–flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

Unit5: Behavioral Foundations-Investment

Behavioral Foundations-Investment–determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money – Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money.

Text Book:

1. **Dornbusch, R., Fischer, S. &Starz R. (2018). *Macroeconomics*, 13th ed., McGraw-Hill Education.**

References:

1. Mankiw, N.G. (2017). *Principles of Macroeconomics*, 8th ed., Cengage Learning.
2. Gordon, R. J. (2012). *Macroeconomics*, 12th ed., Pearson Education.
3. Branson, W.H. (1997). *Macroeconomic Theory and Policy*, 3rd ed., Harper Collins India Pvt. Ltd.
4. Blanchard,O. (2017). *Macroeconomics*, 7th ed.,Pearson Education

Course Title -CORPORATE LAW

Course Code: BSBB302

Course Description: To provide a basis of understanding to the students with reference to the rules, practices and regulations that governs the formation as well as the operation of corporate firms. The course will help them to understand the different legal and illegal activities and actions in the organization.

Course Objective: The objective of this course is to understand about Company Law. To understand the duties of members and their relationship to one another. To understand all about kinds of companies and the Condition relating to their incorporation.

Course Outcomes: Upon the successful completion of this course, the student will be able to:

CO1: Acquire a sound understanding of the legal aspects affecting company

CO2: Apply basic legal knowledge in incorporation of company

CO3: Communicate effectively about different documents used in companies

CO4: Analyze a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

CO5: Describe current law, rules, and regulations related to settling and winding up companies

UNIT1: Introduction

Company, Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, and dormant company; association not for profit; illegal association; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

UNIT2: Documents

Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management, prospectus-shelf and red herring prospectus, misstatement in prospectus, GDR; book-building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buy back; issue of bonus shares.

UNIT3: Management

Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager;

Meetings: Meetings of shareholders and board of directors; Types of meetings, Convening and conduct of meetings, Requisites of a valid meeting, postal ballot, meeting through video conferencing, e-voting.

Committees of Board of Directors-Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee

UNIT4:

Dividends, Accounts, Audit: Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit.

Winding Up: Concept and modes of Winding Up Insider Trading, Whistle Blowing: Insider Trading; meaning & legal provisions; Whistle-blowing: Concept and Mechanism. **UNIT 5: Depositories Law**

The Depositories Act 1996 – Definitions; rights and obligations of depositories; participants issuers and beneficial owners; inquiry and inspections, penalty.

Suggested Readings:

1. MCKuchhal, and Vivek Kuchhal, *Modern Indian Company Law*, Shri Mahavir Book Depot (Publishers), Delhi.
2. GKKapoor and Sanjay Dhamija, *Company Law*, Bharat Law House, Delhi.
3. Avtar Singh, *Introduction to Company Law*, Eastern Book Company
4. *Manual of Companies Act, Corporate Laws and SEBI Guideline*, Bharat Law House, New Delhi.
5. *A Compendium of Companies Act 2013*, along with Rules, by Taxman Publications.
6. Gower and Davies, *Principles of Modern Company Law*, Sweet & Maxwell

Course Title: Human Resource Management
Course Code: BSBB303

Course Objective: To provide knowledge about the importance of human resources management in an organisation and the scope of human resource management. This course will be able to make student understand the concept of recruitment, selection, training and various theories of wages. The paper will covered the concept of industrial relations.

Course Outcomes: After the completion of the course, Students will be able to

CO1: Learn the qualities of human resource manager in an organization.

CO2: Analysis the importance of different methods of training given to the employees in organization.

CO3: Memorize the difference between on the job training and of the job training.

CO4: Learn the participant of industrial relation and recruitment of good industrial relation programme.

Course Contents:

Unit1:Introduction

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human ResourceManagement;Workforcediversity;Empowerment;Downsizing;VRS;HumanResource InformationSystem

Unit2:AcquisitionofHumanResource

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction

Unit3:TrainingandDevelopment

Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes;Role-SpecificandCompetency-BasedTraining;EvaluatingTrainingEffectiveness; TrainingProcessOutsourcing;ManagementDevelopment;CareerDevelopment.

Unit 4:PerformanceAppraisal

Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

Unit5:Maintenance

Employeehealthandsafety;employeewelfare;socialsecurity;Employer-Employeerelations-an overview;grievance-handlingandredressal;IndustrialDisputes:causesandsettlementmachinery

Suggested Readings:

1. GaryDessler.*AFrameworkforHumanResourceManagement*.PearsonEducation.
2. DeCenzo, D.A. and S.P. Robbins, *Personnel/Human Resource Management*, Pearson Education.
3. BohlendarandSnell,*PrinciplesofHumanResourceManagement*, CengageLearning
4. Ivancevich,JohnM.*HumanResourceManagement*.McGrawHill.
5. WreatherandDavis.*HumanResourceManagement*.PearsonEducation.
6. RobertL.MathisandJohnH.Jackson.*HumanResourceManagement*.CengageLearning.
7. TNChhabra,*HumanResourceManagement*,DhanpatRai&Co.,Delhi

BiswajeetPattanayak,*HumanResourceManagement*,PHILearning

Course Title: COMPUTER APPLICATIONS IN BUSINESS

Course Code: BSBB304

Course Description: A survey course discussing computer terminology, hardware, software, operating systems, and information systems relating to the business environment will be covered. The main focus of this course is on business applications of software, including word processing, spreadsheets, databases, presentation graphics, and business-oriented utilization of the Internet. Laboratory experience includes word processing, spreadsheets, presentation software and databases.

Course Objectives/Learning Outcomes:

- Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.
- Explore various methods that Information Technology can be used to support existing businesses and strategies.
- Investigate emerging technology in shaping new processes, strategies and business models.
- Achieve hands-on experience with productivity/application software to enhance business activities.
- Accomplish projects utilizing business theories, Internet resources and computer technology.
- Work with simple design and development tasks for the main types of business information systems

Course Content

Unit 1: WordProcessing

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents

Creating Business Documents using the above facilities

Unit 2: PreparingPresentations

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow.

Creating Business Presentations using above facilities

Unit3: SpreadsheetanditsBusinessApplications

Spreadsheetconcepts, Managingworksheets; Formatting, Enteringdata, Editing, andPrintinga worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs
Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions

Unit4: CreatingBusinessSpreadsheet

Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequencydistributionanditsstatisticalparameters; CorrelationandRegression

Unit5: DatabaseManagementSystem

Database Designs for Accounting and Business Applications: Reality- Expressing the Application; CreatingInitialdesigninEntityRelationship(ER) Model; TransformingERModelto Relationaldatamodelconcepts; ImplementingRDMdesignusinganappropriateDBMS.

SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL

DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules;

Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, managing the data records of Employees, Suppliers and Customers

Note:

1. The General Purpose Software referred in this course will be notified by the University Departments every three years .If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.
2. There shall be a practical examination of 100 Marks (Practical-80 Marks, Viva-10 Marks and Workbook-10Marks) and duration of Examinations shall be 3Hrs.
3. Teaching arrangement need to be made in the computer Lab
4. There shall be four lectures per class and 4 Practical Lab periods per batch to be taught in computer Lab.

Course Title: INCOME TAX LAW AND PRACTICE

Course Code: BSBB305

Course Objectives: It focuses on three key aspects of income taxation (principally federal income taxation). Includes basic concepts of income taxation, and understand the interaction of various components involved in the determination of the income tax. Covers the audit process, including how a taxpayer may appeal an audit decision and how an appeal may reach various courts. Learn how research differs from other legal research and will understand the implications of various types of authorities regarding tax law and procedure.

Course Outcomes (CO)

CO1: Utilize the definitions of the various components of income tax law. Complete federal income tax returns, including schedules to the Form 1040, and be able to calculate the correct amount of federal income tax.

CO2: Analyze simple fact situations and recognize income tax ramifications. Apply basic tax concepts to simple fact situations and communicate potential income tax ramifications in writing.

CO3: Research basic questions of federal tax law. Apply an understanding of the different ways a case can progress from audit to court.

Unit 1: Introduction

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) **Residential status;** Scope of total income on the basis of residential status Exempted income under section 10

Unit 2: Computation of Income under different heads-1

Income from Salaries; Income from house property

Unit 3: Computation of Income under different heads-2

Profits and gains of business or profession; Capital gains; Income from other sources

Unit 4: Computation of Total Income and Tax Liability

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs. Computation of total income of individuals and firms; Tax liability of an individual and a firm; five leading cases decided by the Supreme Court

Unit 5: Preparation of Return of Income

Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory on- Line filing of returns for specified assesses.

Suggested readings:

1. Singhanian, Vinod K. and Monica Singhanian. *Students' Guide to Income Tax*, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
3. Jain RK, *Income Tax Law and Accounts*, Sahotya Bhawan Publications, Agra.

Course Title: Business Statistics

Course Code: BSBB401

Course Objectives: The objective of this course is to familiarize students with the basic statistical tools used for managerial decision-making.

Course Outcomes: After the completion of the course students will be able to:

CO1: To describe basic concepts of business statistics.

CO2: To interpret various measures of central tendency, Measures of Dispersion, Correlation and Regression analysis in decision making.

CO3: To examine the trend analysis with different methods of time series analysis.

CO4: To explain basic concepts of probability and perform probability theoretical distributions.

Course Contents

Unit1: Statistical Data and Descriptive Statistics

- a. Nature and Classification of data: univariate, bivariate and multivariate data; time-series and cross-sectional data.
- b. Measures of Central Tendency
 - i. Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.
 - ii. Positional Averages: Mode and Median
- c. Measures of Variation: absolute and relative.
Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance
- d. Skewness: Meaning, Measurement of Karl Pearson and Bowley's measures; Kurtosis

Unit2: Probability and Probability Distributions

Theory of Probability. Approaches to the calculation of probability; Calculation of event probabilities. Addition and multiplication laws of probability, Expectation and variance of a random variable.

Probability distributions: Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution, Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution, Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities.

Unit3: Simple Correlation and Regression Analysis

Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (Proof not required). Correlation and Probable error; Rank Correlation

Regression Analysis: Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate and its use in interpreting the results.

Unit 4: Time Series Analysis

Components of time series; Additive and multiplicative models; Trend analysis: Fitting of trend line using principle of least squares—linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages; Seasonal variations: Calculation of Seasonal Indices using Simple averages, Ratio-to-trend, and Ratio-to-moving averages methods. Uses of Seasonal Indices.

UNIT 5: Sampling Concepts, Sampling Distributions and Estimation:

Sampling: Populations and samples, Parameters and Statistics, Descriptive and inferential statistics; Sampling methods (including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling, and Convenience sampling)

Concept of Sampling distributions and Theory of Estimation: Point and Interval estimation of means (large samples) and proportions.

Text Book:

1. Gupta, S.C. (2018). *Fundamentals of Statistics*. 7th ed., Himalaya Publishing House.

Suggested Readings:

1. Richard I. Levin, David S. Rubin, Rastogi S. and Siddiqui H.M. (2017). *Statistics for Management*. 8thed., Pearson Education.
2. David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan (2017). *Business Statistics: A First Course*. 7th Ed. Pearson Education.
3. Siegel Andrew F. (2016). *Practical Business Statistics*. 7th ed., Academic Press.
4. Vohra N.D. (2017). *Business Statistics*, McGraw Hill Education.
5. Murray R Spiegel, Larry J. Stephens, Kumar N. (2010). *Statistics*, 4th ed., McGraw Hill Education.
6. Anderson, Sweeney and Williams (2015). *Statistics for Students of Economics and Business*, 7th ed., Cengage Learning.
7. Beri G. C. (2009). *Business Statistics*, 3rd ed., Mc Graw Hill Education.

Course Title: Principles of Marketing
Course Code: BSBB402

Course Objective: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing. It gives basic concepts of marketing. This course is designed to serve as an introduction to the basic principles of marketing, practices and application of these practices. This course examines the present day marketing system from a managerial point of view.

Course Outcome: At the end of this course, the students will be able to:

CO1: Define essential concepts and principles of marketing and highlight their value.

CO2: Develop skills and pragmatic approaches in scanning the contemporary trends in the market place.

CO3: Describe the elements of marketing mix.

CO4: learn marketing theories, principles, strategies and concepts as applied.

Unit1:

Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).

Unit2:

a. Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.

b. Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. Market segmentation.

Unit3: Product:

Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.

Unit4:

a. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies.

b. Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middleman; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.

Unit5:

a. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;

b. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

Suggested Readings:

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing*. 13th edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. (Special Indian Edition)., McGraw Hill Education
3. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing*. Pearson Education.
4. Majaro, Simon. *The Essence of Marketing*. Pearson Education, New Delhi.
5. The Consumer Protection Act 1986.
6. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.
7. Dhruv Grewal and Michael Levy, *Marketing*, McGraw Hill Education.
8. Chhabra, T.N., and S.K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
9. Neeru Kapoor, *Principles of Marketing*, PHI Learning
10. Rajendra Maheshwari, *Principles of Marketing*, International Book House

Course Title: INDIAN ECONOMY

Course Code: BSBB403

Course Objective: The objective of this paper is not only to orient the students about basic features and indicators of Indian Economy but to orient them with the current problems of the Indian Economy and also future challenges so that they may be able to find out the solutions to solve these problems and challenges to bring the country to the path of development.

Course Outcomes (CO): At the end of this course, the students will be able to:

CO1: Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2: Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Students will be able to understand the functioning of Indian Economy.

Course Contents:

Unit 1: Basic Issues in Economic Development

Concept and Measures of Development and Underdevelopment; Human Development

Unit 2: Basic Features of the Indian Economy at Independence

Composition of national income and occupational structure, the agrarian scene and industrial structure

Unit 3: Policy Regimes

- a) The evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991.
- c) Monetary and Fiscal policies with their implications on economy

Unit 4: Growth, Development and Structural Change

- a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
- b) The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;
- c) Changes in policy perspectives on the role of institutional framework after 1991.
- d) Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns.
- e) Demographic Constraints: Interaction between population change and economic development.

Unit 5: Sectoral Trends and Issues

- a) Agriculture Sector: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security.
- b) Industry and Services Sector: Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; The small-scale sector; Role of Foreign capital.
- c) Financial Sector: Structure, Performance and Reforms. Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilisation and Structural Adjustment; India and the WTO, Role of FDI, Capital account convertibility,

Suggested Readings:

- 1. Mishra and Puri, Indian Economy, Himalaya Publishing House
- 2. ICDhingra, Indian Economics, Sultan Chand & Sons
- 3. Gaurav Dutt & KPMSundaram, Indian Economy, S. Chand & Company.

4. Bhagwati, J. and Desai, P. India: Planning for industrialization.
5. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
6. Ahluwalia, Montek S. State-level Performance under Economic Reforms in India in A. O. Krueger. (ed.). Economic Policy Reforms and the Indian Economy, The University of Chicago Press.
7. Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch. 2. OUP.
8. Khanna, Sushil. Financial Reforms and Industrial Sector in India. Economic and Political Weekly. Vol. 34. No. 45.
9. Uma Kapila (ed), Indian Economy since Independence, Relevant articles.
10. Rangarajan, C. and N. Jadhav. Issues in Financial Sector Reform. Bimal Jalan. (ed). The Indian Economy. Oxford University Press, New-Delhi.

Course Title: E-COMMERCE

Course Code: BSBB404

Course Objectives: This paper will be able to help students to understand the main activities of E-Commerce and learn about the various components of E-Commerce. The paper will give the overview of concept of online shopping and models of Electronic market with the knowledge of instant messaging and Electronic Data Exchange.

Course Outcomes: At the end of this course, the students will be able to:

CO1: Understand the basic concepts and technologies used in the **field** of management information systems.

CO2: Have the knowledge of the different types of management information systems

CO3: Understand the processes of developing and implementing information systems

CO4: Be aware of the ethical, social, and security issues of information systems

CO5: Describe the concept of online shopping and models of Electronic market.

Course Contents:

Unit1: Introduction:

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Technology used in E-commerce: The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching e-commerce website(Systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of website)

Unit 2: Security and Encryption:

Need and concepts, e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

Unit 3: IT Act 2000 and Cyber crimes

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signature certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

Unit 4: E-payment System:

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Unit 5: On-line Business Transactions:

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-

tailing(popularity,benefits,problemsandfeatures),onlineservices(financial,travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping(amazon,snapdeal,alibaba,flipkart,etc.) Website designing, Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images,Lists,Forms,Frames,CascadingStyleSheets.

Suggested Readings

KennethC.LaudonandCarloGuercioTraver,*E-Commerce*,PearsonEducation.

DavidWhiteley,*E-commerce:Strategy,TechnologyandApplications*,McGrawHill Education

Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application*, 4th Ed.,
McGraw Hill Education

PTJoseph,*E-Commerce:AnIndianPerspective*,PHILearning

KKBajajandDebjaniNag,*E-commerce*,McGrawHillEducation

TNChhabra,*E-Commerce*,DhanpatRai&Co.

SushilaMadan,*E-Commerce*,Taxmann

TNChhabra,HemChandJain,andArunaJain,*AnIntroductiontoHTML*,DhanpatRai& Co.

Course Title: Entrepreneurship

Course Code: BSBB405

Course Objective: The course is designed to provide a thorough understanding of the entrepreneurship and its dimensions. It will enable the students to understand the contemporary role models in Indian Businesses. The course will be providing the in-depth concept of business incubators, and orient them to understand the mobilising resources for start-ups.

Course Outcomes: At the end of the course, students will be able to:

CO1 To define the concept and dimensions of entrepreneurship for solving the problems at work and society

CO2 To discuss the role of business houses and family business in India, their conflict and its resolution

CO3 To describe the roles and functions of business incubators, venture capital, private equity fund, and angel investors

CO4 To design the business plan/ project proposals considering different aspects of project report

CO5 To identify the resources for start ups, preliminary contract with vendors and suppliers

Course contents

Unit 1: Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: intra-preneurship, techno preneurship, cultural entrepreneurship, international entrepreneurship, net preneurship, eco preneurship, and social entrepreneurship

Unit 2: Entrepreneurship and Micro, Small and Medium Enterprises

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

Unit 3:

Public and private system of stimulation, support and sustainability of entrepreneurship, Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit 4: Sources of business ideas and tests of feasibility

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions

Unit 5: Mobilising Resources

Mobilising resources for start-up, Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems

Text Books:

Khanka, S. S. (2012), *Entrepreneurial Development*, S. Chand Publishing, New Delhi

Reference Readings:

Charantimath (2013), *Entrepreneurship Development Small Business Enterprises*, Pearson Education

Drucker, P. (2014), *Innovation and Entrepreneurship*, Routledge, USA

Holt, David H. *Entrepreneurship: New Venture Creation*, Prentice-Hall of India, New Delhi

Kumar, S. A. (2013), *Entrepreneurship Development*, 3rd ed., New Age International Publishers, New Delhi

Mohanty, S. K. (2012), *Fundamentals of Entrepreneurship*, 3rd ed., Prentice Hall Learning

Nandan, H. (2011), *Fundamentals of entrepreneurship*, 2nd ed., PHI Learning, Pvt. Ltd.

Course Title: Fundamentals of Financial Management

Course Code: BSBB501

Course Objective: The objective of this course is designed to provide an understanding of the essential elements of financial management in which the business firm operates. This course will also examine the objective of the financial management and its implication for decision making in the present context.

Course Outcome:

On completion of this course, the students will be able to:

- CO1 Understand the concept of time value of Money
- CO2 To evaluate the various projects by different methods.
- CO3 Understand and compare the theories of dividend policy
- CO4 To analyse and evaluate the various available financing options.
- CO5 Identify the major sources of short-term financing available to the firm

Course Contents:

Unit1:Introduction: Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities

Unit 2: Investment Decisions:

TheCapitalBudgetingProcess,CashflowEstimation,PaybackPeriodMethod,AccountingRate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

Unit 3: Financing Decisions

Cost of Capital and Financing Decision: Sources of long-term financing. Estimation of components of Cost of Capital .Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure – Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach).Operating and financial leverage; Determinants of capital structure

Unit 4: Dividend Decisions

Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stockdividends;Dividend policies in practice

Unit 5: Working Capital Decisions

Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

Suggested Readings:

- Sharan, V. (2010). *Essentials of Financial Management*. 6thed. Prentice-Hall of India. New Delhi
- Van Horne and Wachowicz. (2015).*Fundamentals of Financial Management*.13th ed. Prentice-Hall of India.

- Brigham, E.F., & Daves, P.R. (2016). *Intermediate Financial Management*. 12th ed. South Western.
- Brigham, E. & Houston, J. (2014). *Fundamentals of Financial Management*. 14th ed.. Thomson.
- Brigham, E.F., & Ehrhardt, M.C. (2015). *Financial Management: Theory & Practice*. 15th ed. Engage Learning.
- Eugene F. Brigham and Joel F. Houston. (2016). *Fundamentals of Financial Management*, concise 9th ed. (Indian Edition). Thompson South-Western (now Cengage Learning). New Delhi.
- Berk, J., & Demarzo, P. (2016). *Financial Management*, Third Ed. Pearson
- Keown, A.J., Martin, J.D., Petty, J.W., & Scott, Jr. (2017). *Foundations of Finance* (9th ed.). Pearson Prentice Hall.
- Prasanna, C. (2011). *Financial Management Theory and Practice*, 8th Edition. TMH. New Delhi.
- Pandey, I.M. (2015). *Financial Management*. 11th Edition. Vikas Publication. New Delhi.

Course Title: Production & Operations Management

Course Code: BSBB502

Course Objective: The objective of this course is to emphasize the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity.

Course Outcomes: At the end of this course, the students will be able to:

- CO1: To understand the basic concepts and theories of the production management.
- CO2: To comprehend the operations management situations with greater confidence.
- CO3: To anticipate issues in production and operations processes they may face during their careers
- CO4: To expand individual knowledge of operations management principles and practices.
- CO5: To apply operations management concepts and their influence on business decisions.

Course Contents:

Unit I: Introduction to Operation Management and Forecasting of Demand : Why study OM, Five P's of Production, Types of Transformation : Forecasting, Quantitative & Qualitative Techniques in Forecasting

Unit II: Waiting Line & Inventory Management: Economics of Waiting Line, Queuing System, Four Waiting Line Models along with application: Inventory management and analysis, Inventory Models.

Unit III: Quality Management & Statistical Quality Control: TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards; Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P—Chart, X & R Chart.

Unit IV: Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.

Suggested Readings

1. N.J. Aquilano, R.B. Chase & F.R. Jacob: Operation Management for Competitive Advantage, Tata Mac Graw –Hill, 9th Edition.
2. R.C. Manocha: Production & Operation Management (Latest Edition).
2. S.P. Gupta; Statistical Method, Sultan Chand,
3. E.S. Buffa; Modern Production Management, John Wiley Ed. 2002.
4. S.N. Charry; Production and Operation Management, Tata Mc Graw-Hill, 2000.
5. Paneerselvam: Production and Operation Management, Prentice Hall, 2003.
6. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Ed. 2002.

Course Title: Business Policy and Strategy Management
Course Code: BSBB503

Course Description: In this course all functional disciplines are integrated together in an attempt to look at and comprehend the wholesome business picture. The business world today is considerably different and more complex than it was in the previous years. Both the challenges and opportunities facing organizations of all sizes today are greater than ever. Organizations are required to continuously find better ways to compete in the rapidly changing global business environment. Survival and competition have become imperative for organizations in the current global scenario. In this context, the course develops the strategic thinking and decision-making abilities of students, especially in relation to understanding the employability of various strategies in different situations.

Course Objective: The objective of this course is to understand the applications of strategic management, including analysis, formulation and execution are employed to lead an organization to sustainable success. Students understand the strategic issues and policy decisions facing businesses and how current management concepts address these issues.

Course Outcomes (CO's): After completion of course, the students will be able to:

CO1: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO3: Develop the ability to identify strategic issues and design appropriate courses of action

CO4: Apply and comprehend how a firm behaves in competitive environment of national and international market.

CO5: Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.

Course Contents:

Unit I

Introduction to Business Policy: Nature, Scope and Importance of Business Policy, Definitions of Policy, Procedures, Process and Programmes, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Need for Business Strategy, Functions of Business Strategies, Business Policy vs. Strategy.

Unit II

Introduction to Strategic Management: Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, Types of Strategies, Limitations of Strategic, Strategic Management Process.

Unit III

Strategic Analysis: Introduction, Strategic Analysis: definition, Need for Strategic Analysis. Environmental Scanning: Need, Characteristics and categorization of environmental factors; ETOP a diagnosis tool, SWOT Analysis, Value Chain Analysis.

Unit IV

Strategy Formulation and Implementation:

Introduction, Types of strategies: – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation. Expansion or Growth, Mergers and Acquisitions, Strategic Planning Process, Issues in Strategy Implementation.

Unit V

Strategic Control and Evaluation: Introduction, Strategy Evaluation, Strategic Control, Difference Between Strategic Control and Operational Control. Recent Trends in Strategic Management. Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Models of Leadership Styles and its Roles, Strategic management in a new globalised economy. BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model.

Text Book

Rothaerm, T. (2016) Strategic Management, 3rd edition, New York: Mc GrawHill Publication, 2016

Reference Readings

1. Ghosh, P. K.; *Strategic Planning and Management*, Sultan Chand & Sons, New Delhi, 8th ed., 2000.
2. Kazmi, Azhar; *Business Policy*, Tata McGraw-Hill, New Delhi, 2000.
3. Suri R.K.; *Business Policy & Strategic Management*, Brijwasi Publisher & Distributor, 2005
4. Thompson, Arthur A. and A. J. Strickland; *Strategic Management*, McGraw Hill, New York, 2006.
5. McCarthy, Minichiello & Curran; *Business Policy and Strategy: Concepts and Readings*, Richard D. Irwin and AITBS, Delhi, 4th ed., 2007.
6. Jauch and Glueck; *Business Policy and Strategic Management*, McGraw-Hill.

Course Title: Corporate Accounting

Course Code: BSBB601

Course Objectives:

1. To define the different types of share capital.
2. To prepare balance sheet of corporate entities.
3. To value goodwill and shares.
4. To prepare accounting treatment as per Accounting Standard
5. To prepare cash flow statement as per Indian Accounting Standard.

Course Outcomes:

At the end of the course, students will be able to-

- CO1. Explain the Issue and Redemption of shares and debentures.
- CO2. Discuss the Final Accounts of a Company.
- CO3. Discuss Valuation of goodwill and shares of a company
- CO4. Formulate accounts of holding companies/parent companies.
- CO5. Develop Cash Flow Statement

Course Contents:

Unit1. Accounting for Share Capital & Debentures

Issue, forfeiture and reissue of forfeited shares: concept & process of book building ; Issue of rights and bonus shares; Buy back of shares; Redemption of preference shares; Issue and Redemption of Debentures

Unit2. Final Accounts

Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits

Unit3. Valuation of Goodwill and Valuation of Shares

Concepts and calculation: simple problem only

Unit4. Amalgamation of Companies

Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter-company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.

Unit5. Accounts of Holding Companies/ Parent Companies

Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI).

Unit6. Banking Companies

Difference between balance sheet of banking and non banking company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA).

Unit7. Cash Flow Statement

Concepts of funds. Preparation of cash flow statement as per Indian Accounting Standard (Ind- AS): 7.

Reference Readings:

1. Monga J.R. (2019). *Fundamentals of Corporate Accounting*. Mayur Paper Backs ,New Delhi.
2. Shukla M.C.(2018) et al. *Advanced Accounts*. Vol.-II 18th edition .S.Chand&Co.,New Delhi.

3. Maheshwari S.N.(2018) et al. *Corporate Accounting*. Vikas Publishing House, New Delhi.
4. S. Ashok, *Fundamentals of Corporate Accounting*. Taxman Publication ,New Delhi

Text Books

5. Jain, S.P.and K.L. Narang .*Corporate Accounting* .KalyaniPublishers ,New Delhi.
6. P.C. Tulsian and Bharat Tulsian, *Corporate Accounting*, S.Chand
7. AmitabhaMukherjee,MohammedHanif,*CorporateAccounting*,McGrawHillEducation
8. Compendium of Statements and Standards of Accounting. The Institute of Chartered AccountantsofIndia, NewDelhi.

Course Title: Goods & Service Tax (GST); Customs Law

Course Code: BSBB602

Course Objective

This course will enable the students to know about direct and indirect taxes and to understand the concept of GST and its working. This paper will enhance the specialised and updated knowledge in the area of GST in a systematic manner. This paper will also educate the students about the defects of indirect system, input credits, the registration process and penalties of GST.

On completion of this course, the students will be able to:

S.No.	Course Outcome
CO1	To explain the basic concept of GST, Input Tax Credit constitutional framework of indirect tax before GST and custom law
CO2	To support GST over indirect taxes
CO3	To distinguish between direct tax and indirect tax and to examine the defects of indirect tax.
CO4	To discuss the valuation of GST and Exemption from GST
CO5	To explain the provision of for registration of existing manufacturer and new manufacturer to GST

Course Contents:

Unit I: Introduction

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); concept of indirect tax, differentiation between direct tax and indirect tax, Major Defects in the structure of Indirect Taxes prior to GST; Meaning of GST Rationale for GST; Structure of GST (SGST, CGST, UTGST; IGST); GST Council, GST Network

Unit II: levy and collection of tax

Taxable event-“Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rule; Exemption from GST; Classification of Goods and Services.

Unit III: Input Tax Credit

Eligible and Ineligible Input Tax Credit; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes;

Unit IV: Registration, assessment, refund, offences and penalty

Provision for registration of existing manufacturer and new manufacturer to GST, assessment, provision for offences and penalties, appeal and revisions.

Unit V: Custom law

Basic concepts of custom law, role of customs in international trade, important term and definition under custom act 1962-: Assessable Value, Baggage, Bill of entry, Bill of lading, export manifest., types of custom duties; Baggage rules and exemptions.

Note: In case of any subsequent notifications/amendments regarding GST or customs law by the government, the syllabus would be updated accordingly.

Suggested Readings

- 1.The Central Goods and Services Tax, 2017
- 2.The Integrated Goods and Services Tax, 2017
- 3The Union Territory Goods and Services Tax, 2017
- 4.The Goods and Services Tax (Compensation to States), 2017
- 5.The Constitution (One hundred and First Amendment) Act,
- 6.Nitya Tax Associates; Basic of GST: Taxman's
7. B.Vishwanathan (2016) *Basic of Good & services tax in India*, New Century publication

Course Title: Financial Markets, Institutions and Financial Services

Course Code: BSBB5FM1

Course Description: The course will provide an understanding of the functions and operations of the financial markets and institutions operating in India. The course will be providing the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

Course Objective: The Course is designed to provide students with an introduction to the theory and practice of financial markets and institutions. The students will be able to gain a thorough understanding of the workings of financial markets and of financial instruments. It will give them an understanding about various financial services and their operations.

Course Outcomes (COs): At the end of this course students will be able to:

1. To define the roles, structure, functioning and operations of Indian financial system;
2. To describe the instruments, participants and operation of the money market and Capital market;
3. To discuss the role and management of commercial banks and financial institutions;
4. To examine various financial services with their functions

Course Contents:

Unit1: Introduction

Financial System and its Components – financial markets and institutions; financial intermediation; Flow of funds matrix; financial system and economic development; An overview of Indian financial system

Unit 2: Financial Markets

Money market – functions, organisation and instruments. Role of central bank in money market; Indian money market – An overview, RBI- regulatory body of money market

Capital Markets – functions, organisation and instruments. Indian debt market; Indian equity market – primary and secondary markets; Role of stock exchanges in India, SEBI

Unit 3: Financial Institutions

Commercial banking – introduction, its role in project finance and working capital finance; Development Financial institutions (DFIs) – An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds – Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit 4: Financial Services

Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India

Unit 5: Leasing and hire–purchase

Leasing & Hire Purchase: meaning, types, benefits of lease to lessor & lessee, difference between lease and hire purchase, Consumer and housing finance; Venture capital finance: Main features, venture capital process; Factoring services, bank guarantees and letter of credit; Credit rating: process, evaluation of a company, CRISIL and its symbols; Financial counseling.

Text Book (s):

Bhole, L.M. and Mahakud, J., (2018). *Financial Institutions and Markets: Structure, Growth and Innovation*, 6th ed., Tata McGraw Hills, New Delhi

References:

Das, S. C. (2015). *The Financial System in India: Markets, Instruments, Institutions, Services and Regulation*, 1st ed., PHI Learning Pvt. Ltd., New Delhi

Khan, M. Y. (2017). *Indian Financial System*, 9th ed., Tata McGraw Hills, New Delhi

Machiraju, H.R. (2018). *Indian Financial System*, 5th ed., Pearson Education, India

Mishkin, S. Frederic and Eakins, G. Stanley, (2017). *Financial Markets and Institutions*, 8th ed., Pearson India

Saunders, A. and Cornett, M.M. (2018). *Financial Institutions Management*, 6th ed., Tata McGraw-Hill, New Delhi

Suresh, P. and Paul, J. (2017). *Management of Banking and Financial Services*, 3rd ed. Pearson Education

Course Title: Security Analysis and Portfolio Management

Course Code: BSBBMFM2

Course Objective

The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.

Course Outcome:

After successful completion of this course the student should be able to:

CO 1: To analyse the EIC framework.

CO 2: Understand the valuation of Fixed and variable Income securities

CO 3: Design, analyze, choose and evaluate portfolios along with a deep understanding of Capital market.

CO 4: Explain the Efficient Market Hypothesis

CO 5: Measure riskiness of a stock or a portfolio position.

Course Contents:

Unit - I:

Fundamental Analysis - Economic analysis, Industry Analysis and Company analysis; **Technical Analysis** - Price and volume indicators, indices and moving averages; Interpretation of trends and indices.

Unit - II:

Efficient Market Hypothesis – Weak, Semi-strong and Strong Markets; Testing of different forms of Market efficiency and their significance; **Valuation of Fixed Income Securities** – Bonds, Debentures, Preference Shares and Convertible Securities; **Valuation of Variable Income Securities** – Equity Shares.

Unit - III:

Portfolio Management – Meaning, Importance, Objective and Various Issues in Portfolio Construction, Revision of Portfolio and Evaluation; **Portfolio Analysis** - Estimating rate of return and standard deviation of portfolio return; Effects of combining securities; Markowitz risk – return optimization.

Unit - IV:

Single Index Model – Portfolio total risk, Portfolio market risk and unique risk; Sharpe's optimization solution; **Capital Market Theory** – Capital market line, Security market line; Risk free lending and borrowing.

Unit - V:

Portfolio Construction - Techniques of Portfolio Construction, Feasible Portfolio, Efficient Frontier; **Portfolio Performance Evaluation** – Measure of return, Risk adjusted measures of performance evaluation, Market timing, Evaluation criteria and procedures

Suggested Readings:

- Fischer, Donald, E. and Ronald J. Jordan (2018). Security Analysis and Portfolio Management. 7thed. Prentice Hall India. New Delhi.
- Chandra, Prasanna. (2017) Investment Analysis and Portfolio Management, 5th ed. Tata McGraw Hill, New Delhi.
- Sharpe, William, F. Alexander, and Bailey, Investment, Prentice Hall Of India, 5th Edition.
- Kevin, S. (2015) Security Analysis and Portfolio Management 2nd ed. Prentice Hall India. New Delhi.
- Pandian, Punithavathy (2012). Security Analysis and Portfolio Management 2nded. Vikas Publishing House, New Delhi

Course Title: Insurance and Risk Management

Course Code: BSBB6FM3

Course Objective:

It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

Course Outcome:

After studying this course the student will be able to:

CO1: To explain the concept of insurance and risk

CO2: To identify and evaluate the risk

CO3: To compare life insurance with other forms of insurance

CO4: To understand the regulatory provisions under Insurance Act 1938 and IRDA Act 1999

Course Contents:

Unit I

Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.

Unit II

Principles of Life insurance and its impact on insurability. Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy.

Unit III

Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

Unit IV

Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk – risk analysis. Risk control – loss prevention and its importance. Risk financing and transfer of risks, Risk retention and its importance/basis of reinsurance

Suggested Readings:

1. “Life Insurance”, - By Kenneth Black (Jr.) and Harold Skipper (Jr.)
2. “Fundamentals of Risk and Insurance”, by Emmett J. Vaughan, Therese Vaughan
3. “Principles of Risk management and Insurance”, by George E. Rejda

Course Title: Banking Principles & Operations

Course Code: BSBB6FM4

Course Description: The course of Banking Principles & Operations is designed to impart knowledge about the basic principles of the banking. The syllabus of Banking Principles & Operations spread over five units; unit 1 covers Indian financial System, Banking System in India, Financial sector reforms in India. Unit 2 covers Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer. Unit 3 covers Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value. Unit 4 covers Negotiable Instruments, Bills of Exchange and Promissory notes and Unit-5 Covers Employment of funds by Commercial Banks Financial statement analysis, Types of securities. The Andragogy in this subject includes power point presentations, assignments, class test, quiz, mini project etc.

Course Objectives:

1. To understand the structure of Indian financial System.
2. To understand operational aspect of commercial banks in India.
3. To provide basic knowledge of the concept of time value of money.
4. To understand the use of Negotiable Instruments, Bills of Exchange and Promissory notes.
5. To explain various types of securities and mode of creating charge.

Course Outcome: On completion of the course student will be able to:

- CO1: Understand the structure of Indian financial System.
CO2: Interpret various functions of commercial banks.
CO3: Apply the concept time value of money.
CO4: Explain Negotiable Instruments.
CO5: Interpret various types of securities and mode of creating charge.

Contents

Unit I:

Indian financial System, Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

Unit II:

Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker.

Unit III:

Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortization.

Unit IV:

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and purchasing, ancillary Services of the Bankers.

Unit V:

Employment of funds by Commercial, Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset – liability management in commercial Banks. Basel norms.

SUGGESTED READINGS :

1. K.C. Shekhar and LekshmyShekhar, *Banking Theory and Practice* (2018), 21steditionAgarwal, O.P., *Banking and Insurance*, Himalaya Publishing House

References:

1. Jaiswal Bimal, *Banking Operations Management*, Vikas Publishing House (2015)
2. Chabra, T. N., *Elements of Banking Law*, Dhanpat Rai and Sons
3. Saxena, G. S; *Legal Aspects of Banking Operations*, Sultan Chand and Sons
4. Suneja, H R., *Practical and Law of Banking*, Himalaya Publishing House
5. Varshney, P.N., *Banking Law and Practice*, Sultan Chand and Sons

Course Title: Industrial Relations and Labour Laws

Course Code: BSBB5HR1

Course Description: Organisational efficiency and performance are interlinked with industrial relations. The course will provide an understanding of the evolution of industrial relations in India. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations. It explains the role, functions and approaches to Industrial relations. The course will be providing the student a basic knowledge of trade unions, their functions and labour welfare & social security.

Course Objective: The course is designed to provide the student a basic knowledge of the industrial relations and to familiarize them with major aspects of trade union and labour laws. It will enable the students to learn the concepts of industrial relations including Trade unions, collective bargaining, discipline and various labour enactments.

Course Outcomes: At the end of the course, students will be able to:

- To define the nature, concept and role of Industrial relations in India;
- To discuss the theoretical aspects, functions, and approaches of Industrial relations;
- To explain the comprehensive perspective about the legal frame work stipulated under the Industrial Disputes Act, 1947;
- To examine the structure of labour laws and enactments in labour legislations;
- To explain the conceptual framework of workers participation and collective bargaining.

Course Contents

Unit -I: Introduction: Meaning of Industrial Relations; Factors Affecting Industrial Relation; Significance and Objectives of Industrial Relation; Human Relations and Industrial Relations; Characteristics of Industrial Labour, Pre-requisites for Congenial IR, Evolution of IR in India, ILO in IR.

Unit -II: Functions and Approaches to IR; Trade Union: Meaning and Functions of Trade Union, Types and Structure of Trade Unions; Problems of Trade Unions; Workers Education and Training. Salient Features of the Trade Union Act, 1926; Discipline and Grievance Management

Unit -III: Anatomy of Industrial Conflicts, Essentials of disputes, Classification of Industrial Disputes; Industrial Unrest in India; Salient Features of Industrial Disputes Act, 1947, Layoff, Lockouts, retrenchments, strikes, machinery available for settlement of Industrial disputes and authorities under the Act.

Unit -IV: Labour Welfare and Social Security: Basic Feature, Need and Objectives, Approaches and Measures Wage Regulation Machinery, Payment of Wages Act, 1936, Factories Act, 1948.

Unit -V: Workers Compensation Act, 1923, Workers Participation in Management; Collective Bargaining; Profit Sharing and Co-partnership; IR and Globalisation; Employee Empowerment and Quality Management; Industrial Relations and Technological change.

Reference Readings:

- Ashwathappa, K. (2016). *Human Resource Management*, 7th ed., McGraw Hill Education
- Decenzo, D. A., Robbins, S.P., & Verhulst, S.L. (2015). *Human Resource Management*, 11th ed., Wiley publication
- Ghosh, P., and Nandan, S. (2017). *Industrial Relations and Labour Laws*, 2nd ed., McGraw Hill Education
- Monappa, A., Nambudiri, R., & Selvaraj, P. (2012). *Industrial Relations and Labour Laws*, 2nd ed., McGraw Hill Education
- Sinha, P.R.N., Sinha I.B., & Priyadarshini, S. (2017). *Industrial Relations, Trade Unions and Labour Legislation*, 3rd ed., Pearson Education
- Sharma, R.C. (2016). *Industrial Relations and Labour Legislation*, 6th ed., Prentice Hall Learning

Course Title: Human Resource Planning

Course Code: BSBB5HR2

Objective:

The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Development and Development in Organizations. This course focuses on human resource planning models and introduces the forecasting models. This course aims at imparting relevant knowledge required to perform the functions of human resource planning within an organization.

Course Outcome:

CO1: Analyze the theory and concepts of human resource planning.

CO2: Identify the evolution of human resource planning throughout the organization.

CO3: Relate and apply models and methods used in forecasting.

CO4: Describe the applications of human resource information system

CO5: Evaluate the organization's planning program.

Unit - I: Human Resource Planning

Human Resource Planning Process, Tools and Methods of Analysis; Employee integration with the Organisation (Induction, Socialisation Process, Placement)

Unit - II: Human Resource Development

Concepts, Objectives, Role and Significance; Structure of HRD System; Role of Training in HRD; Career Planning, Succession Planning; Skills and Multi-Skill Development.

Unit - III: Measurement Tools in Human Resource Planning

Human Resource Information System; Human Resource Audit; Human Resource Accounting – Concepts and Methods

Unit - IV: HRD- Strategies, Experiences and Emerging Issues

HR Strategy; Human Resource Retention Strategies; Task Analysis; Counselling and Monitoring; HRD Practices in Indian Corporate Sector. Quality of Work Life and Role Efficiency; Developing Self-Renewal – OD and Research.

Unit – V

Case Studies: The List of the Case studies shall be provided in the class.

Note: A single case relating to the issues detailed under one or more of the first four units shall be given as Unit V. As far as possible the theoretical questions and the case should not relate to the same issues / topics.

Suggested Readings:

1. Pareek& Rao: Designing & Managing Human Resource System, IBH, New Delhi
2. Bhattacharya: Human Resource Planning, Excel Books, New Delhi.
3. Beardwell& Holden: Human Resource Management, McMillan India Ltd.
4. Arthur, M. Career Theory Handbook, Englewood Cliff, Prentice Hall Inc.
5. Belkaoui, A. R. and Belkaoui, J. M.: Human Resource Valuation: A Guide to Strategic and Techniques, Greenwood, Quorum Books

Course Title: Training & Development of Human Resources

Course Code:BSBB6HR3

Course Objective: The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

Course Outcome: After completion of this course, the student will be able:

CO1:To Conduct a needs assessment to determine whether and what kind of training is necessary.

CO2: To Evaluate and create conditions to ensure employees' readiness for training.

CO3: To Design a training environment to maximize learning.

CO4: To Select appropriate training methods based on training objectives, trainee characteristics, and organizational constraints.

Course Contents:

Unit -I:

Nature and Importance of Training in Organisation Development and Individual Development.; Learning through Training; Knowledge and Skill Development Organisational Set-up and Responsibility for Training.

Unit -II:

Making Training Effective, Designing, Budgeting and Organising for Training Programme. Instructional Objectives and Lesson Planning, Learning Process.

Unit -III:

Developing Training Climate, and Pedagogy; Developing Training Modules; Trainer and Training Styles; Evaluation and Follow-up of Training Programme; Facilities Planning and Training Aids; Training Communication; Training and Development in India

Unit - IV:

Comprehensive Case Study equivalent to Two Units.

Note: A compulsory comprehensive case (running into not more than 3 to 4 printed pages) relating to the issues detailed under one or more of the first three units shall be given as Unit IV. As far as possible the theoretical questions and the case should not relate to the same issues / topics. The case study will be equivalent to Twounits value

Suggested Readings:

1. Beunet, Roger ed.: Improving Training Effectiveness, Aldershot, Gower.
2. Buckley R & Caple, Jim: The Theory & Practice of Training, London, Kogan& Page
3. Lynton, R Pareek, U.: Training for Development, 2nded., New Delhi, Vistaar
4. Pepper, Allan D.: Managing the Training and Development Function, Aldershot, Gower
5. Rae, L.: How to Measure Training Effectiveness, Aldershot, Gower
6. Reid, M. A. etc.: Training Interventions: Managing Employee Development 3rded., London, IPM
7. Senge, P.: The Fifth Discipline: The Art and Practice of the Learning Organisation, London, century

Course Title: Compensation Management

Course Code: BSBB6HR4

Course Objectives:

This course aims to clarify the principles and basic concepts of compensation management in organizations, including the role of human resources management in dealing with employees, and methods used to provide compensation. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them.

Course Outcome:

At the end of the course the students will be able to:

CO1: To learn basic compensation concepts and the context of compensation practice

CO2: To illustrate different ways to strengthen the pay-for-performance link.

CO3: To learn the concepts of Payment and employee benefits issues for contingent workers.

CO4: To understand the Legally required employee benefits.

CO5: To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits

Course Contents:

Unit I

Introduction- Concept, Philosophy, History from performance appraisal to performance development. Contemporary PMS.

Unit II

4 dimensions of PMS, Performance Planning, Feedback and coaching, performance appraisal outcome and reward. Performance Planning, Goal Sheet, Goal Alignment, Coaching and mentoring processes. Alignment with organizational goals. Performance Counselling-Planning for new cycle, Strategic PMS, International Aspects of PMS.

Unit III

Incentives for production employees, Modern trends in compensation-from wage and salary to cost to company concept, compensation surveys, managers & executives. Incentives for other professionals: Developing effective incentive plans. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits & Incentive practices in industry.

Unit IV

Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity,.

Suggested Readings:

1. Milkovich & Newman, Compensation, 9th Edition
2. T.J. Bergman, Compensation Decision Making, 4th Ed
3. National commission on labour, report, Labour Law Reviews Govt. of India.
4. Harvard Business review on compensation :
5. Rober E. Sibson, Compensation, 5th Ed
6. Richard Henderson, Compensation management in a knowledge, 7th Ed, based world.
7. T.N. Chhabra & Savitha Rastogi Compensation management, 2007
8. Gary Dessler, Human Resource Management(2007)

Course Title: Advertising & Consumer Behaviour

Course Code: BSBB5MK1

Course Objective: Designed for students planning to make a career in the field of Marketing. The course objective is to familiarize them with the world of media and advertising which has gradually emerged as an industry with reference to India. Effort has also been made to provide them with practical exposure to the field through illustrations, case studies, and exercises in various aspects of the craft of advertising and media planning.

Course Outcomes:

CO1 Articulate the factors that influence consumer decisions

CO2 Articulate the key theories that explain consumers' behaviors

CO3 Understand how to influence different stages of the consumer decision making process

CO4 Design marketing strategy that takes into account consumer psychology

CO5 Develop a skill set for outlining consumer segmentation and integrating this into marketing plans

CO6 Understand how patterns of future sales depends on factors that impact consumer behavior

Unit - I: Introduction:

Promotion mix and a comparative analysis of promotional tools. Career options in media and advertising. Functions of an Advertising Agency. The 5 M framework for advertising management. Designing a promotional/advertising campaign.

Unit - II: Advertising Objectives:

Objectives of advertising. DAGMAR approach. Functions, advantages and limitations of advertising. Effects of advertising. Social, Ethical and Legal Issues in Advertising.

Unit -III: Consumer Behaviour

Nature, Importance; Types of Consumers, Basic Determinants of Consumer Behaviour, Consumer Decision Making Process, Motivation, Motivation Research.

Unit -IV: Cultural, Social and Economic Factors Affecting Consumer Behavior

Consumer Attitude Formation and Change, Group Influence, Buying Roles, Status and Family Influences, Consumer Behaviour and Marketing Communication.

Unit – V

Case Studies: The List of the Case studies shall be provided in the class

Suggested Readings:-

1. C. Glenn Walters: Consumer Behaviour, Richard D. Irvin Inc., Homewood, Illinois
2. Douglas W. Mellott Jr.: Fundamentals of Consumer Behaviour, McMillan Publishing Co., New York.
3. Chunawala, S. A.: Foundation of Advertising – Theory and Practice, HPH
4. Aaker, David A., Batra, Rajiv, Myers, John G.: Advertising Management, New Age International Publishers
5. Mathur, U. C.: Advertising Management, New Age International Pulishers

Course Title: Sales & Distribution

Course Code: BSBB5MK2

Course Objective: Sales management includes the task of planning, organizing and implementing the sales efforts to achieve the corporate goals. The course will focus on different perspectives on sales and distribution and understanding of their management.

Course Outcomes (COs): At the end of this course students will be able to:

CO 1: Appraise the process involved in personnel selling and its management.

CO 2: Explain the decisions involved in planning and organizing the sales efforts.

Unit I

The Selling Process: Preapproach – acquiring product knowledge, acquiring competition and market knowledge, Identifying and qualifying prospects – sources of prospecting, conditions for qualification, Opening a sale – methods of approaching, Sales presentation – presentation strategies and methods, Sales demonstration – planning effective demonstration, use of sales tools, Handling objection – types of objections, determining hidden objections, strategies for handling objections, Closing a sale – trial close, closing techniques, Post sales follow up.

Unit II:

Introduction to sales force management: Objectives of Sales management, Role of a sales manager; Managing Sales force – Recruitment, Selection, Training, Compensation and evaluation of sales force; Sales Territory Coverage: Sales Territory Concept, Reasons for establishing sales territories, procedures for selling up sales territories

Unit - II:

Distribution Management – Meaning, Nature, Objectives and Constraints, Channel Design, Channel Levels, Managing Channel members, Channel Conflict and Management.

Unit –III:

(a). Market Logistics – Objectives, Logistics Decision, Nature and Scope of Sales Management.

(b). Personal Selling, Sales Organisation, Warehousing.

Unit – V

Case Studies: The List of the Case studies shall be provided in the class.

Suggested Readings:-

1. Still, Cundiff&Govani – Sales Management, 5th Edition. Prentice Hall of India
2. Charles Futrell – Fundamentals of Selling.
3. Ingram, Avila, Schwepker – Sales Management.
4. Hair, Anderson & Mehta – Sales Management.
5. Anderson – Professional Sales Management.
6. Professional Selling A trust based approach, Ingram, Laforge, Avita: Harcourt College Publications.
7. Smart Selling, Christopher Power.
8. What makes a good salesman, David Mayer and H M Greenberg.
9. Management of Sales force, Stanton, Bursnick and Spiro.

Course Title: Retail Management

Course Code: BSBB6MK3

Course Objective:

The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

Course Outcome: At the end of this course, the students will be able to:

CO1: Describe how technology (Ex customer database, integrated systems, and buying and sales forecasting systems) is used to support retail businesses.

CO2: Evaluate the effectiveness of merchandising decisions in the retail industry.

CO3: Explain the factors relating to visual merchandising, such as store layouts and presentations.

CO4: Compare the strategies that are used within the different stages of a product's life cycle.

CO5: Describe how the flow of goods and services in a retail environment (Ex inventory control, supply chain and risk management)

CO6: Analyze how logistics and supply chain management achieve a sustainable competitive advantage.

CO7: Compare different customer service strategies that be used to improve the customer experience.

Course Content

Unit I:

Introduction to retailing Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry. Retail Formats Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non traditional selling.

Unit II:

Store Planning, Design & Layout; STORE PLANNING: Location Planning and its importance, Store design and the retailing image mix, Effective Retail Space Management, Floor Space Management.

Unit III:

Retail Marketing Advertising & Sales Promotion, Retail Mktg. Strategies, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing, Types of Retail Sales Promotion.

Unit IV:

Retail Merchandising Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management. Merchandise Pricing Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

Suggested Readings:-

1. Cullen & Newman – Retailing – Environment & Operans.
2. Berman & Evarv – Retail Management.
3. Bajaj, Tuli & Srivastava , Retail Management- Oxford University Publications
4. Ogden & Ogden Integrated Retail Management, Biztantra Publications
5. Gibson G Vedamani , Retail Management: Functional principles & practices, Jaico Publishing House

Course Title: Marketing of Services
Course Code: BSBB6MK4

Course Objective:

The Objective of the course is to familiarize the students with concepts, theories and techniques in the field of Services Marketing. This course is designed to prepare students who are pursuing marketing careers in the services or goods industries and non-marketing students desiring to understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses.

Course Outcomes (CO's):

After completion of this course, students will be able to:

CO1: To develop an understanding of the basic concepts and issues in service marketing.

CO2: To provide an understanding of how service customers determine value in a service exchange and how this translates into a satisfied customer base.

CO3: Build an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses.

CO4: Understand the “Gaps Model of Service Quality” and how to apply it in your professional career.

Unit I:

Meaning and nature of services marketing, goods and services - a comparative study, significance, marketing mix for services, Classification of services.

Unit II:

MIS in Service Marketing, Market Segmentation and positioning, Behaviour of consumer, Service Management.

Unit III:

Marketing of Services in India: bank, insurance, tourism, hospital and consultancy.

Unit IV:

Promotion mix strategy for services, Relationship marketing, Services under WTO .

SUGGESTED READINGS:

1. Helen Woodruffe, Services Marketing.
2. Zieithaml Valarie, Parasuraman A. and Leonard L. Berry, Delivering Quality Services.
3. Shetty Y.K. and J.E. Ross, Quality and its Management in Services.
4. Lovelock Christopher H., Service Marketing.

BBA (2018-19)

COs Mapping with POs & PSOs

(Three Level: 3-Strongly Related, 2-Moderate, 1-Slightly)

BSBB101- ENVIRONMENTAL STUDIES

Course Outcomes

CO1- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.

CO2- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

CO3- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.

CO4- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2					2					
CO 2			1		2		3				3
CO 3						1					
CO 4			1							1	
Average	2.0	-	1.0	-	2.0	1.5	3.0	-	-	1.0	3.0

BSBB102 - MICRO ECONOMICS

Course Outcomes:

CO1: To familiarize the students with the basic concept of microeconomics.

CO2: To make student understand the demand and supply analysis in business application.

CO3: To familiarize students with the production and cost structure under different stages of production.

CO4: To understand the pricing and output decisions under various market structure.

CO5: To help students understand and apply the various decisions tools to understand the market structure.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2						2				
CO 2	1			1			3				3
CO 3	1	1				1	1				

CO 4		2									
CO 5			2	2				1		1	
Average	1.3	1.5	2.0	1.5	-	1.0	2.0	1.0	-	1.0	3.0

BSBB103- FINANCIAL ACCOUNTING

Course Outcomes:

CO1: Understand and apply accounting concepts, principles and conventions for their routine monetary transaction

CO2: Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CO3: Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles

CO4: Utilize the technology (such as computers, information databases) in facilitating and enhancing accounting and financial reporting processes

CO5: Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	1	-	1	-	2	1	-	-	1	1
CO 2	1	-	1	1	1	-	-	2			
CO 3						1					
CO 4		-		2	1	-	-	-	-	-	-
CO 5	-	-	1	1	1	1	1		1	1	1
Average	1.5	1.0	2.0	1.25	1.0	1.3	1.0	2.0	1.0	2.0	2.0

BSBB104- Management Principles & Applications

Course Outcome

CO1: Identify the key contributors and their contributions in the development of management thought.

CO2: Assume the roles and responsibilities associated with managerial functions.

CO3: Describe the four management functions of planning, organizing, leading, and controlling.

CO4: Describe the Effective plans co-ordinate the organizational work and eliminate unproductive effort

CO5: To find out good control system should be easily installed and economically maintained.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1					1	1			1	

CO 2	1					1					
CO 3	1		1	1		1		1	1		
CO 4		2						1	1		
CO 5			1		1				2	2	1
Average	1.5	2.0	2.0	1.0	1.0	1.0	1.0	2.0	1.3	1.0	3.0

BSBB105- Business Organization

CO1: Understanding of the main working aspects of organizations, not only from an economic point of view but also considering organizations as part of society.

CO2: Analysis of the economic environment of organizations by means of the development of conceptual areas such as industry, human resources and production.

CO3: Knowledge of a comprehensive glossary of economic terms widely used in the analysis and discussion of behaviour organization.

CO4.:Interpreting the meaning of the information emerging from the organization, particularly with regard to the management of human resources and production.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1			1					1		
CO 2			1				2				3
CO 3						1					
CO 4		2	1								
Average	1.0	2.0	2.0	1.0	-	1.0	2.0	-	1.0	-	3.0

BSBB-201 Business Law

Course Outcomes

CO1: Acquire a sound understanding of the legal aspects of the laws affecting businesses

CO2: Apply basic legal knowledge to business transactions

CO3: Communicate effectively using standard business and legal terminology

CO4: Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

CO5: Describe current law, rules, and regulations related to settling business disputes

	PO 1	PO 2	PO 3	PO 4	PO 5	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6
CO 1		1									
CO 2			1	2			2				
CO 3	2					1					
CO 4		1							2		
CO 5											
Average	2.0	1	1	2		1	2	-	2		-

BSBB202 Business Communication

Course Outcomes:

CO1: Recognize the various elements of communication, channels of communication and barriers to effective communication.

CO2: Express themselves effectively in routine and special real world business interactions.

CO3: Take part in professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.

CO4: Create and Deliver effective business presentations, using appropriate technology tools, for common business situations.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	1	-	1	2	1	1	-	-	1	-	-
CO 2	1	-	-	1	1	1	-	-	2	1	1
CO 3	-	1	1	-	-	-	-	1	1	-	-

CO 4	1	1	-	-	-	-	1	2	-	-	1
Average	1	1	1	1.5	1	1	1	1.5	1.33	1	1

BSBB203 Cost Accounting

Course Outcomes

CO1 Explains **cost accounting** systems.

CO2 Explains the purposes of **cost accounting**.

CO3 Defines the concepts of **cost, expense**, loss and revenue.

CO4 Explains the relationships between **cost** and financial **accounting**.

CO5 Prepare production **cost** statement and **cost** of goods sold statement.

CO6 Explains main manufacturing **cost** elements.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	2	1	2	-	2	2	2	-	3	1	-
CO 2	1	2	2	1	2	-	-	-	2	2	2
CO 3	-	2	1	2	-	2	-	2	1	-	2
CO 4	1	1	-	-	-	-	1	2	-	-	1
CO5	-	2	1	-	1	-	2	-	-	1	--
CO6	1	-	-	2	-	-	-	-	-	2	-
Average	1.25	1.6	1.5	1.67	1.67	2	1.67	2	2	1.5	1.67

BSBB204:Business Mathematics

Course Outcome

CO1: Recall the matrix manipulation

CO2: Classify the calculus theory with some new method

CO3: Solve the example of partial differential equation

CO4: Illustrate the mathematical finance with new techniques

CO5: Formulate the linear programming problem and solve the example

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	2	-	2	-	2	1	2	3	-	1	-
CO 2	2	1	1	-	2	-	-	2	2	2	2
CO 3	-	2	-	1	-	2	-	2	1	-	3
CO 4	2	2	1	2	-	-	1	2	-	1	-
CO5	-	2	1	-	3	-	2	-	-	1	--
Average	2	1.75	1.25	1.5	2.33	1.5	1.67	2.25	1.5	1.25	2.5

BSBB205Organizational Behavior

CO1: To identify the concept of organizational behavior to understand the behavior of people in the organization.

CO2: To demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: To explain the complexities associated with management of the group behavior in the organization.

CO4: To examine how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	2	-	1	-	1	-	-	2	-	1	1
CO 2	1	2	2	1	1	1	-	-	-	-	2
CO 3	-	1	-	2	1	2	1	2	1	1	3
CO 4	2	2	1	2	-	-	1	2	-	1	1
Average	1.67	1.67	1.67	1.67	1	1.5	1	2	1	1	1.75

BSBB301 Macro Economics

Course Outcome

CO 1: Identify the various variables of macroeconomics.

CO 2: Interpret the monetary and fiscal policies in relation to Indian Economy.

CO 3: Identify the major causes of inflation in an economy.

CO 4: Appraise the flows of savings and investment in open economy.

CO 5: Explain the decisions related to exchange rates in open economy.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	2	1	-	2	-	1	1	-	-	-	-
CO 2	1	2	2	-	-	1	1	1	-	-	-
CO 3	-	-	2	2	1	-	2	2	1	1	2
CO 4	-	-	1	2	2	1	1	-	-	1	1
CO5	2	1	-	-	-	-	1	1	-	-	1
Average	1.67	1.33	1.67	2.0	1.5	1.0	1.2	1.33	1.0	1.0	1.33

BSBB302 CORPORATE LAW

Course Outcome

CO1: Acquire a sound understanding of the legal aspects affecting company

CO2: Apply basic legal knowledge in incorporation of company

CO3: Communicate effectively about different documents used in companies

CO4: Analyze a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

CO5: Describe current law, rules, and regulations related to settling and winding up companies

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	-	-	-	2	1	-	-	-	1	2	1
CO 2	-	-	-	1	2	-	-	-	-	1	2
CO 3	1	-	1	1	-	-	2	-	-	-	-
CO 4	-	-	1	1	1	1	1	-	-	1	-
CO5	2	1	-	-	-	-	1	1	-	-	1
Average	1.5	1	1	1.25	1.33	1	1.33	1	1	1.33	1.33

BSBB-303 Human Resource Management

CO1: Learn the qualities of human resource manager in an organization.

CO2: Analysis the importance of different methods of training given to the employees in organization.

CO3: Memorize the difference between on-the-job training and of the job training.

CO4: Learn the participant of industrial relation and recruitment of good industrial relation program.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	2	-	-	1	-	2	1	-	-	-	-
CO 2	-	-	-	1	2	-	-	-	-	1	2
CO 3	1	-	-	-	-	-	-	-	-	2	-
CO 4	-	-	1	1	1	1	1	-	-	1	-
Average	1.5	-	1	1	1.5	1.5	1	-	-	1.33	2

BSBB304: COMPUTER APPLICATIONS IN BUSINESS

Course Outcome

CO1: Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.

CO2: Explore various methods that Information Technology can be used to support existing businesses and strategies.

CO3: Investigate emerging technology in shaping new processes, strategies and business models.

CO4: Achieve hands-on experience with productivity/application software to enhance business activities.

CO5: Accomplish projects utilizing business theories, Internet resources and computer technology.

CO6: Work with simple design and development tasks for the main types of business information systems

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	1	2	-	-	-	-	1	2	-	-	1
CO 2	-	-	-	1	2	-	1	-	1	1	-
CO 3	1	-	1	-	-	1	-	-	-	2	-
CO4	-	-	-	3	2	1	-	1	-	1	-
CO 5	-	-	1	1	1	1	1	-	-	1	-
CO6	-	-	-	-	2	1	-	2	-	-	1
Average	1	2	1	1.33	1.75	1	1	1.67	1	1.25	1

BSBB305: INCOME TAX LAW AND PRACTICE

Course Outcomes (CO)

CO1: Utilize the definitions of the various components of income tax law. Complete federal income tax returns, including schedules to the Form 1040, and be able to calculate the correct amount of federal income tax.

CO2: Analyze simple fact situations and recognize income tax ramifications. Apply basic tax concepts to simple fact situations and communicate potential income tax ramifications in writing.

CO3: Research basic questions of federal tax law. Apply an understanding of the different ways a case can progress from audit to court.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	1	2	-	-	2	-	1	2	-	-	1
CO 2	-	-	-	1	2	-	1	-	1	1	-
CO 3	-	-	-	-	2	1	-	-	-	2	-
Average	1	2	-	1	2.0	1	1	2	1	1.5	1

BSBB401- Business Statistics

Course Outcomes: After the completion of the course students will be able to:

CO1: To describe basic concepts of business statistics.

CO2: To interpret various measures of central tendency, Measures of Dispersion, Correlation and Regression analysis in decision making.

CO3: To examine the trend analysis with different methods of time series analysis.

CO4: To explain basic concepts of probability and perform probability theoretical distributions.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1			1		2			1		
CO 2		1	1				2				3
CO 3	1				1	1		1			
CO 4	1	2	1							1	
Average	1.0	1.5	2.0	1.0	1.0	1.5	2.0	-	1.0	1.0	3.0

BSBB402- Principles of Marketing

Course Outcome: At the end of this course, the students will be able to:

CO1: Define essential concepts and principles of marketing and highlight their value.

CO2: Develop skills and pragmatic approaches in scanning the contemporary trends in the market place.

CO3: Describe the elements of marketing mix.

CO4: learn marketing theories, principles, strategies and concepts as applied.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1		2			1		
CO 2		1	1				2			1	1
CO 3	1				1	1		2			
CO 4	1	2	1						1	1	
Average	1.0	1.5	1.0	1.0	1.0	1.5	2.0	2.0	2.0	2.0	1.0

BSBB403- INDIAN ECONOMY

Course Outcomes (CO): At the end of this course, the students will be able to:

CO1: Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2. Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Students will able to understand the functioning of Indian Economy.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1			1		1		1	1		
CO 2			1				2			1	2
CO 3		1			1	1		1			
Average	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0

BSBB404- E-COMMERCE

Course Outcomes: At the end of this course, the students will be able to:

CO1: Understand the basic concepts and technologies used in the **field** of management information systems.

CO2: Have the knowledge of the different types of management information systems

CO3: Understand the processes of developing and implementing information systems

CO4: Be aware of the ethical, social, and security issues of information systems

CO5: Describe the concept of online shopping and models of Electronic market.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	1				1		2	2		
CO 2	1	1	1					1	1		1
CO 3	2					1	1	1	1		
CO 4		2	1		1					1	1
CO 5				2				1			
Average	1.3	1.3	1.0	2.0	1.0	1.0	1.0	1.25	1.3	1.0	1.0

BSBB405- Entrepreneurship

Course Outcomes: At the end of the course, students will be able to:

CO1To define the concept and dimensions of entrepreneurship for solving the problems at work and society

CO2To discuss the role of business houses and family business in India, their conflict and its resolution

CO3To describe the roles and functions of business incubators, venture capital, private equity fund, and angel investors

CO4To design the business plan/ project proposals considering different aspects of project report

CO5To identify the resources for start ups, preliminary contract with vendors and suppliers

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	1		1		1		2	2		
CO 2	1	1	1		1			1	1		1
CO 3	2			2		1	1	1	1		
CO 4		2	1		1		1			1	1
CO 5				2				1			
Average	1.3	1.3	1.0	1.6	1.0	1.0	1.0	1.25	1.3	1.0	1.0

BSBB501- Fundamentals of Financial Management

Course Outcome:

On completion of this course, the students will be able to:

- CO1 Understand the concept of time value of Money
- CO2 To evaluate the various projects by different methods.
- CO3 Understand and compare the theories of dividend policy
- CO4 To analyse and evaluate the various available financing options.
- CO5 Identify the major sources of short-term financing available to the firm

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1			1					1		
CO 2			1				2				3
CO 3						1					
CO 4		2	1								
CO 5											
Average	1.0	2.0	2.0	1.0	-	1.0	2.0	-	1.0	-	3.0

BSBB502- Production & Operations Management

Course Outcomes: At the end of this course, the students will be able to:

- CO1: To understand the basic concepts and theories of the production management.
- CO2: To comprehend the operations management situations with greater confidence.
- CO3: To anticipate issues in production and operations processes they may face during their careers
- CO4: To expand individual knowledge of operations management principles and practices.

CO5: To apply operations management concepts and their influence on business decisions.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1		1			2	2		
CO 2		1	1	1			2				3
CO 3	1	1	1	1	1	1	1	1	1		
CO 4	1	1	2				1				
CO 5			1	1			1				
Average	1.0	1.0	1.8	1.0	1.0	1.0	1.25	1.5	1.5	-	3.0

BSBB503- Business Policy and Strategy Management

Course Outcomes (CO's): After completion of course, the students will be able to:

CO1: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO3: Develop the ability to identify strategic issues and design appropriate courses of action

CO4: Apply and comprehend how a firm behaves in competitive environment of national and international market.

CO5: Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1			1		2	2		
CO 2	1		1				2	1	1		1
CO 3	2	1	1	1	1	1					
CO 4		2	1	1			1			1	
CO 5					1	2					2
Average	2.0	1.5	1.0	2.0	2.0	2.0	1.5	1.5	1.5	1.0	1.5

Course Title: Financial Markets, Institutions and Financial Services

Course Code: BSBB5FM1

Course Outcomes (COs): At the end of this course students will be able to:

5. To define the roles, structure, functioning and operations of Indian financial system;
6. To describe the instruments, participants and operation of the money market and Capital market;
7. To discuss the role and management of commercial banks and financial institutions;
8. To examine various financial services with their functions

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1					1	2	1	1		
CO 2	1	1	1				2			1	
CO 3						1		1	1	1	
CO 4	1	2	1		1			1			
Average	1.5	1.5	2.0		1.0	2.0	2.0	1.5	2.0	2.0	

Course Title: Security Analysis and Portfolio Management

Course Code: BSBBMFM2

After successful completion of this course the student should be able to:

2

Part II Course Details

1. Abstract

This course studies classical portfolio theory and standard asset pricing models at an introductory level. After completing the course, students are expected to be able to apply the fundamental principles to analyze stocks and bonds investment problems, formulate trading strategies, and manage financial portfolios. In particular, students will apply the theories and models of portfolio management and act as financial advisors. They will come up with portfolios for their clients and calculate and interpret the risks and returns. This is an introduction to a client-facing career and will encourage students to apply their knowledge in an innovative manner.

CO 1: To analyse the EIC framework.

CO 2: Understand the valuation of Fixed and variable Income securities

CO 3: Design, analyze, choose and evaluate portfolios along with a deep understanding of Capital market.

CO 4: Explain the Efficient Market Hypothesis

CO 5: Measure riskiness of a stock or a portfolio position.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	1	1			2	1	1	1		
CO 2			1				2	1	2		3
CO 3			1	1		1					

CO 4		2	1					1			
CO 5				1						2	1
Average	1.0	1.5	1.0	2.0	-	1.5	1.5	1.5	1.5	2.0	2.0

Course Title: Industrial Relations and Labour Laws

Course Code: BSBB5HR1

Course Outcomes: At the end of the course, students will be able to:

- To define the nature, concept and role of Industrial relations in India;
- To discuss the theoretical aspects, functions, and approaches of Industrial relations;
- To explain the comprehensive perspective about the legal frame work stipulated under the Industrial Disputes Act, 1947;
- To examine the structure of labour laws and enactments in labour legislations;
- To explain the conceptual framework of workers participation and collective bargaining.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1	-			1	1		
CO 2	1		1				2				2
CO 3		1		1	1	1					
CO 4		2	1		1			1		1	
CO 5						1	1	1			1
Average	2.0	1.5	1.5	2.0	2.0	2.0	1.5	1.5	1.0	1.0	1.5

Course Title: Human Resource Planning

Course Code: BSBB5HR2

Course Outcome:

CO1: Analyze the theory and concepts of human resource planning.

CO2: Identify the evolution of human resource planning throughout the organization.

CO3: Relate and apply models and methods used in forecasting.

CO4: Describe the applications of human resource information system

CO5: Evaluate the organization's planning program.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1			1			1		1
CO 2			1		2		2	1	1		
CO 3			1	1		1		1	1		
CO 4		1	2				1			1	

CO 5				1	1					2	
Average	1.0	1.0	2.5	2.0	1.5	2.0	1.5	2	1.5	1.5	1.0

Course Title: Advertising & Consumer Behaviour

Course Code: BSBB5MK1

Course Outcomes:

CO1 Articulate the factors that influence consumer decisions

CO2 Articulate the key theories that explain consumers' behaviors

CO3 Understand how to influence different stages of the consumer decision making process

CO4 Design marketing strategy that takes into account consumer psychology

CO5 Develop a skill set for outlining consumer segmentation and integrating this into marketing plans

CO6 Understand how patterns of future sales depends on factors that impact consumer behavior

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1	-				1		
CO 2	1		1				2				2
CO 3		1		1	1	1					
CO 4		2	1					1		1	
CO 5						1	1	1			1
CO 6											
Average	2.0	1.5	1.5	2.0	1.0	2.0	1.5	2.0	1.0	1.0	1.5

Course Title: Sales & Distribution

Course Code: BSBB5MK2

Course Outcomes (COs): At the end of this course students will be able to:

CO 1: Appraise the process involved in personnel selling and its management.

CO 2: Explain the decisions involved in planning and organizing the sales efforts.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1		1	1		1	1	
CO 2	1	1	1	-	1		2	1	1	-	
Average	2.0	1.0	2.0	1.0	1.0	1.0	1.5	1.0	2.0	1.0	-

Course Title: Corporate Accounting

Course Code: BSBB601

Course Outcomes:

At the end of the course, students will be able to-

CO1. Explain the Issue and Redemption of shares and debentures.

CO2. Discuss the Final Accounts of a Company.

CO3. Discuss Valuation of goodwill and shares of a company

CO4. Formulate accounts of holding companies/parent companies.

CO5. Develop Cash Flow Statement

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1	-				1		
CO 2	1		1				2				2
CO 3		1		1	1	1					
CO 4		2	1					1		1	
CO 5						1	1	1			1
Average	2.0	1.5	1.5	2.0	1.0	2.0	1.5	2.0	1.0	1.0	1.5

Course Title: Goods & Service Tax (GST); Customs Law

Course Code: BSBB602

On completion of this course, the students will be able to:

S.No. Course Outcome

CO1 To explain the basic concept of GST, Input Tax Credit constitutional framework of indirect tax before GST and custom law

CO2 To support GST over indirect taxes

CO3 To distinguish between direct tax and indirect tax and to examine the defects of indirect tax.

CO4 To discuss the valuation of GST and Exemption from GST

CO5 To explain the provision of for registration of existing manufacturer and new manufacturer to GST

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	1			-	1	2		1	1	
CO 2	1	1				1					
CO 3	1	1		1		1					
CO 4			1	1	1			1		1	
CO 5	1		1			1	1	1			1
Average	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.0	1.0	1.0	1.0

Course Title: Insurance and Risk Management

Course Code: BSBB6FM3

Course Outcome:

After studying this course the student will be able to:

CO1: To explain the concept of insurance and risk

CO2: To identify and evaluate the risk

CO3: To compare life insurance with other forms of insurance

CO4: To understand the regulatory provisions under Insurance Act 1938 and IRDA Act 1999

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1	-	1		1	1		
CO 2	1		1				2				2
CO 3		1		1	1	1		1			
CO 4		2	1				1	1		1	
Average	2.0	1.5	1.0	2.0	1.0	2.0	1.5	1.0	1.0	1.0	2.0

Course Title: Banking Principles & Operations

Course Code: BSBB6FM4

Course Outcome: On completion of the course student will be able to:

CO1: Understand the structure of Indian financial System.

CO2: Interpret various functions of commercial banks.

CO3: Apply the concept time value of money.

CO4: Explain Negotiable Instruments.

CO5: Interpret various types of securities and mode of creating charge.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1	-				1		
CO 2	1		1				2				2
CO 3		1		1	1	1					
CO 4		2	1					1		1	
CO 5						1	1	1			1
Average	2.0	1.5	1.5	2.0	1.0	2.0	1.5	2.0	1.0	1.0	1.5

Course Title: Training & Development of Human Resources

Course Code: BSBB6HR3

Course Outcome: After completion of this course, the student will be able:

CO1: To Conduct a needs assessment to determine whether and what kind of training is necessary.

CO2: To Evaluate and create conditions to ensure employees' readiness for training.

CO3: To Design a training environment to maximize learning.

CO4: To Select appropriate training methods based on training objectives, trainee characteristics, and organizational constraints.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	1		1	-			2	2		
CO 2	1			1	1		2				2
CO 3		1		2	1	1					1
CO 4		2	1					1		1	
Average	1.0	1.33	1.0	1.33	1.0	1.0	2.0	1.5	2.0	1.0	1.5

Course Title: Compensation Management

Course Code: BSBB6HR4

Course Outcome:

At the end of the course the students will be able to:

CO1: To learn basic compensation concepts and the context of compensation practice

CO2: To illustrate different ways to strengthen the pay-for-performance link.

CO3: To learn the concepts of Payment and employee benefits issues for contingent workers.

CO4: To understand the Legally required employee benefits.

CO5: To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	1	1	1	-	1	2		1	2	
CO 2	1		1				2	1			2
CO 3		1		1	1	1			2		1
CO 4	1	2	1		1			1	1	1	
CO 5						1	1	1			1
Average	1.0	1.33	1.0	2.0	1.0	1.0	1.67	1.0	1.33	1.5	1.33

Course Title: Retail Management

Course Code: BSBB6MK3

Course Outcome: At the end of this course, the students will be able to:

CO1: Describe how technology (Ex customer database, integrated systems, and buying and sales forecasting systems) is used to support retail businesses.

CO2: Evaluate the effectiveness of merchandising decisions in the retail industry.

CO3: Explain the factors relating to visual merchandising, such as store layouts and presentations.

CO4: Compare the strategies that are used within the different stages of a product's life cycle.

CO5: Describe how the flow of goods and services in a retail environment (Ex inventory control, supply chain and risk management)

CO6: Analyze how logistics and supply chain management achieve a sustainable competitive advantage.

CO7: Compare different customer service strategies that be used to improve the customer experience.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1		1	1	-				1		
CO 2	1		1				2				2
CO 3		1		1	1	1					
CO 4		2	1					1		1	
CO 5						1	1	1			1
CO 6		1				2					

CO7			1	1							1
Average	2.0	1.33	1.0	1.0	1.0	1.33	1.5	2.0	1.0	1.0	1.33

Course Title: Marketing of Services

Course Code: BSBB6MK4

Course Outcomes (CO's):

After completion of this course, students will be able to:

CO1: To develop an understanding of the basic concepts and issues in service marketing.

CO2: To provide an understanding of how service customers determine value in a service exchange and how this translates into a satisfied customer base.

CO3: Build an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses.

CO4: Understand the “Gaps Model of Service Quality” and how to apply it in your professional career.

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1			1	-		1	1	1		
CO 2	1	1	1	1			2	1	1		2
CO 3	1	1		1	1	1					
CO 4		2	1	2			2	1	2	2	
Average	1.0	1.5	1.0	1.25	1.0	1.0	1.25	1.0	1.33	2.0	2.0