

DAV University, Jalandhar

Department of Commerce & Business Management



Scheme and Syllabi

for

Bachelor of Business Administration (BBA)

Batch-2023

(As per NEP- 2020)

(Program ID- 30)

BBA program prepares a student for a career in Business organizations catering to different levels in an organization. BBA program teaches the students theory and practice of different functional areas of management and prepares them for decision-making roles in organizations. The program offers a better understanding of the business world and aims at building students' entrepreneurial skills by giving them hands-on training.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO's)

PEO1- To enable the learners to have an exhaustive understanding of business functions.

PEO2- To inculcate interpersonal, logical and analytical skills amongst the students.

PEO3- To develop entrepreneurial mindset amongst the learners.

PROGRAMME OUTCOMES (POs)

After the successful completion of undergraduate course, BBA , graduates will be able to :

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4: Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

PROGRAMME SPECIFIC OUTCOMES (PSO's)

PSO1- To empower the students to use the information and communication technology in business operations.

PSO2- To develop the ability to critically analyze the complex business problems using appropriate tools and techniques.

PSO3- To orient the students to work collaboratively in teams, demonstrating initiative, and responsibility through industry exposure.

Code	Definitions
L	Lecture
T	Tutorial
P	Practical

HS Courses	Humanities & Social Science
BS	Basic Science Courses
ES	Engineering Science Courses
PC	Program Core Courses
PE	Program Elective Courses
OE	Open Elective Courses
EEC	Employment Enhancement Courses (Project/Summer Internship/Seminar)
AEC-C	Ability Enhancement Course-Common
VAC-C	Value Added Course-Common

Mapping of PEO with POs

PEOs / POs	PEO 1	PEO 2	PEO 3
PO1	Yes	Yes	Yes
PO2		Yes	Yes
PO3	Yes	Yes	
PO4			Yes
PO5	Yes	Yes	Yes
PO6	Yes		
PO7	Yes	Yes	Yes

Mapping of PEO with PSO

PEOs / PSOs	PEO 1	PEO 2	PEO 3
PSO1	Yes	Yes	
PSO2	Yes	Yes	Yes
PSO3	Yes		Yes

**Scheme of Courses- Bachelor of
Business Administration (BBA)**

Credit Details			
S.No.	Course Category	Course Category Abbreviation	3-Yr BBA (Credits)
1.1	Discipline Specific Courses-Core	DSC	60
1.2	Discipline Specific-Skill Enhancement Courses- Core	DS-SEC	-
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	-
Total of Discipline Specific Core Courses			
2.1	Minor Courses	MC	24
OR			
2.2	Interdisciplinary Courses	IDC	-
3	Multidisciplinary Courses	MDC	9
4	Ability Enhancement Course- Common	AEC-C	8
5	Value Added Courses-Common	VAC-C	8
6.1	Skill Enhancement Courses- Common	SEC-C	8
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	2
Total Credits			120

Semester & Course Wise Details of Credits										
S.No.	SEMESTER	DSC/ DS-SEC	MINOR	MDC	AEC	SEC	VAC	SEC- SI	SEC- RP	Total
1	I	4x2=8	-	3	2	4	3	-	-	20
2	II	5x1=5 4x1=4	-	3	2	3	3	-	-	20
3	III	4x2=8 5x1=5	-	3	2	2	-	-	-	20
4	IV	5x2= 10	4x2=8	-	2	-	-	-	-	20
5	V	4x2=8	4x2=8	-	-	2	-	2	-	20
6	VI	4x3=12	4x2=8	-	-	-	-	-	-	20
TOTAL CREDITS										120

**Scheme of Courses- Bachelor of
Business Administration (BBA)**

Credit Details			
S.No.	Course Category	Course Category Abbreviation	3-Yr BBA (Credits)
1.1	Discipline Specific Courses-Core	DSC	60
1.2	Discipline Specific-Skill Enhancement Courses- Core	DS-SEC	-
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	-
Total of Discipline Specific Core Courses			
2.1	Minor Courses	MC	24
OR			
2.2	Interdisciplinary Courses	IDC	-
3	Multidisciplinary Courses	MDC	9
4	Ability Enhancement Course- Common	AEC-C	8
5	Value Added Courses-Common	VAC-C	8
6.1	Skill Enhancement Courses- Common	SEC-C	8
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	2
Total Credits			120

Semester & Course Wise Details of Credits										
S.No.	SEMESTER	DSC/ DS-SEC	MINOR	MDC	AEC	SEC	VAC	SEC-SI	SEC-RP	Total
1	I	4x2=8	-	3	2	4	3	-	-	20
2	II	5x1=5 4x1=4	-	3	2	3	3	-	-	20
3	III	4x2=8 5x1=5	-	3	2	2	-	-	-	20
4	IV	5x2= 10	4x2=8	-	2	-	-	-	-	20
5	V	4x2=8	4x2=8	-	-	2	-	2	-	20
6	VI	4x3=12	4x2=8	-	-	-	-	-	-	20
TOTAL CREDITS										120

Semester 1

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGN101	Principles and Practices of Management	4	0	0	4	DSC
2	ECN101	Micro Economics	4	0	0	4	DSC
3		Multi-disciplinary Elective	-	-	-	3	MDC
4		Ability Enhancement Course (AEC)	-	-	-	2	AEC-C
5		Skill Enhancement Course (SEC)	-	-	-	2	SEC-C
6		Value Added Courses	-	-	-	3	VAC-C
7		Skill Enhancement Course (SEC)	-	-	-	2	SEC-C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits**Note:**

- Student is required to opt for 1 Multi-disciplinary Course of three credits from the relative basket, 1 Ability enhancement course of two credits from the relative basket, 1 Skill Enhancement course of two credits from the relative basket and 1 Value Added course of three credits from the relative basket.
- Students will not be allowed to choose or repeat any Multi disciplinary course which he/she has already undertaken at higher secondary level (12th class)

Semester 2

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	CMR103	Basic Financial Accounting	4	1	0	5	DSC
2	ECN102	Macro Economics	4	0	0	4	DSC
3		Multi-disciplinary Course	-	-	-	3	MDC
4		Ability Enhancement Course (AEC)	-	-	-	2	AEC-C
5		Skill Enhancement Course (SEC)-Common	-	-	-	3	SEC-C
6		Value Added Course	-	-	-	3	VAC-C
						20	

L: Lectures T: Tutorial P: Practical Cr: Credits

Note:

- Student is required to opt for 1 Multi-disciplinary Course of three credits from the relative basket., 1 Ability enhancement course of two credits from the relative basket, 1 Skill Enhancement course of two credits from the relative basket and 1 Value Added course of three credits from the relative basket.
- Students will not be allowed to choose or repeat any Multi-disciplinary course which he/she has already undertaken at higher secondary level (12th class)

FIRST EXIT:

The students will be awarded “Undergraduate Certificate in Business Administration” after exit at this point, provided they secure 4 Credits in skill/work-based vocational courses or internship/apprenticeship for 4-6 weeks (with minimum 120 hours) during summer term.

Semester 3

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	CMR203	Cost & Management Accounting	4	1	0	5	DSC
2	MGN201	Marketing Management	4	0	0	4	DSC
3		Human Resource Management	4	0	0	4	DSC
4		Multi-disciplinary Course-	-	-	-	3	MDC
5		Ability Enhancement Course(AEC)	-	-	-	2	AEC-C
6		Skill Enhancement Course(SEC)-Common	-	-	-	2	SEC-C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credit

Note:

- Student is required to opt for 1 Multi-disciplinary Course of three credits from the relative basket, 1 Ability enhancement course of two credits from the relative basket and 1 Skill Enhancement course of two credits from the relative basket.
- Students will not be allowed to choose or repeat any Multi disciplinary course which he/she has already undertaken at higher secondary level (12th class).

Semester 4

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGN203	Financial Management	4	1	0	5	DSC
2	MGN204	Business and Corporate Laws	4	1	0	5	DSC
3		Ability Enhancement-Common	-	-	-	2	AEC-C
4		Minor -1	4	0	0	4	MC
5		Minor -2	4	0	0	4	MC
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Note:

- Student is required to opt for 1 Ability enhancement course of two credits from the relative basket.
- The student is required to opt two minor disciplines out of Marketing /HRM/ Finance/International Business baskets. A program elective course shall be offered to the students if at least 20% of the total strength of the class or 10 students, whichever is higher.
- Continuing students will undergo an internship in approved organizations for minimum 6 weeks during the summer vacations. They will be required to present Summer Internship Project (SIP) Report during the 5th Semester.

SECOND EXIT:

The student will be awarded “Undergraduate Diploma in Business Administration” after exit at this point provided that he/she secure 4 Credits in skill/work based vocational courses or internship/apprenticeship for 4 – 6 weeks (with minimum 120 hours) offered during first year summer term or second year summer term.

Semester 5

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	CMR305	Basic Corporate Accounting	4	0	0	4	DSC
2	MGN301	Strategic Management	4	0	0	4	DSC
3	MGN302	Excel Modeling	0	0	4	2	SEC
4	MGN303	Seminar on Summer Internship	0	0	0	2	SEC-SI
5		Minor -3	4	0	0	4	MC
6		Minor -4	4	0	0	4	MC
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Note: The student is required to opt two minor disciplines out of Marketing /HRM/ Finance/International Business baskets. A program elective course shall be offered to the students if at least 20% of the total strength of the class or 10 students, whichever is higher. The student is required to select the course from the same basket as it was selected in the previous semester.

Semester 6

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGN304	Business Environment	4	0	0	4	DSC
2	CMR309	Indian Taxation System	4	0	0	4	DSC
3	MGN305	Production and Operations Management	4	0	0	4	DSC
5		Minor -5	4	0	0	4	MC
6		Minor -6	4	0	0	4	MC
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Note: The student is required to opt two minor disciplines out of Marketing /HRM/ Finance/International Business baskets. A program elective course shall be offered to the students if at least 20% of the total strength of the class or 10 students, whichever is higher. The student is required to select the course from the same basket as it was selected in the previous semester.

THIRD EXIT:

The student will be awarded “Bachelor of Business Administration” Degree after exit at this point.

Course Code	Ability-Enhancement Courses	Cr.	Course Code	Skill-Enhancement Courses	Cr.	Course Code	Value-Added Courses	Cr.
MGN901A	Personality Enhancement	1L+1P	MGN901S	Essentials of Entrepreneurship- Thinking and Action	2L+1P		Environmental Studies (Mandatory)	2L+1P
MGN902A	Personality Development	2P		Design Thinking	2P		Human Values and Ethics (Mandatory)	2L+1T
	Behavioural & Life Skills	1L+1P		Design Thinking & Innovation	2L		Gender Sensitization	2L
	Global Citizenship in Higher Education	2L		Data Analytics	2L+1P		Professional Ethics	2L
	Communication Skills (Mandatory)	1L+1P		Cyber Security	3 (2L+1P)		Sustainable Development	2L
	Health & Yoga	1L+1P		Digital Fluency	1L+1P		Green Technologies	2L
	Technical Report Writing	2L		Fundamentals of Computer programming & IT(FCPIT)	2L		General Studies	2L
MGN903A	Leadership Management	2L		Python Programming	3 (2L+1P)		NSS	2 (1L+1P)
	Therapeutic Yoga	1L+1P		Disaster Preparedness and Planning	2L			
	Creative & Critical Thinking	1L+1P		Intellectual Property Rights	2L			

	Community Engagement & Social Responsibility (Mandatory)	1L +1 P		Apiculture	2P			
				NCC*	3 (2L +1P)			

Multidisciplinary Studies

Course Code	Course Name	Faculty/Department
	Basics of Physics	Physics
	Basics of Chemistry	Chemistry
	Basics of Biology	Zoology & Botany
	Introductory Biotechnology	Biotechnology
	Introductory Microbiology	Microbiology
	Functioning of the Human Body	Zoology
	Introductory Botany	Botany
MGN901M	Business Management for Beginners	CBME
MGN902M	Fundamental of Mutual Funds	CBME
ECN901M	Economics for Beginners	CBME
	Professional Communication	English
	Fine Arts	Arts, Fine Arts & Performing Arts
	Jyotish: 'Eye of the Veda'	Vedic Studies
	Mathematical Statistics	Mathematics
	Introductory Journalism	JMC
	Professional Photography	JMC
	Library Information Sciences	Library Sciences

MINOR COURSES**1. FINANCE**

Minor Discipline Electives: Finance						
Course Code	Semester	Course Name	L	T	P	Cr
MGN255		Financial Institutions and services	4	0	0	4
MGN256		Security Analysis and Portfolio Management	4	0	0	4
MGN355		Financial Derivatives	4	0	0	4
MGN356		Currency and Commodity Trading	4	0	0	4
MGN361		Banking and Insurance	4	0	0	4
MGN362		BFI Workplace Skills	4	0	0	4
MGN451		Corporate Tax Planning	4	0	0	4
MGN454		Management Control System	4	0	0	4

2. HUMAN RESOURCE MANAGEMENT

Minor Discipline Electives: Human Resource Management						
Course Code	Semester	Course Name	L	T	P	Cr
MGN253		Organization Change and Development	4	0	0	4
MGN254		Manpower Planning and HRD	4	0	0	4
MGN353		Industrial Relations and Labour Laws	4	0	0	4
MGN354		Strategic HRM	4	0	0	4
MGN359		Performance Management	4	0	0	4
MGN360		Global HRM	4	0	0	4
MGN453		Knowledge Management	4	0	0	4
MGN456		Industrial Psychology and Sociology	4	0	0	4

3. MARKETING

Minor Discipline Electives: Marketing						
Course Code	Semester	Course Name	L	T	P	Cr
		E-Business	4	0	0	4
MGN252		Consumer Behaviour	4	0	0	4
MGN351		Service Marketing	4	0	0	4
MGN352		Digital Marketing	4	0	0	4
MGN357		Product and Brand Management	4	0	0	4
MGN358		Rural Marketing	4	0	0	4
MGN452		Business Model Innovation	4	0	0	4
MGN455		EXIM Procedure and Documentation	4	0	0	4



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN101							
Course Title	Principles and Practices of Management							
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Understand various functions and functional areas of management and preview the contributions made by different contributors in the management.</p> <p>CO2: Evaluate and analyze business environment for planning , organizing as well as formulating organization structures.</p> <p>CO3: Examine the functions of staffing and tools of directing, and controlling.</p> <p>CO4: Understand emerging issue of management in the changing business environment</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Management- overview							1
□	Management- Meaning, characteristics, scope, objectives,							1
□	Levels in management, functions of management, Managerial Roles							1
□	Management as an Art and Science Management as Profession							1
□	Evolution of management thought, relationship between management and strategic management, SWOT analysis							1
Unit 2	Planning –Concept							2
□	Planning- Meaning, Characteristics, Need & Importance., processand							2
□	Concept of MBO, Planning Process and Types, Components of Plan							2
□	Organizing-Concept, characteristics, process, Organization-Meaning,							2

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	Characteristics	
□	Types of organization structures, Authority and Responsibility, Accountability, Decentralization and Departmentation, Span of control.	2
Unit 3	Staffing and controlling	3
□	Staffing- Definition, Characteristics and Importance scope , performance appraisal	3
□	Direction- Meaning, features and Importance, Tools & Techniques of Directing	3
□	Leadership- Concept, importance and styles, Motivation- Meaning and Significance	3
□	Controlling- Nature, concept, process, types, scope, importance	3
Unit 4	Trends in management	4
□	Communication- Meaning, Characteristics, importance and process Supervision- Definition and characteristics	4
□	Difference between American and Japanese styles	4
□	Meaning-TQM, Six-sigma, MIS, QWL, WLB, MBE	4
□	Managerial ethics: need and importance, Corporate social responsibility	4
Text Book/s	1. Rudani, R., Principles of Management, New Delhi, Tata McGraw-Hill Education, Latest Edition 2. Prasad L. M., Principles and Practices Of Management, New Delhi, Sultan Chand & Sons, Latest Edition.	
Reference Books	1. Koontz H. & Weihrich, Essentials of Management, New Delhi, Tata McGrawHill Education, Latest Edition.	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	ECN101							
Course Title	Micro Economics							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Apply the basic concepts of scarcity and opportunity cost and Manipulate the basic demand and supply model to determine an equilibrium price and quantity, changes to equilibrium price and quantity, and their impact on resource allocation.</p> <p>CO2: Explain the theory of consumer behavior.</p> <p>CO3: Apply theory of the production and cost in real market situation.</p> <p>CO4: Evaluate the pricing decisions under different market structures and use basic cost-benefit calculations as a means of decision making (i.e., thinking like an economist)</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introducing Microeconomics							1
•	Basic economic problems.							1
•	Demand and Supply;							1
•	Types of demand, Determinants of Demand, Law of demand, Exception to law of demand. Demand schedule, Demand curve. Downward sloping demand curve, Movement along and shift in demand curve.							1
•	Supply; Meaning, its Determinants, Supply schedule and supply curve. Movements along a supply curve, Shift in supply curve, Exceptions of the law supply curve.							1
•	Market equilibrium							1
•	Elasticity of demand its types, degrees and methods of measurement and determinants of elasticity of demand.							1
Unit 2	Utility Analysis							

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•	Cardinal Approach; Utility analysis; Law of diminishing marginal utility, Law of equi-marginal utility,	2
•	Ordinal Approach; Indifference curve analysis, properties of indifference curve, Marginal rate of substitution, Budget line, Shift in budget line, Consumer equilibrium, Price effect, Income effect, Substitution effect.	2
Unit 3	Production and Cost	
•	Production Function, Types of inputs, Factors of production, Total Product, Average Product, Marginal Product and their relationship, Short run and Long run production function, Marginal rate of Technical Substitution, Principle of marginal rate of technical substitution.	3
•	Isoquants, properties of isoquants, Iso-cost lines, shifts in Iso-cost lines, Law of variable proportion, Expansion path, Producer's Equilibrium.	3
•	Return to scale	3
•	Cost analysis, cost function and Types of costs	3
•	Traditional theory; Different shapes of cost curves in short run	3
•	Economies of scale; Internal and external economies and diseconomies.	3
Unit 4	Market Forms	
•	Markets: Perfect Competition	4
•	Markets: Monopoly	4
•	Markets: Monopolistic Competition.	4
•	Oligopoly (Brief Introduction)	4
Text Books	<ol style="list-style-type: none"> 1. Bernheim, B. D., Whinston, M. and Sen, A. Microeconomics. New Delhi: Tata McGraw-Hill Education, latest edition. 2. Geetika, et.al. Managerial Economics. New Delhi: Tata McGraw-Hill, latest edition. 3. Salvatore, D. Microeconomics: Theory and Applications. New Delhi. Oxford University Press, latest edition. 4. Salvatore, D. Managerial Economics. New Delhi. Oxford University Press, latest edition. 5. Vengedasalam, D. and Karunagaran,M. Principles of Economics. Malayasia. Oxford University Press. Latest edition. 	



In hours			
L	T	P	Credit
4	1	0	5

Course Code	CMR103							
Course Title	Basic Financial Accounting							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Recognize the applicability of concept of accounting to understand the financial statements.</p> <p>CO2: Apply the accounting standards and principles to record business transactions in journal, ledgers, and trial balance along with rectification of errors revealed and not revealed in trial balance.</p> <p>CO3: Preparation of various subsidiary books and Bank reconciliation statements taking balances from cash as well as pass book.</p> <p>CO4: Prepare financial statements of business with adjustment entries for decision making.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Theoretical framework of Accounting and Accounting process							
•	Meaning and Objectives of Accounting, Accounting Terminology, Advantages and Disadvantages of Accounting, Relationship between Accountancy and Accounting and Book Keeping, Users of Accounting Information							1
•	Relationship of Accounting with other Disciplines, GAAP, Accounting Standards and Introduction to IFRS							1
•	Double Entry System of Book-keeping, Accrual and Cash basis of Accounting							1
•	Accounting Equation-Meaning and Procedure of Developing Accounting Equation							1
Unit 2	Journal, Ledger and Trial Balance							
•	Meaning and Rules of Debit and Credit, Format of Journal, Identification of Transactions, Recording of transactions in Journal							2

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•	Distinction between Journal and Ledger, Preparation of Ledgers from Journal, Posting, Balancing of Accounts	2
•	Meaning, Objectives and Advantages of Trial balance, and Methods of Preparation of Trial Balance	2
•	Errors Revealed and Not revealed by Trial Balance	2
Unit 3	Subsidiary Books and BRS	
•	Subsidiary Books- Meaning and Advantages of Special Journals, Cash Book (Single, Double and Triple column), Petty Cash Book.	3
•	Purchases Book, Sales Book, Purchases Returns Book, Sales Returns books Receivable Book, Payables Book, Journal Proper	3
•	Bank Reconciliation Statements, Purpose and Use of Preparing Bank Reconciliation Statement	3
•	Bank Reconciliation Statements ,Purpose and preparation of BRS	3
Unit 4	Depreciation Accounting and Financial Statements	
•	Meaning and Causes of Depreciation, Factors affecting Depreciation, Methods of Depreciation (Straight line and Written down value method)	4
•	Provisions and Reserves	4
•	Financial Statements- Meaning, Preparation of Profit and Loss Account and Balance Sheet	4
•	Treatment of Items of Adjustment, Treatment of Items of Adjustment Appearing outside the Trial Balance	4
Text Books	<ol style="list-style-type: none"> 1. Tulsian, P. C. Financial Accounting. New Delhi: Pearson Education, Latest Edition 2. Gupta, R.L and Radhaswamy, M. Financial Accounting. New Delhi: Sultan Chand and Sons, Latest Edition. 	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	ECN102							
Course Title	Macro Economics							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Explain the concepts of Macroeconomics and its interrelations with Microeconomics.</p> <p>CO2: Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues.</p> <p>CO3: Analyse the money market, inflation and business cycle, which will support the students to predict the macro variables for smooth understanding of economic problems.</p> <p>CO4: Understand the working of monetary, fiscal policy for price stability, management of economic fluctuations and Balance of Payment is of great value in forecasting and evaluating its business and economic conditions.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Macroeconomics, Micro economics and Macro economics							
•	Importance and scope of Macroeconomics							CO1
•	National Income: Concepts							CO1
•	Methods of measuring National Income							CO1
•	Problems in measuring National Income							CO1
•	Circular Flow of Income; Two sector, three sector and four model							CO1
Unit 2	Classical Theory of Income Output and Employment Determination							CO2
•	Say's Law of market							CO2
•	Keynes Theory of Income Output and Employment							CO2
•	Classical theory versus Keynes theory of income and employment							CO2
•	Consumption Function; Concepts of consumption function							CO2
•	Psychological law of Consumption							CO2

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•	Investment function, Types of investment and its determinants	CO2
•	Multiplier; Concept of multiplier	CO2
•	Working of the multiplier	CO2
•	Types of Multipliers, Importance and Leakages of Multiplier	CO2
Unit 3	General Equilibrium of economy	CO3
•	IS Curve and its derivation	CO3
•	LM Curve and its derivation	CO3
•	IS-LM curve analysis	CO3
•	Inflation; meaning and Types of inflation	CO3
•	Causes of inflation and impact of inflation	CO3
•	Demand pull inflation	CO3
•	Cost push inflation	CO3
•	Control of inflation, Phillips curve	CO3
•	Business cycles; meaning, its phases	CO3
Unit 4	Monetary policy, Role of monetary policy	CO4
•	instruments of monetary policy	CO4
•	Fiscal policy; role of fiscal policy	CO4
•	Instruments of fiscal policy	CO4
•	Latest fiscal and monetary policy of RBI	CO4
•	Balance of payment, meaning, its types, Structure of balance of payment and balance of trade	CO4
•	Factor responsible for disequilibrium in BOP	CO4
•	Methods to correct BOP	CO4
Text Books	<ol style="list-style-type: none"> 1. Dornbush, R., S. Fisher and R. Startz. Macro Economics. New Delhi. Tata Mc. Graw Hill. Latest edition. 2. Studenski, Paul, A. The Income of Nations part 2, Theory and Methodology, New York University Press, 1958. 3. Ackley, G. Macro Economics: Theory and Policy. Macmillan publishers. 1978. 4. Branson, William H. Macro-Economic Theory and Policy. Indian edition. 5. Dornbush, R., S. Fisher and R. Startz. Macro Economics. Tata Mc. Graw Hill. 2004. 6. Rana, K.C. and K.N. Verma. Macro-Economic Analysis. Vishal Publishing Co. 2014. 7. Shapiro, Edward. Macroeconomic Analysis. Galgotia Publications. 1999. Indian edition. 	



In hours			60
L	T	P	Credit
4	0	0	4

Course Code	CMR203							
Course Title	Cost and Management Accounting							
Course Outcomes	CO1: The objective of this course is to acquaint the students with the role, concepts, techniques and methodology relevant to accounting function and to impart knowledge regarding the use of accounting information in managerial decision making. CO2: To acquaint students with concepts of cost and management accounting and their application in managerial decision making CO3: The course will enable the students to prepare and analyse Financial Statements make efficient use of scarce financial resources for best possible output. CO4: The course aims at enabling the students how the report must be maintained in order fulfill the requirements.							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Cost and Management Accounting							
•	Cost Concepts and Classifications, Components of cost sheet, Methods and techniques of costing, Significance of Cost Accounting, Intro to Management Accounting, Nature, Scope and Techniques							CO1
•	Material control: Concept and techniques							CO1
•	Classification of labour, Principles and methods of remuneration							CO1
•	Meaning, Classification, Allocation, Apportionment of factoryoverheads							CO1
Unit 2	Ratio Analysis and Fund Flow Statement							
•	Ratio Analysis- Meaning, Advantages, Disadvantages of Ratios							CO2
•	Profitability Ratios, Turnover Ratios, Liquidity and Solvency Ratios							CO2
•	Fund Flow Statement : Meaning, Concept and Practical							CO2
Unit 3	Financial Statements and Budgetary Control							
•	Meaning, objectives, types of financial statement							CO3
•	Meaning, objectives, types of financial statement analysis							CO3
•	Budgetary control- concept of budget, budgeting and budgetary control, objectives, types of budgets, zero based budgeting, performance budgeting, cash budget, fixed and flexible budget							CO3
Unit 4	Marginal Costing and Responsibility Accounting							
•	Features and advantages of responsibility accounting, types of							CO4

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	responsibility centres, Transfer Pricing – concept and Methods	
•	Marginal Costing – CVP, Break Even analysis, PV Ratio, Margin of Safety and Make or buy decisions, own or hire, shut down or continue	CO4
•	Concept of Reporting, feature of good report, types, steps in drafting the report	CO4
Text Books	<ul style="list-style-type: none"> • Khan, M. Y. & Jain, P. K., Management Accounting, New Delhi, Tata McGraw-Hill Education, Latest Edition • Arora, M.N., Cost and Management Accounting - Theory and Problems, Himalaya Publishing House Pvt. Ltd, Latest Edition <p>Reference Books:</p> <ul style="list-style-type: none"> • Needles, B.E., Powers, M. & Crosson, S.V., Accounting for Decision Making, New Delhi, Cengage Learning, Latest Edition for Indian context • Horngren, C. T., Sundem, G. L., Stratton, W. O. & Schatzberg, J., Introduction to Management Accounting, New Delhi, Pearson Education, Latest Edition • Sekhar, R. C. & Rajagopalan, A. V., Management Accounting, New Delhi, Oxford University Press, Latest Edition 	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN201							
Course Title	Marketing Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand basic concepts of marketing, environment factors influencing marketing strategies and consumer behaviour</p> <p>CO2: Get the knowledge about segmentation and develop product strategies</p> <p>CO3: Articulate major decisions related to pricing and physical distribution.</p> <p>CO4: Outline promotion mix parameters and current trends in the field of marketing.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Marketing and Marketing Environment							CO1
	Marketing-Meaning, Nature and Scope of Marketing, Core Concepts of Marketing, Marketing Philosophies, Services Marketing, Marketing Mix							CO1
	Marketing Environment-Company's Microenvironment, Macro environment, Market analysis							CO1
	Consumer Behaviour-Factors Influencing Consumer Buying Behaviour, Buying Decision Process							CO1
Unit 2	Market Segmentation and Product Strategy							CO2
	Market Segmentation-Meaning, Variables, Targeting and Positioning							CO2
	Product Planning-Product Concept, Product Classification, Major Product Decisions, Product Mix and Brand							CO2
	New Product Development Process, Product Life Cycle,							CO2
Unit 3	Pricing and Distribution Decisions							CO3
	Pricing-Pricing Objectives; Factors Affecting Price of a Product; Pricing Strategies.							CO3
	Distribution Channels- Channel Types and Functions of Intermediaries, Channel Design Decisions, and Distribution Strategies, Retailing, Wholesaling and Logistics							CO3
Unit 4	Promotion Decisions and Emerging Issues							CO4
	Promotion- Marketing Communication Process, Promotion Mix Tools: Advertising, Personal Selling, Public Relations, Sales Promotion and Direct &							CO4

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	Online Marketing	
	Emerging Issues- Rural Marketing, Retail Marketing, Sustainable Marketing, Societal Marketing	CO4
Text Books	1. Kotler, P., Armstrong, G., Agnihotri, P. (2018). Principles of Marketing. Pearson Education. Indian edition. 2. Baines Et AL(2021).Fundamentals of Marketing.Oxford University Press.	



In hours			
L	T	P	Credit
4	1	0	5

Course Code	MGN203							
Course Title	Financial Management							
Course Outcomes	On the completion of the course the student will be able to CO1: This course introduces the student to theory, concepts of financial management. The student will be able to know the fundamentals of financial decision making taking into consideration time value for money CO2: The decision making regarding the sources of capital to be raised based upon capital structure approaches. CO3: investment decision and decision regarding the dividend declaration for the company taking into consideration various factors. CO4: Calculation and managing the working capital requirement with respect to cash, inventory and receivables for the companies.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	
Syllabus								CO Mapping
Unit 1	Introduction to financial management							1
•	Financial Management: An Overview, Nature, scope and objectives of financial management. Financial decision making and types of financial decisions. Finance as a strategic function. Role of finance manager.							1
•	Agency problem. Stock price maximization and agency costs. Alternatives to stock price maximization. Stakeholders' wealth maximization. Risk-return frame work for financial decision making.							1
•	The Time Value of Money. Calculation of Rate of Interest, Present Value. Future Value. Importance of time value for money in taking financial decisions.							1
•	Leverage and its types							1
Unit 2	Cost and structure of capital							
•	The Cost of Capital. Cost of debentures, cost of equity. Cost of preference shares and cost of retained earnings.							2
•	Capital Structure and Firm Value							2
•	Theories of capital structure-NI, NOI ,MM Hypothesis without and with corporate taxes,							2
•	Capital Structure Decisions Pecking order theory, Signalling theory and effect of information a symmetry on capital structure. Optimal Capital structure. Determinants of Capital structure in practice.							2

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•	Practical application of the theories of capital structure	2
Unit 3	Investment and dividend decisions	
	Introduction and Techniques of Capital Budgeting	3
•	Estimation of Projected Cash Flows (Risk analysis)	3
•	Dividend Policy and Firm Value Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation(Walter's model, Gordon's Model, MM Hypothesis. Smooth stream dividend	3
Unit 4	Working Capital Management	
•	Working Capital Policy. Concept and types of working capital. Operating and cash cycle.	4
•	Estimation of working capital requirement. Working capital financing. Determinants of working capital.	4
•	Components of working capital management. Cash management. Cash and Liquidity Management. Baumol's Model Miller-Orr Model of managing cash. Receivables management	4
•	Inventory Management dimensions of credit policy of a firm and evaluation of credit policies; credit analysis. Inventory management	4
Text Books	Text Book: Srivastava, R. and Misra, R. Financial Management, New Delhi: Oxford University Press, Latest Edition. Jain, K., Khan, Y. M., Jain, K. P. and Khan, Y. M. Basic Financial Management, New Delhi: Tata McGraw-Hill Education, Latest Edition. Horne. V. and Dhamija, S. Financial Management and Policy, New Delhi: Pearson Education, Latest Edition. Chandra, P. Financial Management: Theory and Practice, New Delhi: Tata McGraw Hill Education, Latest Edition.	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN204							
Course Title	Business and Corporate Laws							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Interpret the legal provision related to Indian Contract act.</p> <p>CO2: Understand the statutory provisions of sales of goods act, contract of agency and negotiable instruments.</p> <p>CO3: Apply the legal provisions involved in the formation of the company.</p> <p>CO4: Analyses the legal provisions applicable for raising, altering & reducing share capital.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	(Indian Contract Act, 1872)							
•	Classification and Essentials of Contracts							1
•	Offer and Acceptance- Legal Rules as to Offer and Acceptance, Communication and Revocation of Offer and Acceptance							1
•	Consideration- Meaning, Legal Rules as to Consideration, Meaning of Stranger to Contract, Contracts without Consideration.							1
•	Capacity to Contract- Minors, Persons of Unsound Mind, Persons Disqualified by any Law.							1
•	Free Consent- Meaning of Free Consent, Coercion, Undue Influence, Misrepresentation, Fraud, and Mistake.							1
•	Discharge of Contract- Meaning, Discharge by Performance, Consent, Impossibility, Laps of Time, Operation of Law, Breach of Contract.							1
•	Remedies for Breach of Contract- Rescission of the Contract, Suit for Damages, Suit upon Quantum Meruit, Suit for Specific Performance of the Contract, Suit for Injunction.							1
Unit 2	(Special Contracts)							
•	Sales of Goods Act- Essentials of Contract of Sale, Distinction between Sale and Agreement to Sale, Distinction between Sale and Hire- Purchase Agreement, Classification of Goods, Effect of Destruction of Goods.							2

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•	Agency- Definition of Agent and Principal, Test of Agency, Type of Agents, Creation and Termination of Agency	2
•	Negotiable Instruments Act, 1881- Meaning, Characteristics and Types of Negotiable Instruments.	2
•	Notes, Bills and Cheques- Meaning and Essential Elements of Promissory Note, Meaning and Essential Elements of Bills of Exchange, Distinction between Promissory Notes and Bill of Exchange. Meaning of Cheque, Distinction between Bill of Exchange and Cheque, Crossing of Cheques.	2
Unit 3	(Company Law)	
•	Company- Definition, Characteristics of a company, Lifting or piercing the Corporate veil	3
•	Classification of Companies- On the basis of Incorporation; Liability; Number of Members; Control; ownership	3
•	Formation of company	3
•	Memorandum of association- Contents of Memorandum, Alteration of Memorandum, Doctrine of Ultra Vires	3
•	Articles of association- Contents of Articles, Legal effect, Constructive notice of Memorandum and Articles, Doctrine of Indoor Management, Exceptions to the doctrine of indoor management	3
•	Prospectus- Definition, Shelf prospectus, Redherring prospectus, Abridged prospectus, Misstatements in Prospectus and their consequences	3
Unit 4	(Management and Dissolution of Company)	
•	Shares- Definition, Stock and Shares, Types of Shares, application and allotment, calls on shares, share certificate, share warrant, Transfer of shares, Lien on shares, Surrender and Forfeiture of shares	4
•	Share capital- Kinds, Alteration and Reduction of share capital	4
•	Company Management- Directors, Appointment, Position, Disqualification, Duties of Directors, meetings of directors	4
•	Meetings- Meaning, General Meeting of shareholders: Statutory, Annual General Meeting, Extraordinary General Meeting. Requisites of a Valid meeting	4
•	Majority and Minority Powers, Prevention of Oppression.	4
•	Winding up- Meaning of Winding up, Modes of winding up, Consequences of winding up order	4
Text Books	1. Kapoor, N.D., Elements of Mercantile Law, New Delhi, Sultan Chand & Sons, Latest Edition. 2. Dr. G.K. Varshney , Business Law, Sahitya Bhawan Publications	

Reference Books	<ol style="list-style-type: none">1. Pathak, A., Legal Aspects of Business, New Delhi, Tata McGraw Hill Education, Latest Edition.2. Tulsian, P.C., Business Law, New Delhi, Tata McGraw Hill Education, Latest Edition.3. Kumar, R., Legal Aspects of Business, New Delhi, Cengage Learning, Latest Edition.	
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In hours			Credit
L	T	P	
4	0	0	4

Course Code	CMR305							
Course Title	Basic Corporate Accounting							
Course Outcomes	<p>CO1: After the completion of the course Students will be able to understand, prepare and use the financial Records of the companies and will know the Procedural Aspects for the issue of various securities by the companies.</p> <p>CO2: To understand how to communicate financial information to parties outside the business organization like equity investors, creditors, employees, suppliers and clients.</p> <p>CO3: Develop an understanding of accounting for share capital (including the issue, forfeiture and reissue of shares), accounting of preference shares and debentures and be able to perform journal entries of various accounts.</p> <p>CO4: Have a comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Share Capital							
•	Meaning, Characteristics and Kinds of Companies, Introduction to Share Capital, Issue of Shares, Issue of Shares for Consideration other than Cash							CO1
•	Pro-rata Allotment of Shares							CO1
•	Legal Provisions Related to Forfeiture and its Accounting Treatment and Reissue of Shares							CO1
•	Provisions Related to Reissue of Shares, Accounting Entries. Concept and Types of Preference Shares, Redemption of Preference Shares							CO1
Unit 2	Issue and Redemption of Debentures							
•	Meaning and Types of Debentures, Accounting Entries at the Time of Issue of Debentures							CO2
•	Conditions of Issue with Redemption Point of View, Issue of Debentures as Collateral Security, Treatment of Discount.							CO2
•	Redemption of Debentures: Redemption of debentures: Out of Capital and Profits, Redemption of Debentures through Sinking Fund							CO2
Unit 3	Final Accounts							
•	Form and Contents of Profit and Loss Accounts, Form and							CO3

	Content of Balance Sheet as per Sixth Schedule	
•	Divisible Profits: Provisions and Accounting Treatment	CO3
•	Managerial Remuneration : Provisions Related to Managerial Remuneration	CO3
Unit 4	Valuation of Shares and Goodwill	
•	Introduction and Need for Valuation	CO4
•	Methods for Valuation of goodwill	CO4
•	Methods for Valuation of Shares	CO4
Text Books	<ul style="list-style-type: none"> • Mukherjee, A. & Hanif, M., Corporate Accounting, New Delhi, Tata McGraw Hill, Latest Edition. • Shukla, M. C., Grewal, T. S. & Gupta, B. C., Advanced Accounts, New Delhi, S. Chand, Latest Edition. • Gupta, R. L. & Radhaswamy, M., Advanced Accountancy, New Delhi, Sultan Chand and Sons, Latest Edition. 	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN301							
Course Title	Strategic Management							
Course Outcomes	<p>Upon the completion of the course, the student will be able to</p> <p>CO1: Understand the rationale for strategies and business environment analysis</p> <p>CO2: Learn the grand strategies available to a corporate house</p> <p>CO3: Analyze and select the business-level strategies and make a choice</p> <p>CO4: Perform the execution of the corporate strategies</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Understanding Strategic Management and Environmental Analysis							CO1
<input type="checkbox"/>	Introduction to Strategic Management and Business Policy							CO1
<input type="checkbox"/>	Hierarchy of Strategic Intent							CO1
<input type="checkbox"/>	Environmental Appraisal							CO1
<input type="checkbox"/>	Organizational Appraisal							CO1
Unit 2	Types of Corporate Strategies							
<input type="checkbox"/>	Corporate-Level Strategies: Concentration, Integration, and Diversification							CO2
<input type="checkbox"/>	Corporate-Level Strategies: Internationalization, Cooperation, and Digitalization							CO2
<input type="checkbox"/>	Corporate-Level Strategies: Stability, Retrenchment, and Restructuring							CO2
Unit 3	Business Level Strategies and Making Portfolio of Businesses							
<input type="checkbox"/>	Business-Level Strategies							CO3
<input type="checkbox"/>	Strategic Analysis and Choice							CO3
<input type="checkbox"/>	Activating Strategies							CO3
Unit 4	Strategy Execution and Control							
<input type="checkbox"/>	Structural Implementations							CO4
<input type="checkbox"/>	Behavioral Implementation							CO4
<input type="checkbox"/>	Functional and Operational Implementation							CO4
<input type="checkbox"/>	Strategic Evaluation and Control							CO4
Text Books	<ol style="list-style-type: none"> 1. Kazmi, A. Strategic Management, Tata Mc Graw Hill, Latest Edition 2. Hill, C. and Jones, R. G. Strategic Management, Cengage Learning, Latest Edition 3. Pearce John, Robinson Richard, Mital Amita, Strategic Management, Tata McGraw Hill 							



In hours			Credit
L	T	P	
0	0	4	2

Course Code	MGN302							
Course Title	Excel Modelling							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: The student will practically learn about the foundations of MS-Excel</p> <p>CO2: The student will pragmatically get exposure to applying different formulas under MS-Excel</p> <p>CO3: The student is able to perform data modeling and visualization tools and techniques under MS Excel under different data sets.</p> <p>CO4: The student will get familiar with the advanced concepts of MS Excel under different data sets.</p>							
Examination Mode	Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	-	-	-	20	-	30	-	50
Syllabus								CO Mapping
Unit 1	Foundations of MS-Excel							
•	Introduction to MS-excel							1
•	Data Entry, editing, and number formatting, Data formatting In excel, Working with cells and ranges							1
•	Managing worksheets in MS-excel,							1
•	Overview of Excel tables, Autofill, custom list, and flash fill							1
Unit 2	Formulas and their applications in MS-Excel							
•	Basic formulas under MS-Excel							2
•	Mathematical and statistical formulas under MS-Excel							2
•	Logical formulas under MS-Excel							2
•	Working on different data sets with MS Excel formulas							2
Unit 3	Data modeling and visualization applications under MS-Excel							
•	Data Validation, sorting, and filtering under MS-Excel							3
•	Excel conditional formatting with data sets							3
•	Excel charting in MS Excel, Creating advanced and dynamic charts under MS Excel,							3
•	Pivot tables under MS-Excel							3
Unit 4	Advance concepts under MS-Excel							
•	Protecting worksheets, and workbooks under MS-Excel							4
•	Excel Macros							4
•	Excel VBA and applications							4
•	Power query, and Creating dashboards under MS-Excel							4

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Text Books	1. Microsoft Excel 365 Bible; Michael Alexander (2022 edition) 2. Microsoft Excel 2019: Data Analysis & Business Model; L. Winston Wayne (Latest edition)	
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In hours			
L	T	P	Credit
0	0	0	2

Course Code	MGN303							
Course Title	Internship							
Course Outcomes	On the completion of the course the student will be able to CO1: Acquire job skills, knowledge and attitude. CO2: Apply theoretical knowledge in the practical environment CO3: Able to handle real time business problems. CO4: Apply appropriate workplace behaviors in a professional setting.							
Examination Mode	Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	-	-	-	-	-	-	-	100

Guidelines for Summer Internship

Internship provides the student with an opportunity to gain knowledge and skills from a planned work experience in the student's chosen career field. Internship placements are directly related to the student's program of study and provide learning experiences not available in the classroom setting. Internships provide entry-level, career-related experience, and workplace competencies that employer's value when hiring new employees. The purpose of the Internship Program is to provide each student practical experience in a standard work environment.

At the end of the examination of 4th Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 5th Semester. Guidelines for the Submission of Summer Internship Report are:

- Each student is required to submit the summer internship report duly approved by the mentor in the prescribed format.
- 3 copies (spiral bound) of final research project report shall be submitted (one copy for department, mentor and student each)
- Internship Presentation will be held in the department in front of the panel.
- **Sequence of Items Required in the Final Internship Report:**

1. Title Page
2. Certificate by the organization
3. Acknowledgement
4. Table of contents
5. Executive summary
6. Internship details
7. Daily dairy
8. Industry guides feedback

Final Report- Table of contents

In case research project allocated by the organization the report should have the following contents

1. Introduction-Purpose and Objectives
2. Literature Review and Research Methodology
3. Data Analysis, Data Interpretation, Findings, Recommendations and References

In case of routine or special work being performed in the organization

1. Introduction to organization
2. Concepts or process followed
3. Data presentation, Recommendations, References etc.



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN304							
Course Title	Business Environment							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Articulate the concept of business environment and explore the political, economic, social, technological and legal factors affecting business environment.</p> <p>CO2: Interpret the fiscal policy and Central Bank's policy prevailing in India.</p> <p>CO3: Describe the concept of trade flow, capital flow and international linkages with respect to external environment.</p> <p>CO4: Outline the corporate governance policies, exchange rate regimes along with description of Indian Financial system.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	W Quiz	SAP	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Business Environment- Introduction and Types							
•	Business Environment: Meaning, Nature, Importance and scope of Environment.							1
•	Types of environments- Internal and External							1
•	Need and techniques of scanning the business environment							1
•	Demographic and Social environment							1
•	Industrial Policy, IDRA and Industrial Licensing							1
Unit 2	Policy Framework for Business Environment							
•	Monetary and Fiscal Policies							2
•	Industrial Financial Institutions							2
•	Planning in India							2
•	Industrial Development Strategy							2
•	Public, Private and Joint Sectors in India							2
•	Privatisation and Disinvestment							2
•	Price and Distribution control							2
Unit 3	External Environment Framework for Business							
•	Ecological Environment Protection: Green Management, Global Warming, The Environment Protection Act 1986							3
•	Competition policy and law							3
•	Company regulatory regulations in India, FERA, FEMA, Latest EXIM policy							3
•	Consumer rights and Consumer Protection Act 1986							3
•	Right to Information act 2005							3

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Unit 4	International Governance Framework	
•	Globalization & its impact, Multinational corporations	4
•	International Investments	4
•	WTO: Agreements and Current Issues	4
•	Trading Blocs	4
•	Patents and Trade Marks	4
•	Development and regulation of foreign trade	4
Text Books	1. Francis C., Business Environment Text & Cases, Mumbai, Himalaya Publishing, Latest Edition.	
Reference Books	1. Paul, J., Business Environment, New Delhi, Tata McGraw Hill Publication, Latest Edition. 2. Puri, M., Economic Environment of Business, New Delhi, Himalaya Publishing House, Latest Edition.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	CMR309							
Course Title	Income Tax Laws & Practices/ Indian Taxation System							
Course Outcomes	On the completion of the course the student will be able to CO1: Concept and important terminologies under direct tax. CO2: Computation of salary and house property income under income tax. CO3: Computation of PGBP, capital gains & Other sources under income tax act. CO4: Learning Concepts related with deduction and tax liability.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Concepts And Definition							CO1
•	History of Income Tax in India							CO1
•	Introduction to DTC							CO1
•	Fundamental Concepts and definitions under Income Tax Act 1961							CO1
•	Rates of taxes, Basis of charge							CO1
•	Residential status and scope of total income							CO1
•	Income Exempt from tax-Capital & Revenue							CO1
Unit 2	Heads of Income: Salaries & House Property							CO2
•	Salaries: Chargeability							CO2
•	Allowances and Taxability							CO2
•	Perquisites-Valuation of perquisites							CO2
•	Provident Funds							CO2
•	Deduction from salaries (Theory & Advanced problems).							CO2
•	Income from House Property: Annual Value- Self occupied property							CO2
•	Let out property-deemed to be let out property							CO2
•	Permissible deductions. (Theory & Advanced problems).							CO2
Unit 3	Heads Of Income: Business & Profession: Heads Of Income: Capital Gains & Other Sources:							CO3
•	Meaning of Business Profession							CO3
•	Deductions expressly allowed- Specific disallowances							CO3
•	Method of accounting- Maintenance of Books of Account							CO3
•	Capital Gains: Meaning, Types and Exemptions							CO3
•	Income from Other Sources: Chargeability-Deductions-Amounts not deductible							CO3
Unit 4	Deductions and Tax Liability							CO4

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•	Deductions from Gross Total Income	CO4
•	Rebates and Reliefs, Agricultural Income	CO4
•	Calculation of Tax Liability	CO4
Text Books	1. Lal , B. B., Income Tax, New Delhi, Pearson Education, Latest Edition.	



In hours			60
L	T	P	Credit
4	0	0	4

Course Code		MGN305						
Course Title		Production and Operations Management						
Course Outcomes		On completion of this course, students will be able to: CO1: Make students acquaint with Operation management development and strategies. CO2: Apply technique of LPP Graphic, Simplex & Assignment in optimizing production processes. CO3: Understand Supply chain Management and make students acquaint with modern production techniques like TQM, JIT, SIX Sigma. CO4: Acquire required skills to solve various problems of Transportation Problems and Network PERT-CPM.						
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Operations management: Concept, Historical Milestones in POM, Operations strategy, transformation process model: inputs, responsibilities of operations manager. Facility: capacity, Location and Layouts. Product Design and development: Levels of product, product & service feature, product design and its characteristics, productdevelopment process (technical), product development techniques. Productivity: Method study; Work measurement, Employee Productivity. Operations Quality management: Quality Characteristics of Goods and							

	Services, Total Quality management, Quality Control.	1
Unit 2	<p>Linear Programming: Definitions of LP, Basic requirements, Terminology of LP, Basic assumptions of LP, General form of LP problem, Applications of LP methods, Solution procedure of LPP, Formulation of LPP.</p> <p>Graphic method of solving LPP: Unbounded problem, Infeasible problem, Multiple optimal solutions.</p> <p>Simplex Method: Introduction, Steps in the solution of LPP by simplex method, Minimization problem by Big M method/Penalty method, Rules for simplex method for minimization problem, Simplex problem (Mixed constraints)</p> <p>Assignment Problems: Hungarian method [Minimization case]/HAM, Steps to follow, Maximization case in Assignment Problems, Travelling salesman Problems, Un-balanced Assignment Problem</p>	2
Unit 3	<p>Supply Chain Management: Purchasing; Importance, Purchase departments, Purchasing processes. Logistics; Movement of materials, shipment, Innovations in Logistics. Warehousing; warehousing operations, Inventory accounting. Third party logistics Management. E-Business and supply chain management.</p> <p>JIT and Lean Production System: Elements of JIT, Benefits of JIT, JIT in services.</p> <p>Inventory Management: Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis.</p>	3
Unit 4	<p>Transportation Problems: Introduction, Terminology used in Transportation model, Optimal solution of Transportation problem, Methods for initial basic feasible solutions-NWCM, LCEM, VAM, Optimality Tests-Modified distribution method, Degeneracy in Transportation problem, Profit maximization in Transportation problem, Unbalanced Transportation problems.</p> <p>Network Analysis- PERT and CPM: Introduction, Objectives of Network Analysis, Applications of Network Model, Terminology or Concepts used, Rules to frame a Network, Fulkerson's Rule to numbering of events, Stages of project management, Activity Times & Critical Path Computation of Critical Path Slack & Float, PERT- Steps & computing variance, Merits & demerits of PERT, CPM- Time estimating & Limitations, Comparison between PERT & CPM.</p>	4
Textbooks	<p>1. Kalavathy, S. Operations Research. New Delhi: Vikas Publishing House.</p> <p>2. Gaither & Frazier, Operations Management, Cengage Learning</p>	

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Reference Book/s	<ol style="list-style-type: none">1. Buffa&Sarin,Modern Production/OperationsManagement,8thJohnWiley2. Chary,ProductionandOperationsManagement,TataMcGraw-Hill3. MahadevanB, Operations Management: Theory and Practice, 2nd Edition, Pearson Education4. AdamandEben,Production&Operations, 5thedPrenticeHall5. Krajewski&Ritzman,OperationsManagement,5thPearsonEducation	
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In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN255							
Course Title	Financial Institutions & Services							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the structure, functions, components of financial system with the in-depth knowledge of different financial institutions in India.</p> <p>CO2: Comprehend the role of Non banking financial institutions along with role of different regulatory institutions in India.</p> <p>CO3: Have a handle on the mechanism of basic financial services like discounting, mutual funds etc.</p> <p>CO4: Understand the mechanism of advances financial services like credit rating, investment banking etc.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ES E	ESP
Assessment Tools	Q u i z	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Overview of the Indian Financial System and Institutions							
•	Indian Financial System- Introduction, Components and Functions of Financial System.							CO1
•	Overview of Financial Institutions and intermediaries-Role of Financial Institutions in economic development, Classification of different financial institutions							CO1
•	Banks: Overview, Functions, Classifications, Regulatory framework							CO1
•	Savings Associations and Credit Unions							CO1
Unit 2	Overview of Non-Banking Financial Institutions and Regulatory Institutions							
•	Meaning and definition of NBFI, Classification of NBFI, Functions of NBFI							CO2
•	Developmental Banks – SIDBI, NABARD, EXIM bank – Organisation, Objectives and Functions							CO2
•	RBI- Introduction, constitution of RBI, Functions of RBI, Monetary Policy and amendments							CO2
•	SEBI- Introduction, constitution of SEBI, functions of SEBI							

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•	IRDA, MOCA, PFRDA- Overview, Establishment and functions	CO2
Unit 3	Basic financial services	
•	Discounting-Concept, Process	CO3
•	Factoring- Meaning, Process, Types; Forfeiting-Meaning, Process, Benefits and drawbacks; Discounting vs Factoring; Factoring vs forfeiting	CO3
•	Mutual funds-Concept, Structure, Types, Performance measurement of Mutual funds, Benefits, Mutual fund industry in India	CO3
•	Venture capital-Concept, Stages of venture capital financing, Methods of venture financing, Routes of disinvestment, Venture capital in India	CO3
Unit 4	Advanced Financial Services	
•	Credit rating-Concept, Functions, Credit rating process, Uses, Credit rating agencies: Indian and International	CO4
•	Investment Banking-Concept, Areas ; Merchant Banking-Concept,Functions,Typesoffinancialservices;InvestmentvsMerchantbanking	CO4
•	Securitisation- Concept, Securitisation vs Factoring, Participants, Process, Mechanism of Securitisation, Benefits, problems, regulatoryframework	CO4
•	Other financial services-Private equity, Industrial finance, Credit cards services, Stock broking, Custodian services.	CO4
Text Books	1. Kumar, V.K, Kaur M. and Gupta, A. Financial Markets, Institutions and Services. Taxmann Publications. 2 nd Edition.	
Reference Books	1. Khan, M Y. Financial Services. New Delhi: Tata McGraw Hill, Latest Edition. 2. Gordon, E. and Natarajan, K. "Financial Markets and Services" Himalaya Publishing house, Latest Edition 3. Bhole, L.M. "Financial Institutions and Markets". Victoria: Tata McGraw-Hill, Latest Edition	



In hours			60
L	T	P	Credit
4	0	0	4

Course Code	MGN256							
Course Title	Security and Portfolio Management							
Course Outcomes	After completion of this course, students will be able to CO1. Understand the investment decisions, securities markets, and process of trading. CO2. Learn fundamental and technical analysis for security evaluation. CO3. Get familiar with portfolio construction & management. CO4. Get insights into the different theories for optimal portfolio and ability to evaluate portfolios.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	The Investment Environment: investment decisions & securities market							
•	The investment decision process, Types of Investments, Investment attributes, Investment Vs speculation							CO1
•	Securities Market: Participants in securities market, Role and regulation of primary market, Modes, and methods of floating new issues							CO1
•	Secondary Market: Introduction to stock exchanges in India, Regulators, Trading and settlement Mechanism, Types of orders, Stock market indices							CO1
Unit 2	Security Analysis: Fundamental and Technical Analysis							
•	Risk and Return: Concepts of risk and return, Measurement of risk: standard deviation and variance, the relationship between risk and return							CO2
•	Fundamental Analysis: Economy analysis, Industry and Company Analysis - Analysis of Financial statements, Weaknesses of fundamental analysis							CO2
•	Technical Analysis: Introduction, Principles, Difference from fundamental analysis, Basic Tenets of Dow Theory, Critical Appraisal of Dow theory							CO2
•	Different Types of charts, Chart patterns							CO2
Unit 3	Portfolio Management							
•	Efficient Market Hypothesis and Behavioural Finance							CO3
•	Portfolio Construction							CO3
•	Portfolio Markowitz Model (Mean Variance Analysis)							CO3
•	The Sharpe Single Index Model							CO3
Unit 4	Portfolio theories, evaluation, and revision							
•	Capital Asset Pricing Model - assumptions of CAPM; Inputs required for applying CAPM, Limitations of this Model							CO4
•	Arbitrage Pricing Theory and its principles, Comparison of Arbitrage Pricing Theory with the Capital Asset Pricing Model.							CO4
•	Portfolio Evaluation							CO4

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•	Portfolio Revision	CO4
Text Books	1.Chandra, P. Investment Analysis and Portfolio Management. New Delhi: TataMcGraw-Hill Education, Latest Edition	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN253							
Course Title	Organization change and development							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concept of organizational development and its significance for the organization.</p> <p>CO2: Gain knowledge related to the process of bringing about planned change in the organization and how they can practically implement those interventions.</p> <p>CO3: Become fully conversant with the techniques and factors required for bringing change in the organization</p> <p>CO4: Practically examine the success and failure of changes as well as enable students to draw its implications for future.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Organization development- meaning and framework							1
□	Nature, Assumptions , Characteristics of Organizational Development.							1
□	The Lab training stem, The survey research and feedback stem							1
□	Factors affecting Organizational Development.							1
□	Inter-group Relations, Weisboard Model.							1
Unit 2	OD interventions							2
□	Introduction to Action Research, Action Research as a Process and as an Approach							2
□	Determinants of Organizational Design, Components of Organization Design, Organization - The Environment Interface, Organizational Decision Making							2
□	Team Interventions, Inter-group Interventions, Comprehensive Interventions, Structural Interventions,							2
□	Issues in Consultant - Client Relationship; Power, Politics and Organizational Development							2

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Unit 3	Organization change	3
□	Why Organization Change, Need for change	3
□	Factors causing change- Environmental, Technological, Legal, Political, Social, and, Cultural factors of change	3
□	Models and techniques involved in change management	3
□	Total Quality Management, Business Process Reengineering	3
Unit 4	Models of planned change	4
□	Changing values, Cultural Models and theories of planned change, , and..	4
□	organizing for the Future, Organizations as learning systems	4
□	Implications for future managers	4
□	Success and failure of organization change and development	4
Text Book/s	1. French, W. and Bell, Cl. Organization Development and Transformation. New Delhi: Prentice Hall, Latest Edition. 2. Cummings, T., and Worley, C., Organizational Development and Change, New Delhi: Cengage Learning, Latest Edition.	
Reference Books	1. Palmer, I., Dunford, R., and Akin, G. Managing Organizational Changea Multiple Perspectives Approach. New Delhi: Tata McGraw Hill Publication, Latest Edition.	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN254							
Course Title	Manpower Planning and HRD							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Conceptualize manpower planning and enable the students to acquire skills for manpower planning in the organization.</p> <p>CO2: Understand Human resource development and the role of strategic human resource management in the changing business environment.</p> <p>CO3: Acquire knowledge related to new paradigms of organization development and the evolving concept of learning organization.</p> <p>CO4: Think globally in context with acquisition, development and retention of manpower in the organization.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Manpower planning –concept							1
□	Manpower Planning Objectives (Micro and Macro levels) Benefits Advantages Limitations and Problems.							1
□	HR Planning Linkage of HR Planning with other HR Functions.							1
□	Manpower Planning: Tools, Methods And Techniques, Job Analysis, Job Description, Job Specification, Skills Analysis/Skill Inventory,							1
□	Performance Appraisal, Manpower Inventory, Quantitative Aspects,							1
	Qualitative Aspects Methodology, Computerized Manpower Planning Information System,							
Unit 2	Strategic Human resource development							2
□	HRD: Meaning, Scope, Functions, Introductions to Strategic Human Resource Management and Strategic Human Resource Development,							2
□	Importance, Approaches to Human Resource Development, Role of HRD Managers							2
□	Relationship between HRD and HRM							2

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□	Strategic Selection, Re-Deployment, Re-Training, Retention Strategies	2
Unit 3	Organizational Development	3
□	Organizational Development: Objectives, Characteristics	3
□	Process, Models of Organization Development, Learning Organization	3
□	Implementing Organizational Development Program,	3
□	Organizational Culture –meaning and importance	3
Unit 4	Global HRM	4
□	Global HRM – meaning , importance	4
□	Challenges, Retention and Career Management in Global Employees,	4
□	Recent Trends in HRD, Progress in India and Abroad.	4
□	Career Growth and Development Competency mapping, Succession planning	4
Text Book/s	1. Bhattacharyya, D K. Human Resource Development. Mumbai: Himalaya Publishing. House, Latest Edition. 2. Belcourt, M., Kenneth J. M. and Kenneth J. M., Strategic Human Resources Planning. Toronto: Nelson Education, Latest Edition 3.	
Reference Books	1. Prasad, K., Strategic Human Resource Development. New Delhi:PHI Learning Pvt. Ltd., Latest Edition	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN252							
Course Title	Consumer Behaviour							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the concepts of consumer behaviour and segmentation CO2: Articulate the external factors influencing buying behaviour of consumer. CO3: Analyze the internal factors influencing consumer behaviour CO4: Learn consumer decision making and consumer research							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Consumer Behaviour and Segmentation							CO1
	Definition, Nature, Scope, Consumer Behavior's Applications in Marketing,							
	Market Segmentation, Targeting and Positioning							
Unit 2	External Factors Influencing Consumer Behaviour							CO2
	Culture, Sub Culture and Social Class, Family and Roles							
	Family and Socialization							
	Reference Groups -Opinion Leadership, Celebrity Endorsers and Word-of Mouth							
Unit 3	Internal Factors Influencing Consumer Behaviour							CO3
	Internal Influences– Needs & Motivations, Personality, Learning, Perception, Beliefs & Attitudes.							
	Consumer Motivation– Needs, Goals, Maslow's Hierarchy of Needs, Freud's Theory of Motivation.							
	Consumer Personality – Self-Concept, Brand Personality.							
	Consumer Learning- Elements, Classical Conditioning							
	Consumer Perception- Brand Positioning and Repositioning							
Unit 4	Consumer Decision Making and Consumer Research							CO4

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	Consumer Decision Making Process- Routinised Response, Limited and Extensive Problem-Solving Behaviour, Opinion Leadership and Diffusion of Innovation.	
	Consumer Research Process –Defining Research Objectives	
	Quantitative and Qualitative Research	
Text Books	1. Consumer Behaviour – Satish K Batra, S H H Kazmi 2. Schiffman, L.G. and Kanuk, L.L., ‘Consumer Behavior’, Pearson Education	
Reference Books	1. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai 2. Kumar, Dinesh., ‘Consumer Behaviour’, Oxford University Press 3. Loudon, D. and Bitta, D., ‘Consumer Behaviour’, Tata McGraw Hill 4. Assael, H., ‘Consumer Behaviour in Action’, Cengage Learning 5. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi	



In hours			60
L	T	P	Credit
4	0	0	4

Course Code	MGN355							
Course Title	Financial Derivatives							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: The student will get familiar with the basic fundamentals of derivatives.</p> <p>CO2: The student will able to learn the mechanism of option contracts and trading.</p> <p>CO3: The student will able to learn the mechanism of swaps and trading</p> <p>CO4: The student will able to learn the mechanism of risk optimization through derivatives contracts</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Financial derivatives							
•	Derivatives- Introduction, Types and Advantages							CO1
•	Regulation of Trading of Derivatives, SEBI guidelines related to Trade of Derivatives							CO1
•	Forwards and Futures Introduction, Distinction between Forwards and Futures Contracts							CO1
•	Pricing Principles, Beta and Optimal Hedge Ratio							CO1
Unit 2	Option contracts, theories and practices							
•	Options-Meaning, Types, Key Determinants of Option Prices, introduction to The Binomial Model and The Black-Scholes Model.							CO2
•	European and American Calls And Puts							CO2
•	Put Call Parity							CO2
•	Strategies of Options- Strategies, Pay-offs							CO2
Unit 3	Swaps, Interest Rate Derivatives and Credit Derivatives							
•	Swaps- Meaning and Mechanics of Swaps							C03
•	Trading of SWAPS							C03
•	Interest Rate Derivatives and Euro-Dollar Derivatives							C03
•	Credit Derivatives							C03
Unit 4	Risk Management under Derivatives							
•	Risk Management with Derivatives-Meaning, Reasons of Managing Risk, Types of Risk in trading with Derivatives.							C04

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•	Risk Management with Derivatives-Meaning, Reasons of Managing Risk	C04
•	Types of Risk in trading with Derivatives.	C04
•	Option Greeks, Exotic Options and Delta Hedging	C04
Text Books	1. Parasuraman, N.R., Fundamentals of Financial Derivatives. New Delhi, Wiley India Private Limited. Latest Edition. 2. Varma, J. R., Derivatives and Risk Management. New Delhi, Tata McGraw Hill, Latest Edition.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN356							
Course Title	Currency and Commodity Trading							
Course Outcomes	<p>Upon the completion of the course, the student will be able to</p> <p>CO1: Master the fundamentals of trading in the Forex Market</p> <p>CO2: Learn the strategies for effective currency trading</p> <p>CO3: Learn the fundamentals of commodity trading</p> <p>CO4: Develop a commodity trading plan for executing and managing a position.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Basics of Currency Trading							CO1
•	Introduction to Forex Trading • Forex Trading Terminology							CO1
•	Long or Short? Order Types and Calculating Profits & Losses							CO1
•	Professional Forex Trading							CO1
•	Fundamental Analysis							CO1
•	Price Action Trading Analysis							CO1
•	Technical Analysis							CO1
Unit 2	Currency Trading Strategy							
•	Make a Forex Trading Plan • The Psychology of Forex Trading • Professional Price Action Forex Trading Strategies • Introduction to Forex Charting							CO2
•	What Is A Forex Trading Strategy							CO2
•	Common Forex trading mistakes and traps							CO2
Unit 3	Basics of Commodity Trading							
•	Market Participants and Their Roles: Traders, Hedgers, Speculators, Arbitrageurs etc.							CO3
•	Understanding Commodity Pricing: Factors affecting the price of commodities including global economic indicators, geopolitical events, weather patterns, technological advancements etc.							CO3
•	Fundamental Analysis: How to analyze demand and supply data, inventory levels, weather patterns, political developments, and their impact on commodity prices.							
•	Technical Analysis: Chart patterns, trend analysis, volume and open interest analysis. Introduction to technical indicators used specifically in commodity trading.							CO3
Unit 4	Commodity Trading Strategy							

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•	Risk Management in Commodity Trading: Tools and strategies to manage and mitigate risks associated with commodity trading.	CO4
•	Commodity Derivatives: Understanding of futures and options contracts on commodities. Pricing of derivatives, strategies for trading.	CO4
•	Trading Strategies and Plan: How to develop a commodity trading plan, backtesting and refining strategies.	
•	Behavioral Finance and Trading Psychology: Understanding of psychological	CO4
•	Ethics in Trading: Discussing the importance of integrity, honesty, and transparency in trading.	CO4
Trading Simulation: Hands-on experience using trading simulators to apply theoretical knowledge.		
Text Books	<ol style="list-style-type: none"> 1. A Trader's First Book on Commodities: Everything You Need to Know about Futures and Options Trading Before Placing a Trade, Publisher : Zaccheus Entertainment, https://www.amazon.in/Traders-First-Book-Commodities-Everything/dp/1948018004 2. The Little Book of Currency Trading: How to Make Big Profits in the World of Forex , Publisher : Wiley, https://www.amazon.in/Little-Book-Currency-Trading-Profits/dp/047077035X 	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN353							
Course Title	Industrial Relations and Labour laws							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1- To understand the framework of industrial relations and impact of industrialization & globalization on it.</p> <p>CO2- Understanding of trade unionism, existence at national level & its legal framework</p> <p>CO3- Understanding of industrial conflict/disputes & its legal framework</p> <p>CO4- To understand the mechanisms of maintaining industrial relations & international practices related to industrial relations</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Industrial Relations-Meaning and Approaches							
•	Industrial Relations- Meaning, Scope, Participants,							1
•	The various approaches-The systems model, John Dunlop Model, The Pluralist Approach, Marxian Approach, Gandhian Approach							1
•	Foundations of a Sound Industrial Relations System, Partnership model							1
•	Industrialization & Industrial relations							1
Unit 2	Trade Unions and legislation							
•	Trade Unionism							2
•	Trade Unionism in India-Growth, Approaches, Reasons for joining a Union,							2
•	Problems of Indian Trade Unions, National Trade Unions-AITUC, INTUC, CITU, HMS, BMS.							2
•	Trade Union Act, 1926- Object of Act, Scope and Application of the Act, Definitions. Registration of Trade Union and Cancellation of Trade Union, Duties and Liabilities of Registered Trade Union, Regulations and Penalties.							2
Unit 3	Anatomy of Industrial Conflict/Disputes							
•	Industrial Disputes Act- Definition of Industrial Dispute, Object and Extent of Act, Causes of Industrial Dispute, Modes of Settlement of industrial Dispute -Conciliation, Adjudication and Arbitration.							3

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•	Strikes vs. Lock-outs, Lay -off vs. Retrenchment, Unfair Labour Practices under Fifth Schedule.	3
•	Definition of Continuous Service, Calculation of Working Days, Right of Workmen Laid-off for Compensation,	3
•	Conditions Precedent to Retrenchment of Workmen, Transfer and Closing Down of Undertakings, Compensation of Workmen in Case of Closing Down of Undertaking, Penalties. Binarism& Tripartism: Types, Binarism's linkage with Tripartism	3
Unit 4	Grievance & Discipline Handling	
•	Grievance procedure as per National Commission on Labour (1969)	4
•	Workplace Discipline and its management	4
•	Collective Bargaining- Model, Principles, Essential Conditions, Process of collective bargaining, National Commission Recommendations on Collective Bargaining.	4
Text Books	1. Bagri, P R. Law of Industrial Disputes: A Commentary on the Industrial Disputes Act, 1947 As Amended by the Industrial Disputes (amendment) Act, 1984 (49 of 1984). New Delhi: Bharat Law House, Latest Edition 2. Venkata, R. C. S. Industrial Relations. New Delhi: Oxford University Press, Latest Edition.	
Reference Books	Kumar , H L., What Everybody Should Know About Labour Laws. New Delhi: Universal law, Latest Edition. 1. Malhotra, O P. The Law of Industrial Disputes. Bombay: N.M. Tripathi	

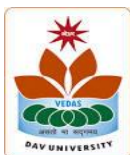


In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN353							
Course Title	Industrial Relations and Labour laws							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1- To understand the framework of industrial relations and impact of industrialization & globalization on it.</p> <p>CO2- Understanding of trade unionism, existence at national level & its legal framework</p> <p>CO3- Understanding of industrial conflict/disputes & its legal framework</p> <p>CO4- To understand the mechanisms of maintaining industrial relations & international practices related to industrial relations</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Industrial Relations-Meaning and Approaches							
•	Industrial Relations- Meaning, Scope, Participants,							1
•	The various approaches-The systems model, John Dunlop Model, The Pluralist Approach, Marxian Approach, Gandhian Approach							1
•	Foundations of a Sound Industrial Relations System, Partnership model							1
•	Industrialization & Industrial relations							1
Unit 2	Trade Unions and legislation							
•	Trade Unionism							2
•	Trade Unionism in India-Growth, Approaches, Reasons for joining a Union,							2
•	Problems of Indian Trade Unions, National Trade Unions-AITUC, INTUC, CITU, HMS, BMS.							2
•	Trade Union Act, 1926- Object of Act, Scope and Application of the Act, Definitions. Registration of Trade Union and Cancellation of Trade Union, Duties and Liabilities of Registered Trade Union, Regulations and Penalties.							2
Unit 3	Anatomy of Industrial Conflict/Disputes							
•	Industrial Disputes Act- Definition of Industrial Dispute, Object and Extent of Act, Causes of Industrial Dispute, Modes of Settlement of industrial Dispute -Conciliation, Adjudication and Arbitration.							3

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•	Strikes vs. Lock-outs, Lay -off vs. Retrenchment, Unfair Labour Practices under Fifth Schedule.	3
•	Definition of Continuous Service, Calculation of Working Days, Right of Workmen Laid-off for Compensation,	3
•	Conditions Precedent to Retrenchment of Workmen, Transfer and Closing Down of Undertakings, Compensation of Workmen in Case of Closing Down of Undertaking, Penalties. Binarism& Tripartism: Types, Binarism's linkage with Tripartism	3
Unit 4	Grievance & Discipline Handling	
•	Grievance procedure as per National Commission on Labour (1969)	4
•	Workplace Discipline and its management	4
•	Collective Bargaining- Model, Principles, Essential Conditions, Process of collective bargaining, National Commission Recommendations on Collective Bargaining.	4
Text Books	3. Bagri, P R. Law of Industrial Disputes: A Commentary on the Industrial Disputes Act, 1947 As Amended by the Industrial Disputes (amendment) Act, 1984 (49 of 1984). New Delhi: Bharat Law House, Latest Edition 4. Venkata, R. C. S. Industrial Relations. New Delhi: Oxford University Press, Latest Edition.	
Reference Books	Kumar , H L., What Everybody Should Know About Labour Laws. New Delhi: Universal law, Latest Edition. 2. Malhotra, O P. The Law of Industrial Disputes. Bombay: N.M. Tripathi	

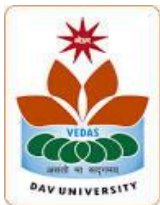


In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN354							
Course Title	Strategic Human Resource Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concepts of Strategic Human Resource Management and strategy formulation.</p> <p>CO2: Develop strategic HR plans and to gather knowledge about staffing of manpower.</p> <p>CO3: comprehend the various approaches to training and development and analyze as well evaluate the performance of employees.</p> <p>CO4: Learn about compensation and reward systems in ever – changing global business environment.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Strategic HRM - Introduction							
•	Nature and Significance; Dimensions of Strategic Decisions; Evolution of Strategic HRM, Theoretical perspective on SHRM							1
•	HR environment overview, HRM Knowledge economy, HR Outsourcing, Technology and HRM.							1
•	HRM Evaluation – Definition & overview, Rationale of HRM evaluation, Approaches to HR evaluation							1
•	Strategy Formulation: Formulating a Company Mission; Forces Influencing the Strategy Formulation; Porter's Model							1
Unit 2	Strategic HR planning & Staffing							
•	Business strategy& HRP – Objectives, perspective and significance of HRP in changing environment.							2
•	Job Analysis and SHRM, HRP process, Challenges in HRP							2
•	External and Internal influences of staffing, sources of recruitment, recruitment method.							2
•	Methods of employee selection, staffing process, Hiring for diverse workforce, evaluation of staffing process.							2
Unit 3	Strategic Training and performance management							
•	Need and purpose of training and development, significance of training and development, HRM approaches to training and development.							3
•	Process of training and development, modern trends and developments in Strategic HRM.							3

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•	Objectives of performance management, Developing performance management system.	3
•	Problems in performance management, Technology and performance management, work – life balance.	3
Unit 4	Compensation management and Managing career	
•	Compensation and reward objectives, approaches, pay for performance approaches.	4
•	Business strategy and compensation, Equity in reward decisions.	4
•	Career planning, Development and management	4
•	Career management and strategic HRM, work – life issues and work – life culture	4
Text Books	1. Agarwala Tanuja, Strategic Human resource management, Oxford higher education.	
Reference Books	1. Boselie Paul, Strategic Human resource management – A balanced approach, MC- graw Hill education. 2. Mello J.A, Strategic Human resource management , Cengage India limited.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN351							
Course Title	Services Marketing							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Make students acquaint with service perceptions and gap models</p> <p>CO2: Design new service models and framework for understanding servicescape</p> <p>CO3: Demonstrate the role of Employees' and Customers in service delivery</p> <p>CO4: Analyze the communication channels in service delivery.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Services Marketing							
	<p>Introduction to Services: meaning, importance, growth and characteristics of services, difference between goods and services, challenges for service marketers, Services marketing mix</p> <p>The gaps model of service quality: the customer gap, the provider gaps, closing the gaps, Consumer behaviour in services: consumer choice, service purchase, consumer experience, evaluation, customer expectations of service: meaning and type of service expectations, zone of tolerance, factors influencing expectations, various issues of service expectations, Customer perceptions of service: customer satisfaction, service quality, service encounters.</p> <p>Building customer relationships: relationship marketing, value of customer, relationship development strategies, relationship challenges</p>							CO1
Unit 2	Service Recovery, Development and Design							
	<p>Service recovery: the recovery paradox, customer's response to service failure, customer's recovery expectations, recovery strategies, service guarantees. Service development and design: new service development, types of new services, stages in new service development, service blueprinting, Physical evidence and servicescape: Physical evidence, types and roles of servicescape, framework for understanding servicescape, environmental dimensions of the servicescape, and guidelines for physical evidence strategy</p>							CO2
Unit 3	Employees' and Customers' role in service delivery							
	<p>Employees' role in service delivery: service culture, critical importance of service employees, boundary-spanning roles, strategies for delivering service quality through people, customer-oriented service. Customers' roles in service delivery: importance of customer in service delivery, customers' roles, self-service technologies- the ultimate in customer participation, strategies for</p>							CO3

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	enhancing customer participation, recruit, educate and reward customers, manage the customer-mix.	
Unit 4	Integrated Service Marketing Communication and Pricing of Services	
•	Integrated services marketing communications: need for coordination in marketing communication, key reasons for service communication, four categories of strategies to match service promises with delivery. Pricing of services: three key ways that service prices are different for consumers. approaches to pricing services, pricing strategies that link to the four value definition.	CO4
Reference Books	<ol style="list-style-type: none"> 1. Zeithmal A Valarie and Bitner Mary, Services Marketing, Tata McGraw Hill, New Delhi. 2. Adrian Paye: The Essence of Services Marketing, Prentice Hall India. 3. Sanjay P. Palankar: Services Marketing, Himalaya Publishing House. 4. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing: People, Technology, Strategy, Pearson Education. 5. K. Rama Mohana Rao: Services Marketing, Pearson Education. 6. J.N. Jain and P.P. Singh: Modern Marketing of Services-Principles and Techniques, Regal Publications. 7. Deepak Bhandari and Amit Sharma: Marketing of Services, Vrinda Publications. 8. Bidhi Chand: Marketing of Services, Rawat Publications. 	



In hours			60
L	T	P	Credit
4	0	0	4

Course Code	MGN352							
Course Title	Digital Marketing							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the fundamentals of digital marketing CO2: Understanding and apply the e-promotion techniques for business CO3: Analyze the social media marketing strategies of business CO4: Applying SEO tools for optimizing the online business							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5		25	-	50	-
	Syllabus							CO Mapping
Unit 1	Introduction to Digital Marketing							CO1
	Digital Marketing Strategy – Segmentation, Targeting and Positioning							
	Online Consumer Behavior							
	Strategic Digital Marketing							
	Digital Marketing Environment							
Unit 2	E-promotion							CO2
	Online Advertising							
	Direct and Email Marketing							
	Mobile and Video Marketing							
	Business Website Marketing and E-business Analytics							
Unit 3	Social Media Marketing							CO3
	Facebook Marketing							
	Instagram Marketing							
	Linkedin Marketing							
	Twitter Marketing							
Unit 4	Search Engine Optimisation							CO4
	On Page Optimization							
	Off Page Optimization							
	Emerging Issues in Digital Marketing							
Reference Books	Gupta, S. (2020). Digital marketing. McGraw Hill Education (India) Private Limited. Kumar, S & Kaur, S. (2023). Digital marketing. Taxmann Publications Private Limited Bhatia, P. (2020). Fundamentals of Digital marketing. Pearson India Education Services Private Limited.							



In hours			
L	T	P	Credit
2	1	2	4

Course Code	MGN361							
Course Title	Banking & Insurance							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the Banking structure, Banking products and business development.</p> <p>CO2: Regulations related to customer services, inclusive banking and future banking.</p> <p>CO3: Understand the growth and development of insurance sector in India, Major reforms in insurance sector.</p> <p>CO4: Understand about the insurance operations, Ethics and Compliance in Insurance, Profitability Drivers for Insurance.</p>							
Examination Mode	Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Banking							CO1
•	Branch Banking, Customers and their needs							CO1
•	Overview of Banking Products, Liability Products, Asset Products							CO1
•	Third Party and fee-based Products							CO1
•	Business Development, Transaction Processing							CO1
Unit 2	Customer Services							CO2
•	Compliance and Ethics							CO2
•	Future of Banking							CO2
•	Inclusive Banking							CO2
•	Introduction to NBFCs							CO2
•	Overview of Corporate banking							CO2
•	Banking and me							CO2
Unit 3	Insurance							CO3
•	Need for insurance, Evolution of Insurance							CO3
•	Overview of an Insurance Company							CO3
•	Overview of Retail Insurance Products							CO3
•	Overview of the Companion Products							CO3
•	Overview of Insurance Distribution Channels							CO3
•	Selling Insurance							CO3
Unit 4	Insurance Operations							CO4
•	Customer Service							CO4
•	Ethics and Compliance in Insurance							CO4
•	Future of Insurance							CO4

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•	Inclusive Insurance	CO4
•	Profitability Drivers for Insurance	CO4
Text Books	1. N. Jain& R.K. Jain: Modern Banking and Insurance, Regal Publications	



In hours			60
L	T	P	Credit
4	0	0	4

Course Code	MGN362							
Course Title	BFI Workplace Skills							
Course Outcomes	<p>Upon the completion of the course, the student will be able to</p> <p>CO1.Learn to effectively manage oneself</p> <p>CO2.Communicate effectively at the workplace</p> <p>CO3.Conduct the retail banking operations effectively</p> <p>CO4.Handle the Insurance products and customers effectively</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Managing Self – SwaRoop							
•	SwaRoop orientation							CO1
•	My Self, Self-belief – staying assertive							CO1
•	Mind-body connections, and Self-talk							CO1
•	What are emotions, Regulating emotions							CO1
•	What is belief, ABC Principle of REBT							CO1
•	Rational and irrational beliefs							CO1
•	Decision-making, Daily challenges							CO1
Unit 2	Communication and Workplace Skills							
•	What is communication							CO2
•	Goals and barriers in communication, and Modes of communication							
•	Listening skills and empathy, Non-verbal expression skills							CO2
•	Summarization skills, Effective communication, Use of language in communication, Spoken communication							CO2
•	Telephonic communication							CO2
•	Written communication, Giving and receiving feedback							CO2
•	Saying and taking NO							CO2
•	Persuasion and influencing skills							CO2
•	Working in teams, Group discussion skills							CO2
•	Goals and targets at the workplace, Representing self							CO2
•	Job interview techniques, Job interview demonstration							CO2
Unit 3	Overview of Retail Banking							

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•	Introduction to Banking, Introduction to Branch Banking	CO3
•	Customers and Their Needs	CO3
•	Overview of Banking Products, Liability Products, Asset Products	CO3
•	Third-Party and Fee-based Products	CO3
•	Business Development, Transaction Processing	CO3
•	Customer Service Compliance and Ethics	CO3
•	Future of Banking, Inclusive Banking	CO3
•	Introduction to NBFCs	CO3
	Overview of Corporate Banking, Banking and Me	CO3
Unit 4	Overview of Insurance	
•	Need for Insurance, Evolution of Insurance	CO4
•	Overview of an Insurance Company, Overview of Retail Insurance Products	CO4
•	Overview of the Companion Products	CO4
•	Overview of Insurance Distribution Channels	CO4
•	Selling Insurance, Insurance Operations	CO4
•	Customer Service Ethics and Compliance in Insurance	CO4
•	Future of Insurance, Inclusive Insurance	CO4
•	Profitability Drivers for Insurance	CO4
Mock interviews by corporate recruiters		
Text Books	<ol style="list-style-type: none"> 1. Retail Banking by IIBF, Macmillan Publishers, Latest Ed 2. Insurance Handbook https://www.iii.org/sites/default/files/docs/pdf/Insurance_Handbook_20103.pdf 3. Introduction to Insurance https://irda.revalweb.com/uploads/CEDocuments/Introduction%20to%20Insurance.pdf 	

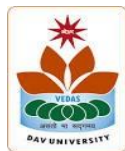


In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN359							
Course Title	Performance Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Get the in-depth knowledge about the foundations of performance management i.e., its Pre-Requisites, philosophy and Characteristics of Effective Performance</p> <p>CO2: Get the conceptual understanding about the planning and implementation of Performance</p> <p>CO3: Equip with the concepts of Performance Appraisal and Monitoring along the management practices held in Indian organizations.</p> <p>CO4: Learn about the concept of developmental issues in performance management and the Role of HR Professionals in Performance Management.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Performance Management							
•	Foundations of Performance Management: Concept and Philosophy underlying Performance Management							1
•	Significance, Objectives, Pre-Requisites, and Characteristics of Effective Performance Management							1
Unit 2	Planning and Implementation of Performance Management							
•	Planning and Implementation of Performance Management- Overview of Performance Planning, Defining Performance and Selecting a Measurement Approach							2
•	Developing Job Descriptions, Defining Performance Standards							2
•	Key Result Areas, Competencies and Skills, Characteristics of Effective Performance Metrics							2
Unit 3	Performance Appraisal and Monitoring							
•	Performance Appraisal and Monitoring: Characteristics of effective Appraisals; Methods of Performance Appraisal							3
•	360 degree appraisal							3
•	E-appraisal Performance Monitoring Appraisal							3
•	Management Practices in Indian Organizations							3
Unit 4	Performance Management and Development Issues							

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•	Other Performance Management and Development Issues: Coaching, Counselling and Mentoring;	4
•	Potential Appraisal, Competency Mapping; Performance Related Pay	4
•	Role of HR Professionals in Performance Management	4
Text Books	1. Dr. C. Appa Rao, Performance Management, biztantra.	
Reference Books	1. Aquinis, H., Performance Management, New Delhi, Pearson Education, Latest Edition. 2. Fusch & Gillespie, Practical Approach to Performance Interventions and Analysis: A 50 Models for Building a High-Performance Culture, London, Pearson Education, Latest Edition. 3. Smither, J.W., Performance Management: Putting Research into Practice, New York, Wiley Publication, Latest Edition. 4. Bagchi., S.N., Performance Management, New Delhi, Cengage Learning, Latest Edition.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN360							
Course Title	Global HRM							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To make the students understand the importance of culture in taking management decisions</p> <p>CO2: To develop skills in students related to international staffing operations and to enable them perform international recruitment and selection decision effectively.</p> <p>CO3: To demonstrate competence related to decisions regarding Training and development as well as compensation for the expatriates.</p> <p>CO4: Students will get a practical know how related to the concept of performance management and its application in the global context.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Culture and cross cultures							1
□	Concept and significance of culture, different dimensions of Culture							1
□	Convergence of culture, National culture							1
□	Impact of culture in management decisions.							1
□	Cross cultural models- Hofstede study, Kluchohm & Stoodbeck							1
Unit 2	International HRM- concept and significance							2
□	Understanding of International Human Resource Management: Meaning, Expatriation : Concept of Expatriate							2
□	Differences between Domestic and International HRM, Variables that							2

	moderate differences between Domestic and International HRM.	
□	Staffing International Operations: Approaches to Staffing, Transferring Staff for International Business	2
□	Recruiting and Selecting Staff for International Assignments	2
Unit 3	Compensation and repatriation in IHRM	3
□	International Compensation: Concept and Objectives of International Compensation	3
□	Designing a Repatriation Program	3
□	Components of Effective Pre-departure Training Programs, Developing Staff through International Assignments	3
□	Problems with Re-entry and Career Issues: Concept and Repatriation Process	3
Unit 4	Performance Management and conflict resolution	4
□	Concept of multinational performance and performance management	4
□	Performance Appraisal of International Employees	4
□	Negotiating across cultures	4
□	Performance Management of International Employees	4
Text Book/s	1. Ashwathappa, Dash S. , International Human Resource Management, Text and Cases, Mc Graw Hill companies, New Delhi, Latest Edition 2. Gupta, S.C., Text Book of International HRM, New Delhi, MacMillan, Latest Edition	
Reference Books	1. Rao, P.L., International Human Resource Management, New Delhi, Excel books, Latest Edition.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN357							
Course Title	Product and Brand Management							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the basics of product and product management. CO2: Learn and develop product planning and strategies. CO3: Develop the knowledge of brand management CO4: Get in depth knowledge of various branding strategies							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Product Management							CO1
	Product Management Meaning and Objectives- Define Product, Levels and Classification of Products							
	Product Differentiation- Major Product Decisions.							
	Product Hierarchy, Product Mix -Product Line, Product Length, Product Width, Product Depth and Consistency. Product Mix Decisions							
Unit 2	Product Planning and Strategies							CO2
	Product Development Process							
	Product Life Cycle							
	Product Market Strategies for Leaders, Challengers and Followers.							
Unit 3	Brand Management and Brand Equity							CO3
	Brand Management- Define Brand and Branding, Why Branding, Scope of Branding, Product Vs Brands, Branding Challenges and Opportunities, Brand Equity.							
	Brand Equity-Building and Measuring Brand Equity							
Unit 4	Branding Strategies							CO4
	Branding Strategies- Brand Portfolio, Brand Hierarchy and Brand Extension.							
	Reinforcing Brand and Brand Revitalization, E-Branding							
	Positioning Strategies-Crafting Brand Positioning Strategies and Repositioning							
Text Books	1. K. Venugopal Rao, Product and Brand Management, Himalaya Publishing House 2. Kirti Dutta, Brand Management, Oxford University Press							

Reference Books	<ol style="list-style-type: none">1. Keller, Kevin Lane, Strategic Brand Management, Pearson Education2. Kotler, Keller, Marketing Management, Pearson Education3. Lehmann and Winer, Product Management, McGraw-Hill Education4. S. A. Chunawalla, Product Management, Himalaya Publishing House	
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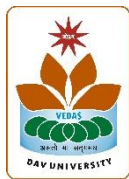
In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN358							
Course Title	Rural Marketing							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the fundamentals of rural marketing. CO2: Analyze and apply the rural product and pricing strategies. CO3: Analyze the rural distribution and communication strategies. CO4: Understand and apply the rural business models and global insights for future							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5		25	-	50	-
	Syllabus							CO Mapping
Unit 1	Introduction to Rural Marketing							CO1
	Rural Environment – Economic Environment, Rural Marketing Mix Challenges, Evolution of Rural markets							
	Rural Consumer Behavior – Buyer Decision Process, Product Adoption Process, Diffusion of Innovation							
	Rural Marketing Research							
Unit 2	Introduction to Rural Marketing Strategy							CO2
	Segmenting and Targeting Rural Markets							
	Product Strategy							
	Pricing Strategy							
Unit 3	Rural Marketing Strategy							CO3
	Distribution strategy							
	Communication Strategy							
	Rural Services Marketing							
	Marketing in Small Towns							
Unit 4	Emerging Issue in Rural Marketing							CO4
	Role of Government in Rural India							
	New Business Models							
	Rural Markets : Global Insights							
	The Future of Rural Marketing							
Reference Books	Kashyap, P. (2020). Digital marketing. McGraw Hill Education (India) Private Limited. Kumar, S & Kaur, S. (2023). Digital marketing. Taxmann Publications Private Limited Bhatia, P. (2020). Fundamentals of Digital marketing. Pearson India Education Services Private Limited.							



In hours			60
L	T	P	Credit
4	0	0	4

Course Code	MGN451							
Course Title	Corporate Tax Planning							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1- Understand the corporate tax system in India with an in-depth insight of tax planning, tax avoidance and the tax evasion.</p> <p>CO2- Comprehend the latest deductions with respect to incomes and payments for corporate tax planning.</p> <p>CO3- Able to understand tax Planning with reference to setting up of a new business.</p> <p>CO4- Able to take specific business decisions with reference to tax planning.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Overview of the Corporate tax System							
•	Overview of tax system in India, types of taxes							CO1
•	Corporate tax in India-Definitions, Residential status							CO1
•	Taxation of Companies, prevalent tax rates and norms							CO1
•	Tax planning, Tax avoidance and Tax Evasion: Meaning, Difference with real cases.							CO1
Unit 2	Deductions for Corporate tax planning							
•	Overview of deductions: Meaning, General principles, Purpose							CO2
•	Deductions with respect to certain payments							CO2
•	Deduction with respect to certain incomes							CO2
Unit 3	Tax Planning with reference to setting up of a new business.							
•	Tax Planning with reference to form of organization.							CO3
•	Tax Planning with reference to nature of business							CO3
•	Tax Planning with reference to location of business.							CO3
Unit 4	Tax Planning with respect to specific business decisions							
•	Tax Planning with reference to Financial Management Decisions.							
•	Tax Planning with reference to Managerial Decisions.							CO4
•	Tax Planning regarding Capital Gains.							CO4
•	Tax Planning in respect of Amalgamation or Demerger							CO4
Text Books	1. Singhania, V.K and Singhania, M. Corporate Tax Planning and Procedures, Taxmann Publications, latest edition							
Reference Books	1. Mehrotra, H.C, and Goyal, S.P. Corporate Tax Planning and Management, Sahitya Bhawan Publications, latest edition.							



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN454						
Course Title	Management Control System						
Course Outcomes	CO1. Acquire knowledge and skills to excel in the area of management control systems. CO2. Equip the students with analytical and evaluation abilities to evaluate the management controls and budgetary systems. CO3. Make the students to apply different management styles in the organization for an efficient and effective control. CO4. Understand the various control Techniques used by MNC's, Non-Profit organizations, service organizations and others along with the Management audit.						
Examination Mode	Theory						
Assessment Tools	Continuous Assessment				MSE	MSP	ESE
	Quiz	Assignment	ABL/PBL	Lab Performance			
Weightage	10	10	5	-	25	-	50
Syllabus							COMapping
Unit1	Introduction to Management Control System						
•	Introduction to Management Control Systems: nature of management control-purpose of MCS-the organizational context of MCS-the formal systems-the informal systems-the subsystems and the components of the control systems-use of information technology on control systems, Designing the Control Process and Managerial Control: introduction -schools of thoughts in control (contingency approach, cybernetics approach) – designing management controls- the control process hierarchy- communication and reporting structures in the control systems.						CO1
•	Ethical dimensions in MCS, corporate culture of MCS, organization structures. Behaviour in Organizations: goal congruence, action control, result control, types of organizations, functions of controller.						CO1
•	Budgetary Control: Concept, Types, Requirements, Practical Applications						CO1
Unit2	Responsibility Accounting and Marginal Costing						
•	Responsibility Centers: responsibility accounting, different types of responsibility centers (investment centers, revenue centers, expense centers, profit centers), general considerations/business units as Profit centers/measuring loose coupling between inter profit centers.						CO2
•	Transfer Pricing : Concept and Methods						CO2
•	Reporting: Concept, Types, Methods, Process						CO2

	Marginal Costing : Break Even, PV Ratio, CVP Analysis and Managerial Applications	CO2
Unit3	Contemporary Issues	
•	Key Success Variables and Measures of Performance: identifications of key success variables-key success variables and the control paradigm-performance indicators- EVA and profitability measures	CO3
•	Target Costing, Life Cycle Costing and Activity Based Costing	CO3
•	Value Chain Analysis, Balance Score Card, Total Quality Management	CO3
Unit 4	MCS in Different Organisations and Management Audit	
•	MCS in Multinational Corporation	CO4
•	MCS in Non-Profit Org and Service Organizations	CO4
•	Management audit: concepts, types, processes, and Applications in various functions.	CO4
Text Books	1. Anthony, R., and Govindarajan, V., Management Control System. Tata McGraw Hills. 2. Kenneth, M. Modern Management Control Systems Text and Case, New Jersey, Prentice Hall, Latest Edition 3. Maciariello, J., and Calvin, J. Management Control Systems: Using Adaptive Systems to attain Control. New Jersey, Prentice Hall, Latest Edition	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN453							
Course Title	Knowledge Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To understand the concept of knowledge management and develop skills for building a sustaining knowledge culture.</p> <p>CO2: Students will be able to be able to develop human resource management practices and align with technology.</p> <p>CO3: To make the students conversant with knowledge framework and develop effective knowledge service.</p> <p>CO4: To enhance strategic knowledge and evaluate the effectiveness of knowledge strategy.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Knowledge Influences							
•	The Knowledge Context							1
•	An Introduction to Strategic Knowledge Management							1
•	The Knowledge Leader							1
•	Developing and Sustaining a Knowledge Culture							1
Unit 2	Knowledge Foundations							
•	Supporting Knowledge Management through Human Resource Management Practices							2
•	Supporting Knowledge Management through Technology							2
Unit 3	Knowledge Application							
•	Developing a Core Knowledge Framework							3
•	Developing and Managing Knowledge Repositories							3
•	Developing an Effective Knowledge Service							3
•	Learning and Development in a Knowledge Setting							3
Unit 4	Knowledge Enhancement							
•	Evaluating the Effectiveness of the Knowledge Strategy							4
•	Sustainable Knowledge Management							4
•	Overall View of Strategic Knowledge Development							4
•	Industrial relations in U. K., USA & Japan.							4

Text Books	<ol style="list-style-type: none">1. .Debowski,S., Knowledge Management, New Delhi, Wiley, Latest Edition.2. Awad,E.M.& Ghaziri,H.M., Knowledge Management, New Delhi, Prentice Hall of India, Latest Edition	
Reference Books	<ol style="list-style-type: none">1. Jashapara, A., Knowledge Management: An Integrated Approach, New Delhi, Prentice Hall of India, Latest Edition.2. Meliha,H.and Albert, Z. Knowledge Management: An Integrative Approach, Chandos Publishing (Oxford) Ltd, Latest Edition	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MGN456							
Course Title	Industrial Psychology and Sociology							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Build the conceptual understanding regarding industrial and organizational psychology along with the Role of heredity and environment within an organization.</p> <p>CO2: Get the in-depth knowledge about the concept of psychological testing and learn about the role of Industrial morale and attitudes within an organization.</p> <p>CO3: Equip with the concept of motivation in Industrial psychology along with the role of work schedules within an organization.</p> <p>CO4: Learn about the concepts of Industrial Sociology and the major Psychological and Social issues being faced within an organization.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Industrial psychology - Introduction							
•	Introduction: Nature, Scope, and Problems; Brief history of industrial and Organizational Psychology							1
•	Individual differences and their evaluation, Role of heredity and environment, Types of individual differences							1
Unit 2	Psychological testing							
•	Psychological testing: Utility, Reliability, and Validity.							2
•	Attitudes: Meaning, Characteristics, Methods of measuring attitudes, Implication for organization.							2
•	Hawthorne Studies: The studies and their implications Industrial Morale: Meaning, Characteristics, Factors that influence morale, Measures of improving morale							2
Unit 3	Motivation and workplace characteristics							
•	Motivation: Meaning, Types, Applications: Job redesign, Work on incentives.							3

•	Characteristics of the workplace: Physical working conditions: Noise, Illumination, Color, Music, Miscellaneous Factors; Work Schedules: Working Hours, Permanent Part-Time Employment, Flexible Work Schedules, Rest Pauses, and Shift Work.	3
Unit 4	Industrial Sociology and social issues	
•	Nature and Scope of Industrial Sociology, Industry and Society, Industry and Community, Industrial Social Stratification, Industrialism and Family, Industrialism and Social Change.	4
•	Psychological and Social Issues: Job Simplification, Boredom and Monotony, Fatigue, and Telecommuting.	4
Text Books	1. Blum, Milton L, and Jack C. Naylor. Industrial Psychology; Its Theoretical and Social Foundations. New York: Harper and Row, Latest Edition. 2. Schultz, Duane P, and Sydney E. Schultz. Psychology and Work Today: An Introduction to Industrial and Organizational Psychology. Upper Saddle River, N.J: Prentice Hall, Latest Edition.	
Reference Books	1. Ghosh, P K, and M B. Ghorpade. Industrial Psychology. Bombay: Himalaya Pub. House, Latest Edition. 2. Ghurye, G S. Culture and Society. Bombay: Indian Branch, Oxford Univ. Latest Edition.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN452							
Course Title	Business Model Innovation							
Course Outcomes	<p>Upon completing the course, students should be able to</p> <p>CO1: Explain the importance of business models to value creation and new venture success in today's economy</p> <p>CO2: Describe, compare, and critically examine different business model frameworks</p> <p>CO3: Analyze and critically evaluate business models used by actual ventures</p> <p>CO4: Construct and present a business model for an innovative and viable new venture</p>							
Examination Mode	Practical							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Understanding BMI							
<input type="checkbox"/>	Introduction to Business Model Innovation: What a business model is, why it is important, and the concept of business model innovation.							CO1
<input type="checkbox"/>	Traditional Business Models: Most common traditional business models and their strengths and weaknesses.							CO1
<input type="checkbox"/>	Innovation Strategies: Strategies for innovating business models, such as Blue Ocean Strategy, Value Innovation, Disruptive Innovation, and others.							CO1
Unit 2	Exploring BMI							
<input type="checkbox"/>	Disruptive Business Models: Disruptive business models that have changed industries, such as the platform model (Uber, Airbnb), freemium models (Spotify), and subscription models (Netflix).							CO2
<input type="checkbox"/>	Digital Transformation and Business Model Innovation: Understanding how digital technologies enable new business models. Digital platforms, data monetization, AI, blockchain, IoT, and others.							CO2
<input type="checkbox"/>	Business Model Canvas: Explanation and practice using the Business Model Canvas tool, which helps visualize and map out a business model.							CO2
Unit 3	Introducing BMI							
<input type="checkbox"/>	Design Thinking for Business Model Innovation: Integrating the principles of design thinking into the process of creating innovative business models.							CO3
<input type="checkbox"/>	Business Model Prototyping: Learning how to prototype and test business models before full-scale implementation.							CO3
<input type="checkbox"/>	Implementation and Scaling of New Business Models: Strategies for implementing and scaling innovative business models, managing the risks involved, and understanding the implications for organizational design and culture.							CO3
Unit 4	Evaluating BMI							
<input type="checkbox"/>	Sustainability and Social Impact in Business Models: Incorporating sustainability and social impact into business models for long-term success.							CO4
<input type="checkbox"/>	Measuring Business Model Performance: Identifying key performance							CO4

	indicators (KPIs) for your business model and understanding how to track and measure success.	
•	Legal and Ethical Considerations: Understanding the potential legal and ethical issues that can arise when implementing new business models.	CO4
Project: Create a business model for a hypothetical start-up, analyze and suggest improvements for an existing company's business model, or explore the potential impacts of implementing a novel business model in a specific industry.		
Text Books	1. HBR's 10 Must Read on Business Model Innovation by Clayton M. Christensen , Harvard Business Review , Mark W. Johnson , Rita Gunther McGrath & Steve Blank . Publisher : Harvard Business Review Press	



In hours			
L	T	P	Credit
2	0	4	4

Course Code	MGN455							
Course Title	EXIM procedures and Documentation							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Acquire a basic understanding of the structure of shipping terms encompassing Incoterms 2020.</p> <p>CO2: Identify, understand and prepare the different types of Import/Export Documents and also they would recognize export-import Procedure.</p> <p>CO3: Learn the fundamentals of the numerous exporter incentives and rules governing the custom clearance process.</p> <p>CO4: Recognize the role of Exim banks and understand concepts of export finance and marketing.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	-	5	-	-	20	35	30
Syllabus								CO Mapping
Unit 1	EXIM Policy Framework and Import Procedure							
•	EXIM Policy Framework: Policy Framework for India's Foreign Trade in Pre- and Post-Liberalization Era							1
•	Setting up Export Company IEC Number / RCMC from Export Promotion Council							1
•	Terms of Shipment, Processing of Export Order							1
•	Import Procedure: Trade enquiry, procurement of import license and quota, obtaining foreign exchange, placing order							1
•	Making payment and closing of transactions							1
Unit 2	Import/Export Documentation							
•	Commercial Documents: Commercial Invoices, Bill of lading, Airway Bill, Bill of Exchange, letter of credit							2
•	Regulatory documents: GR Form, PP form, VP or COD form, SOFTEX form, shipping bill, marine insurance policy							2
•	Export Assistance documents: Application form for registration, duty drawbacks, REP License and CCS.							2

•	Documents required by importing countries and misc. Bill of Entry, Bank Realization Certificate, Insurance Certificate, , Consular Invoice and other related documents. Performa Invoice Packing List, Inspection Certificate, Certificate of Origin, Shipping Bills, AR1 Form, Mate's Receipt,	2
Unit 3	Export incentives and rules governing the custom clearance process	
•	ECGC, ECGC Policy,	3
•	Marine Insurance Policy, Canalization Policy	3
•	Methods and Terms of Payments for Exports; Letter of Credit, Instruments of Payment	3
•	Credit and Foreign Exchange Risk; Types of Risks, Quality control and Pre- Shipment Inspection.	3
•	Export Incentives: Major Incentives and Procedures for claiming them, Duty Exemption Schemes, Duty Remission Schemes, EPCG Scheme	3
•	Excise and Custom Clearance; Custom Clearance of Imports and Export Cargo – Regulations and Procedures	3
Unit 4	Export finance and marketing	
•	Methods of Financing: Pre and Post-Shipment Finance, Role of EXIM Banks,	4
•	Export Marketing and Different forms of International Trades	4
•	Information Technology and International Business: Electronic Procurement and Marketing,	4
•	Electronic Logistics	4
Reference Books	1. Paul, Justin and Aserkar, Rajiv. Export Import Management. Oxford Higher Education, 2014, Print.	
Text Books	2. Jain, S, Khushpat. Export Import Procedures and Documentation, 2015	