July-2021

POORNIMA UNIVERSITY

S COMMERCE

DEPARTMENT OF MANAGEMENT
{General}

TEACHING SCHEME & SYLLABUS

BBA BATCH 2021-24

BATCHLOR OF BUSINESS ADMINISTRATION
(Batch 2021-24)

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Your Dreams Our Goal

POORNIMA UNIVERSITY

Member of Association of Indian Universities (AIU) & approved by UGC under 2(f)

VISION

To be distinguished as a foundation of brilliance in business education through research, high quality teaching and modern pedagogy, to produce globally competitive and socially responsible leader.

Mission

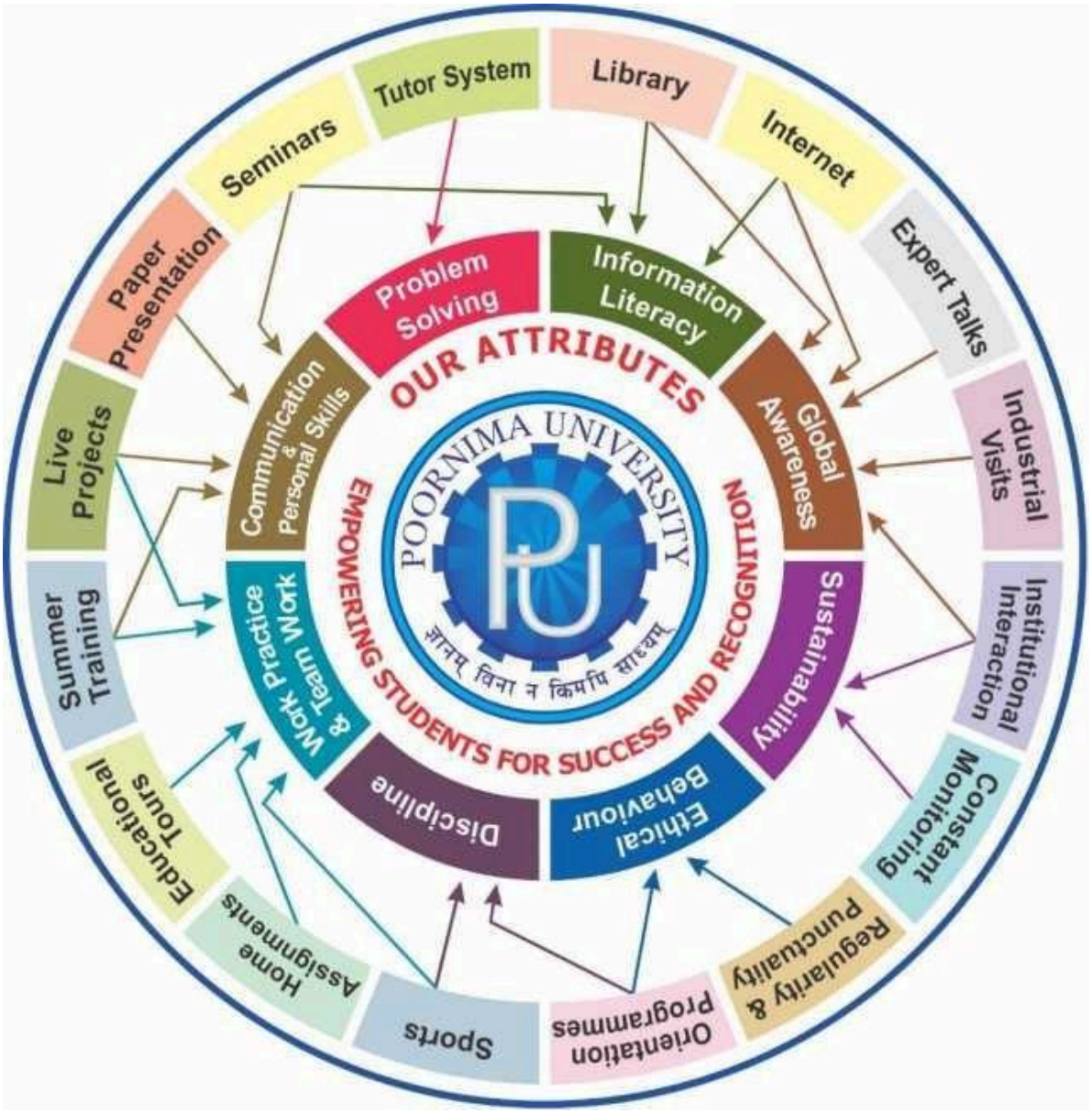
- Transforming Lives Through Knowledge Creation & Sharing.
- Leveraging our knowledge and resources to provide experiential learning, immersion and other collaboration opportunities.
- Offering the best professional development and career management opportunities for our students.
- Committing to continuous improvement and linking our research outreach efforts to the driving forces of our economy.
- Leveraging our resources to provide experiential learning.

Quality Policy

To provide Quality Education through Faculty development, updating of facilities and continual improvement meeting University norms and keeping stake holders satisfied.

Knowledge Wheel

At Poornima, the academic atmosphere is a rare blend of modern technical as well as soft skills and traditional systems of learning processes.



BACHLOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus 2021-24 Batch

3 year, 6 Semester Full Time Programme

Choice Based Credit System (CBCS), Grading System and Outcome Based Education Pattern

Preamble

1. The programme structure of BBA is basically designed to create right understanding and awareness regarding various business systems. This course will cultivate desired business acumen amongst the students. This program is designed with specific objectives of developing skills, aptitude and awareness amongst the students as to prevailing business system that governs various types of business organizations. The course structure is divided into three parts which are interlinked in a systematic manner so as to maintain a right flow and consistency in teaching –learning process and method of evaluation for every topic as mentioned in the syllabus.

2. The present program will develop entrepreneurial attitude and ability to think independently and take rational and appropriate decisions at various levels of management. It also aims to develop professional and managerial attitude and to develop managerial leadership amongst the youth.

Need for Revision of the Curriculum

1. There was a need for revision of the curriculum in view of the dynamism in the industry practices due to Covid, evolution in technology and the

evolving expectations of key stakeholders viz. students, the industry and faculty members at large. It also has relevance due to changed technological, social, cultural and economic environment of the nation.

2. Specifically, the triggers for the comprehensive revamp of the curriculum are

(a) New Skills & Competencies desired due to dynamic business environment: Jobs of today were perhaps not created about 5 years ago. This aspect has a direct linkage with contents and structure of syllabus across the Knowledge, Skills and Attitude (KSA) dimensions, which calls for frequent and meaningful updating of the curriculum.

Concerns expressed by the Industry: The industry has expressed

(a) Concerns about the need for improvement in the communication skills, inter-personal skills, domain knowledge basics, business environment awareness, technology proficiency, and attitude of the BBA graduates. Newer and innovative evaluation methods are necessary to address these concerns of the industry.

Application Orientation: There is a pressing need to imbibe application oriented thinking, based on sound knowledge of management theories, principles and concepts. Management education needs to move out of the classrooms and instead focus on group activity, field work, experiential learning, etc. This can be achieved only through a radical change in the evaluation pattern and course delivery methodology.

(b) Changing mind-set of the Learner. The profile of the students for the management programme, their learning styles and the outlook towards

higher education has undergone a gradual transformation. The expectations of the students from the BBA programme have changed over the last decade.

(c) Integrate a basket of skill sets. B-Schools are expected to imbibe varied aspects of 'learning beyond the syllabus through innovative curriculum design, contemporary syllabus, effective delivery and comprehensive evaluation.

(d) Entrepreneurial aspirations and preparedness for the same. The youth now aspires to become masters of their own and wish to start up their new ventures. These will create further growth opportunities.

Definitions

Outcome Based Education

3. (a) Outcome Based Education (OBE) Approach.Outcomes are about performance, and this implies:-

(i) There must be a performer – the student (learner), not only the teacher

(ii) There must be something performable (thus demonstrable or assessable) to perform.

(iii) The focus is on the performance, not the activity or task to be performed

(b) Programme Educational Objectives (PEOs). Programme Educational Objectives are a set of **broad future-focused student performance outcomes** that explicitly identify what students will be **able to do with what they have learned**, and **what they will be like** after they leave school and are **living full and productive lives**. Thus PEOs are what the programme is preparing graduates for in their **career and professional**

life (to attain within a **few years** after graduation).

(c) Graduate Attributes (GAs).Graduate Attributes (GAs) are the **qualities, knowledge and capabilities** that students are encouraged to take responsibility for developing throughout their studies and are the **defining characteristics** of the students passing out of the BBA program. These attributes include, but go **beyond, the disciplinary expertise or technical knowledge**.

(d) Programme Outcomes (POs).Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of the programme** are expected to know and be able to perform or attain **by the time of graduation**.

(b) Programme Specific Outcomes (PSOs). Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of a particular specialization of the programme** are expected to know and be able to perform or attain **by the time of graduation**. PSOs are also a function of the various course combinations offered by the Institute.

(c) Learning Outcomes .A learning outcome is what a student CAN DO as a result of a learning experience. It describes a **specific task** that he/she is able to perform at a **given level of competence under a certain situation**. The three broad types of learning outcomes are:

(i) Disciplinary knowledge and skills

(ii) Generic skills

(iii) Attitudes and values

(d) Course Outcomes (COs). A set of specific statements that

describes the complex **performances** a student should be capable of as a result of **learning experiences within a course.**

(e) Teaching and Learning Activities (TLAs). The set of **pedagogical tools and techniques** or the teaching and learning activities that aims to **help students to attain** the intended learning outcomes and engage them in these learning activities through the teaching process.

Outcome Based Assessment (OBA).An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What **evidence of student learning** is most **relevant for each learning outcome** and **what standard or criteria** will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved

Choice based credit system:

4. Choice Based Credit System (CBCS) offers wide ranging choice for students to opt for courses based on their aptitude and their career goals. CBCS works on the fundamental premise that students are mature individuals, capable of making their own decisions.

5. CBCS enables a student to obtain a degree by accumulating required number of credits prescribed for that degree. The number of credits earned by the student reflects the knowledge or skill acquired him / her. Each course is assigned a fixed number of credits based on the contents

to be learnt & the expected effort of the student. The grade points earned for each course reflects the student's proficiency in that course. CBCS is a process of evolution of educational reforms that would yield the result in subsequent years and after a few cycles of its implementation.

Key Features to CBCS :

6. (a) **Enriching Learning Environment:** A student is provided with an academically rich, highly flexible learning system blended with abundant provision for skill practice and activity orientation that he/she could learn in depth without sacrificing his/her creativity. There is a definite movement away from the traditional lectures and written examination.

(b) **Learn at your own pace:** A student can exercise the option to decide his/her own pace of learning- slow, normal or accelerated plan. Students can select courses according to their aptitude, tastes and preferences.

(c) **Continuous Learning & Student Centric Continuous Evaluation:** CBCS makes the learning process continuous and the evaluation process is not only made continuous but also made learner centric. The evaluation is designed to recognize the capability and talent of a student.

(d) **Active Student-Teacher Participation:** CBCS leads to quality education with active teacher-student participation. This provides avenues to meet student's scholastic needs and aspirations.

(e) **Industry Institute Collaboration:** CBCS provides opportunities for meaningful collaboration with industry and foreign partners to foster innovation, by introduction of electives and half credit courses through the cafeteria approach. This will go a long way in capacity building of

students and faculty.

(f) **Interdisciplinary Curriculum:** Cutting edge developments generally occur at the interface of two or more discipline. Interdisciplinary approach enables integration of concepts, theories, techniques, and perspectives from two or more disciplines to advance fundamental understanding or to solve problems whose solutions are beyond the scope of a single discipline.

(g) **Employability Enhancement:** CBCS shall ensure that students enhance their skill/employability by taking up project work, entrepreneurship and vocational training.

(h) **Faculty Expertise:** CBCS shall give the Schools the much needed flexibility to make best use of the expertise of available faculty.

Programme Structure in Choice Based Credit System

PROGRAMME			
SEMESTER			
COURSES			
CORE COURSES		***ELECTIVE COURSES***	
Generic Core	***Subject Core***	***Department Elective***	***Open Elective***

Time Schedule

- An academic year is divided into two Semesters – Odd and Even. Odd Semester shall have I, III and V, whereas even semester shall have II, IV and VI. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes.

- For students, each week has 30 working hours spread over 5/6 days a week consisting of lectures, tutorials, assignments, class participation, library work, special counseling, Sports, project work, field visit, youth welfare and social activities.
- Course: A "Course" is a component of programme, i.e. in the new system; papers will be referred to as courses. Each course is identified by a unique course code. While designing curriculum, course can have defined weight age. These weight ages are called credits. Each course, in addition to having a syllabus, has learning objectives and learning outcomes. A course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ project work/vocational training /viva voce etc. or a combination of some of these.

Core Courses

- The Curriculum comprises of Core Courses and Elective Courses. Core courses are the foundation courses of any faculty. They are compulsory for all the students. Core courses are of two types: Generic Core & Subject Core.
  - **Generic Core.**This is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses. A Hard core course may be a Theory, Practical, Seminar, Field based or Project Work based subject which is a compulsory component in the Programme Structure.
  - **Subject Core:** A Core course may be a Subject Core if there is a choice or an option for the candidate to choose from a broad category (grouping) of subjects (specializations). These are also known as Soft Core Courses.
- Following specializations shall be offered

S.No	Course	Year of Starting
1	BBA (General)	2012
2	BBA {RM}	2012

3	BBA {FM}	2012

- **For BBA Course:**
  - Generic Core courses in Semester I and II provide foundations of Management and Business Knowledge.
  - Generic Core courses in Semester III and IV focus on functional areas, principles and practical aspects.
  - Generic Core courses in the Semester V and VI are integrative in nature along with the Core subjects

- **Elective Course**

Elective course is a course which can be chosen from a pool of courses. It may be:-

a. Very Specialized or advanced course focusing on a specific aspect
b. Supportive to the discipline of study
c. Providing an extended scope
d. Enabling an exposure to some other discipline/domain
e. Nurturing candidate's proficiency/skill.

- **Open Elective (Generic Elective)**. An elective course which is common across disciplines / subjects is called a generic or open elective. 'Open Elective' courses develop generic proficiencies amongst the students.
- **Subject Elective/ Department Elective**. A 'Discipline centric' elective is called 'Subject/ Department Elective.
  a. Open elective (Generic Elective) courses, in Semester III, facilitate self-development and skill building.
  b. Subject Elective courses, in the Semester III, IV, V and VI are focused on a specialization.
  c. ***Open Elective:*** A subject elective course chosen generally from an unrelated discipline/ subject, with an intention to seek cross-functional exposure is called an Open Elective. A Subject Elective offered in a discipline / subject may be treated as an Open Elective by other discipline / subject and vice versa.

Pre-requisites for successful implementation of CBCS:

7. The success of the CBCS also requires certain commitments from both the students and the teachers.

(a) The student should be regular and punctual to his classes, studious in carrying out the assignments and should maintain consistency in his tempo of learning. He should make maximum use of the available library, internet and other facilities.

(b) The teachers are expected to be alert and punctual and strictly adhere to the schedules of teaching, tests, seminars, evaluation and notification of results.

(c) All teachers should notify the tentative schedule of teaching and tests of the entire semester, including the dates of tests, dates of score notification and all other schedules, which can be planned in advance.

(d) The teachers are expected to adhere to unbiased and objective evaluation and marking of continuous evaluation scores (internal examinations) which will not only maintain the confidence of the students, but, at the same time, ensure that merit is given due credit.

(e) Transparency, objectivity and quality are the key factors that will sustain a good CBCS system.

(f) At the post-graduate level, and in a professional programme, the syllabus is to be looked upon as the bare minimum requirement to be fulfilled and sufficient emphasis shall be laid on contemporary aspects, going beyond the syllabus.

Time Schedule :

8. An academic year is divided into two terms – I and II. Each term has one semester. Term I shall have SEM I, III AND V, whereas Term II shall have SEM II , IV AND VI. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes.

9. For students, each week has 40 working hours spread over 5/6 days a week consisting of lectures, tutorials, assignments, class participation, library work, special counseling, Sports, project work, field visit, youth welfare and social activities.

Academic Planning:

10. (a) Credit. *In terms of credits, for a period of one semester of 15weeks.*

(i) every ONE hour session per week of L amounts to 1 credit per semester

(ii) aminimum of TWO hours per week of Tamounts to 1 credit per semester.

(iii) Aminimum of TWO hours per week of Pamounts to 1 credit per semester,

Each credit is a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work / Self Study) (P) i.e. LTP Pattern. Indicative LTP, for each course, is documented in the syllabus.

The course teacher may modify the LTP of the course in view of the course requirements, nature of the course, the level of learners and the type of pedagogy and assessment tools proposed. The modified LTP shall have to be approved by the Dean/School Board of the University.

(b) **Session:** Each teaching-learning, evaluation session shall be of 60

minutes. However, the Department shall have the flexibility to define their time slots in a manner as to use their faculty and infrastructure resources in the best possible way and ensure effective learning.

(c) **Course Announcement:** The Department shall announce the elective courses and specializations it proposes to offer the students out of the wider course basket. It is not mandatory to offer all the specializations and all the electives. The decision of the Dean/HOD shall be final in this case. However, in the spirit of Choice Based Credit System, school should offer choices to the students for the elective courses and not offer only the minimum number of electives.

(d) **Course Registration:**It is mandatory for every student, to register every semester, for the courses opted for that semester. Each student, on admission shall be assigned to a Faculty Advisor who shall advise her/him about the academic programs and counsel on the choice of courses considering the student's profile, career goals and courses taken in the earlier semesters. With the advice and consent of the Faculty Advisor, the student shall register for a set of courses he/she plans to take up for the Semester. Students shall have to register for the courses for the semester within first week of Semester I and immediately after conclusion of the preceding term for subsequent Semesters II, III, IV, V and VI

Highlights of the New Curriculum -BBA Programme Focus

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. The program is expected to enable the students to

(a) **PEO I** - Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment

(b) **PEO II** - Perform teamwork and leadership skills in the evaluation oforganizational conditions using a system perspective to determine necessary action.

(c) **PEO III** - Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

(d) **PEO IV** -Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

(e) **PEO V**- Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PROGRAM OUTCOMES (PO)

2. At the end of this program, graduates will be able to

(a) **PO1** - To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.

(b) **PO2** - To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.

(c) **PO3** - To understand finance and other core business content and new venture development.

(d) **PO4** - To develop and implement functional and general management skills to make strategic decision in real – era.

(e) **PO5** - To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

(f) **PO6** - To facilitate the students to go for professional courses and to develop ethical reasoning, professional behaviour and entrepreneurial skills.

(g) **PO7** - To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

PROGRAM SPECIFIC OUTCOMES (PSO)

(a) PSO1 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment

(b) PSO2 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

(c) PSO3 - Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

(d) PSO4 - Communicate in a business context in a clear, concise, coherent and professional manner.

(e) PSO5 - Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

1. **Graduate Attributes (GAs).** At the end of the BBA programme the learner shall exhibit:-

BBA
Management & Commerce Knowledge

Problem Solving
Innovation
Team Work
Entrepreneurial Skills
Ethics
Communication
Global Perspective
Life-long learning

BBA Programme Course Types & Evaluation Pattern.

Sr. No.	Course Type	Credits	Nature	Comprehensive Concurrent Evaluation (CCE)	End Semester Evaluation (ESE) Marks	Total Marks
BASIC COURSE TYPES						
1	Generic Core (GC)	3	Compulsory	40	60	100
2	Subject Core (SC)	3	Compulsory (Specialization specific)	40	60	100
3	Generic Elective (GE)	2	Elective	60	40	100
4	Subject Elective (SE)	2	Elective (Specialization specific)	60	40	100
5	Summer Project (SIP)	6	Project (Compulsory)	60	40	100

ADDITIONAL COURSE TYPES						
1	Enrichment Courses (ENR)	1	Elective	50	0	50
2	Foundation (FOU)	1	Elective	50	0	50
3	Alternative Study Credit Courses (ASCC)	2	Elective	60	40	100

4	Open Electives (OE)	3 / 2	Subject Core/Subject Elective	40 or 60	60 or 40	100 or 100

2. Course Types :

(a) **Foundation Course:** These courses focus on developing the basic abilities that support the understanding of other courses.

(b) **Core Courses:** These are the compulsory courses for all the students. Core Courses are of two types: Generic Core & Subject Core.

(c) **Generic Core:** This is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses.

(d) **Subject Core:** A Core course may be a Subject Core if there is a choice or an option for the candidate to choose from a broad category (grouping) of subjects (specializations/electives). These are also known as Soft Core Courses.

(e) **Elective Course:** Elective course is a course which can be chosen from a pool of courses. It may be:

(i) Very Specialized or advanced course focusing on a specific aspect

(ii) Supportive to the discipline of study

(iii) Providing an extended scope

(iv) Enabling an exposure to some other discipline/domain

(v) Nurturing candidate's proficiency/skills.

(f) **Generic Elective:** An elective course which is common across disciplines / subjects is called a generic elective. 'Generic Elective' courses develop generic proficiencies amongst the students. These courses are supportive to the discipline of study and focus on the knowledge aspect of competence building. It also develop inter-personal, technical and other skills aspect of competence building.

(i) **Subject Elective:** A 'Discipline (specialization) centric' elective is called 'Subject Elective.' Subject Elective courses, in the Semester II, III, IV, V and VI are focused on a specialization.

(j) **Open Elective:** A subject elective course chosen generally from another Discipline / specialization / subject, with an intention to seek cross-functional exposure is called an Open Elective. A Subject Elective offered in one specializationareamaybetreatedasanOpenElectivebyanotherspecialization areaandvice-a- versa.

(k) **Enrichment Course:** This is a course generally offered to students which is beyond the curriculum. Enrichment/Add-on Course shall be a 1 Credit Course. The course may be of the nature of Course of Independent Study (CIS) or in other practical form. It may be offered to the students who are keen to do the course.

(l) **Alternative Study Credit Courses:** These courses prepare the learners for a VUCA (Volatile Uncertain, Complex and Ambiguous) world by

going beyond the boundaries of their campus. Apart from core and elective courses, these courses engage students in discussion, debate and solution of real world challenges.

(m) **Massive Open Online Course (MOOCs)[2]:** Massive Open Online Courses (MOOCs) are such online courses which are developed as per the pedagogy stated in the AICTE regulation (2016) or equivalent;

Specializations Offered.

3. The following specializations shall be offered to the students of BBA:

(a) GENERAL

(b) RETAIL MANAGEMENT

(c) FINANCE MANAGEMENT

Open Elective(s).

4. (a) Learners who intend to learn specific courses from other specialization(s) can opt for Subject Elective (SE) courses from other specializations in lieu of the Subject Elective (SE) courses from their native specialization.

(b) These open electives MAY BE from two different specializations.

(c) Open Electives can be opted for only in Sem VI

(d) Students can opt for maximum 1 Subject Elective (SE) course in Sem V and Sem VI each. i.e. Students can opt for maximum 2 Open Electives (total 4credits).

Enrichment Courses:

19 (a) All the Enrichment Courses shall be of 1 credit each.

(b) Criteria will be stipulated from time to time for offering the enrichment course once the competency of the students are assessed.

(c) Since enrichment course is a guided self study course, 40-45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50marks/1credit.

(d) The learners shall document and submit details such as questionnaires, interview schedules, interview transcripts, observation sheets, photographs, testimonials from the Organizations / persons interacted with, permission letters, acceptance letters, field work sampling plans, etc.

(e) Enrichment Courses can be carried out in the campus library / in the campus IT lab/in a local community setting/in a start-up/in a government undertaking/in a NGO/ in a cooperative/ in a corporate entity/in open market wherever possible.

(f) A well documented and comprehensive spiral bound report / publication, with appropriate referencing, is essential for all the enrichment courses. Relevant Audio, Video Material, should be included as a part of the report.

(g) The Evaluation for the Enrichment Courses shall be as per the nature of

the course.

20 Alternative study credit courses.

(a) All the ASCC shall be of 2 credits each.

(b) Alternative study credit courses (ASCC) can be opted for, only in lien of generic elective courses. However, it can't be more than 6 credits in a semester.

(c) It is not mandatory for a learner to opt for alternative study credit courses. However, faculty member may advise a credit student to enroll for alternative study courses after a methodical assessment of the relevant competencies of the student and the same should be approved by dean of the school/v c.

(d) A minimum of 60% of the total credits earned by a learner through ASCC shall either be from MOOCS or from professional certificate programmes.

(e) Since ASCC is a guided self-study course 40-45 min of work shall be equivalent to 1 credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 60 marks

(f) The list of ASCC is provided along with the syllabus.

21 Summer Internship Project :

(a) At the end of fourth Semester each student shall undertake a Summer Internship Project (SIP) for a **minimum of 8 weeks**. For SIP, 1 credit is equivalent to minimum 40-45 hours of effective work. SIP shall have 6 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Dean of the School about the topic and organization before commencing the SIP.

(b) The student may take up a SIP in his/her intended area of specialization or in any other functional area of management. Ideally the student should opt the SIP in his/her own intended area of specialization. SIP can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector. SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace.

(c) **Each student shall maintain a SIP Progress Diary detailing the work carried out and the progress achieved on a daily basis.** The student shall submit a written structured SIP report based on work done during this period. The student shall submit the SIP Progress Diary along with the SIP Report.

(d) **Students shall also seek a formal evaluation of their SIP from the company guide**. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The learning outcomes of the SIP and utility of the SIP to the host organization must be specifically

highlighted in the formal evaluation by the company guide. The SIP evaluation sheet duly signed and stamped by the industry guide shall be included in the final SIP report.

(e) The SIP report must reflect 8 weeks of work and justify the same. The SIP report should be well documented and supported by–

(i) School's Certificate

(ii) Certificate by the Company

(iii) Formal feedback from the company guide

(iv) Executive Summary

(v) Organization profile

(vi) Outline of the problem/task undertaken

(vii) Research methodology & data analysis (in case of research projects only)

(viii) Relevant activity charts, tables, graphs, diagrams, AV material, etc.

(ix) Learning of the student through the project

(x) Contribution to the host organization

(xi) References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

(f) The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Dean of the school. The external organization (Corporate /NGO /SME /Government Entity/ Cooperative /etc.) shall also certify the SIP work.

(g) The students shall submit a spiral bound copy of the SIP report by 15thAugust. The School shall conduct an internal viva-voce for hard bound evaluation of the SIP for 60 marks between 15thAugust to 30thAugust. The Panel shall comprise of two evaluators appointed by the Dean/HOD of the School is encouraged to involve senior alumni, industry experts, recruiters to conduct the internal viva-voce. The internal viva-voce panel shall provide a detailed assessment of the SIP report and suggest changes required, if any.

(h) After the internal viva-voce, the student shall finalize the SIP report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the School's Certificate to the student.

(i) The student shall submit TWO hard copies & one soft copy (CD) of the project report before 15thSeptember in Sem III. One hard copy of the SIP report is to be returned to the student by the school after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper. Spiral bound copies will not be accepted.

There shall be an external viva-voce for the SIP for 40 marks.

(j) The Internal & the External viva-voce shall evaluate the SIP based on:

(i) Adequacy of work undertaken by the student

(ii) Application of concepts learned in Sem I ,II and III

(iii) Understanding of the organization and business environment

(iv) Analytical capabilities

(v) Technical Writing & Documentation Skills

(vi) Outcome of the project – sense of purpose

(vii) Utility of the project to the organization

(viii) Variety and relevance of learning experience

(k) Copies of SIP report and records of evaluation shall be maintained by the School for a period of 3 academic years.

Comprehensive Concurrent Evaluation (CCE)/Concurrent Internal Evaluation(CIE):

22 (a) The course teacher shall prepare the scheme of Comprehensive Concurrent Evaluation (Formative Assessment) before commencement of the term. The scheme of Comprehensive Concurrent Evaluation shall explicitly state the linkages of each CCE with the Course Outcomes and define the targeted attainment levels for each CO.

(b) The Dean / Head of the Department / designated academic authority shall approve the scheme of Comprehensive Concurrent

Evaluation with or without modifications.

(c) The course teacher shall display, on the notice board, the approved CCE/CIE scheme of the course and the same shall also be hosted on the website, not later than the first week of the term.

(d) Each CCE/CIE item shall be of minimum 25marks.

(e) For a 3 Credit Course there shall be a MINIMUM of three CCE/CIE items. The final scores shall be converted to 40, using an average formula.

(f) For2CreditCourse/Elective/Practical Course there shall be a MINIMUM of three CCE/ CIE items. The final score shall be converted to 60.

(g) For a 1 Credit Course there shall be a MINIMUM of one CCE/CIE item.

(h) CCE/CIE shall be spread through the duration of course and shall be conceptualized, executed, assessed and documented by the course teacher along with student-wise and class-wise attainment levels of the COs and the attainment levels of the course.

(i) The assessment outcome of each CCE/CIE shall be duly signed by the course teacher, programme coordinator /academic head and the Dean/Head of the Department/designated academic authority of the school.

(j) A copy of the duly signed CCE/CIE *outcome* shall be displayed on the notice boards, within a week of the assessment and course teachers shall guide the students on a need basis.

(k) The School/Department may conduct additional make up/remedial CCE/CIE items of those students who score below 30% marks, but at the discretion of the school.

(l) At the end of the term aggregate CCE/CIE scores / grades shall be calculated and the CO attainment levels shall be calculated by the course teacher. The same shall be displayed on the notice board.

23 Comprehensive Concurrent Evaluation/Concurrent Internal Evaluation Methods.

Course teachers shall opt for a combination of one of more CCE/CIE methods listed below

(a) Group A (Individual Assessment) – Not more than 1 per course

(i) Class Test	(ii) Open Book Test
(iii) Written Home Assignment	(iv) In-depth Viva-Voce

(b) Group B (Individual Assessment) – At least 1 per course

(i) Case Study	(ii) Case let
(iii) Situation Analysis	(iv) Presentations

(c) Group C (Group Assessment) – Not more than 1 per course

(i) Field Visit / Study tour and report of the same	(ii) Small Group Project & Internal Viva- Voce
(iii) Model Development	(iv) Role Play
(v) Story Telling	(vi) Fish Bowls

(d) Group D (Creative - Individual Assessment) – Not more than 1 per course

(i) Learning Diary	(ii) Scrap Book / Story of the week / Story of the month
(iii) Creating a Quiz	(iv) Designing comic strips
(v) Creating Brochures / Bumper Stickers /Fliers	(vi) Creating Crossword Puzzles
(vii) Creating and Presenting Posters	(viii) Writing an Advice Column
(ix) Library Magazines based assessment	(x) Peer assessment
(xi) Autobiography/Biography	(xii) Writing a Memo
(xiii) Work Portfolio	

(e) Group E (Use of Literature / Research Publications- Individual Assessment) – Not more than 1 per course

(i) Book Review	(ii) Drafting a Policy Brief

(iii) Drafting an Executive Summary	(iv) Literature Review
(v) Term Paper	(vi) Thematic Presentation
(vii) Publishing a Research Paper	(viii) Annotated Bibliography
(ix) Creating Taxonomy	(x) Creating Concept maps

(f) Group F (Use of Technology - Individual Assessment) – Not more than 1 per course

(i) Online Exam	(ii) Simulation Exercises
(iii) Gasification Exercises	(iv) Presentation based on Google Alerts
(v) Webinar based assessment	(vi) Creating Webpage / Website / Blog
(vii) Creating info graphics/infomercial	(viii) Creating podcasts /Newscast
(ix) Discussion Boards	

(g) Group G (Practical Implementation) - Individual Assessment – Not more than 1 per course

(i) Practical Implementation	(ii) Field Survey
(iii) On ground activities	

24. <u>Rubrics: The course teacher shall design Rubrics for each CCE/CIE</u>:

Rubrics are scoring tools that define performance expectations for

learners. The course teacher shall seek approval for the rubrics from the Dean/other designated competent academic authority of the institute. The course teacher shall share the approved Rubrics with the students at the start of the course. The rubric shall detail the following:

(a) Linkages of the CCE/CIE to COs.

(b) A description of the assessment - brief concept note

(c) Criteria that will be assessed - the expected learning outcomes.

(d) Descriptions of what is expected for each assessment component - the expectations from the student.

(e) Substantive description of the expected performance levels indicating mastering of various components - the assessment criteria.

(f) The team composition, if applicable.

(g) The format and mode of submission, submission time lines

(h) Any other relevant details.

25. **<u>Safeguards for Credibility of CCE/CIE</u>:** The following practices are encouraged to enhance transparency and authenticity of concurrent evaluation:

(a) Involving faculty members from other management institutes.

(b) Setting multiple question paper sets and choosing the final question paper in a random manner.

(c) One of the internal faculty members (other than the course teacher) acting as jury during activity based evaluations.

(d) Involvement of Industry personnel in evaluating projects / field based assignments.

(e) Involvement of alumni in evaluating presentations, role plays, etc.

(f) 100% moderation of answer sheets, in exceptional cases.

26. **Retention of CCE/CIE Documents:** Records of CCE shall be retained for 3 years from the completion of the Academic Year. i.e. **Current Academic Year (CAY) + 3 years.** Likewise records of assessments to decide the learning needs of students for opting for **Foundation Courses / capabilities for Enrichment Courses/ ASCC/ start-up option** etc. shall be retained for 3 years from the completion of the Academic Year.

27. End Semester Evaluation(ESE):

(a) The End Semester Evaluation (Summative Evaluation) for the Generic Core (GC), Subject Core (SC), Generic Elective (GE) and the Subject Elective (SE) course shall be conducted by the University itself.

(b) The ESE shall have 5 questions each of 12marks/8 marks.

(c) All questions shall be compulsory with internal choice within the questions.

(d) The Board structure of the ESE question paper shall be as follows.

28. Programme Flexibility

Average credits per semester. It is expected that a student registers for following credits in the BBA programmes

Sr. No.	Semester	Credits
1	I	30
2	II	30
3	III	30
4	IV	20
5	V	20
6	VI	20

29. **Fast Learner.** They may be permitted to register for up to 6 additional credits per semester, subject to fulfilling the pre – requisites defined for a course, if any. However, the degree shall be awarded not earlier than the end of the 3 Academic years since the first admission to the BBA programme.

30. **Slow Learner.** They may be permitted to register for less than the normal credits defined for a semester but shall have to complete the programme with in the stipulated maximum duration of 6 academic years since the first admission to the BBA programme.

31. However, the decision of the courses/credits with respect to first learner and slow learner will be subject to the approval of Dean.

Question Number	Cognitive Abilities Evaluated	Nature

Q.1	REMEMBERING	Answer any 6 out of 9 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (6 marks each)

Q.3	APPLYING	Answer 3 (a) or 3 (b) (12 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (12 marks)
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (12 marks)
	CREATING	

(b) Similarly for the evaluation for 40 marks paper.

Question Number	**Cognitive Abilities Evaluated**	**Nature**
Q.1	REMEMBERING	Answer any 4 out of 7 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (4 marks each)
Q.3	APPLYING	Answer 3 (a) or 3 (b) (8 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (8 marks)
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (8 marks)

Credit Transfer for MOOCs:

(a) Learners are encouraged to opt for MOOCs (Massive Online Open Courses) through **SWAYAM, NPTEL, EdX, Coursera, Udemy** as a part of credit transfer program. However, the same has to be pre-approved by the dean of the school.

(b) Priority shall be given to the SWAYAM platform. If a course is not available of SWAYAM, other online platforms may be used.

(c) Not more than 20% of the total credits shall be earned through the MOOCs.

(d) Not more than 20%ofthecreditspersemesterout of total credit of semester shall be earned through the MOOCs.

(e) Since MOOC is a guided self-study course 40-45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 40 marks/60 marks as per the concurrent evaluation pattern.

(f) Students shall apply to the Dean/HOD/Other designated competent academic authority of the school in advance and seek permission for seeking credit transfer for the proposed MOOCs, he/she wishes to pursue.

33. Online courses of SWAYAM or equivalent platform shall be allowed if:

(a) There is non-availability of suitable teaching staff for running a course in the department or

(b) The facilities for offering the elective papers (courses), sought for by the students are not on offer in the department, but are

available on the SWAYAM or equivalent platform.

34. Professional certification Programmes

(a) Learner may opt for professional certification programmes as a part of ASCC. These professional certification programmes shall be offered by national, International organizations, apex bodies, chamber of commerce, professional certifying bodies, E learning companies of repute.

(b) Not more than 20% of the total credit should be earned through PCC.

(c) Not more than 20% of the credit per semester shall be earned through the PCC.

(d) Students shall apply to the Dean/HOD/other designated competent academic authority of the university in advance and seek permission for seeking credit transfer for the proposed PCC, he/she wishes to pursue.

(e) For PCC,40-45 hrs of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 60 marks for 2 credits.

(f) A valid certificate regarding successful completion of the PCC shall be submitted by the learner to the department/school for claiming the 2 credits.

35. Evaluation of MOOCS through SWAYAM:

(a) In case of SWAYAM, the students shall be evaluated as a part of the MOOC itself by the host organization (i.e. organization who

has launched the MOOC through (SWAYAM).

(b) The evaluation should be based on predefined norms and parameter and shall be based on a concurrent comprehensive evaluation throughout the length and breadth of course based on specified instruments like discussions, forms, quizzes, assignments, sectional examinations and final examination.

(c) After conduct of the examination and completion of the evaluation, the host organization shall award marks/grade as per the evaluation scheme announced and communicate the marks/grade to the students as well the parent organization/department of the student, within 4 weeks from the date of completion of the final examination.

(d) The parent school shall, incorporate the marks/grade obtained by the student, as communicated by the Host organization of the SWAYAM course in the marks sheet of the student that counts for final award of the degree/diploma by the University with the provision that the programs in which Lab/Practical Componentis involved, the parent school/university will evaluate the students for the practical/Lab component and accordingly incorporate these marks/grade in the overall marks/grade.

(e) A certificate regarding successful completion of the MOOCs course shall be signed by the parent school/university and issued through the Host Institution and sent to the Parent University.

36. Passing Standards:

(a) A student shall be said to have earned the credits for a course if

he/she earns minimum 40% marks.

37. **Learner's Perspective**

(a) The current practice of evaluation of student's performance at the end of a semester is flawed. The students are expected to express their understanding or mastery over the content included in their curriculum for a complete semester within a span of three hours and their efforts over the semester are often completely ignored. It also promotes to an unhealthy practice of cramming before the examinations and focusing on marks rather than on learning.

(b) **Evaluation Perspective**: The present system of evaluation does not permit the flexibility to deploy multiple techniques of assessment in a valid and reliable way. Moreover, the current practice of awarding numerical marks for reporting the performance of learners suffers from several drawbacks and is a source of a variety of errors. Further, the problem gets compounded due to the variations in the marks awarded in different subjects. The 'raw score' obtained by the learner, is, therefore, not a reflection of his true ability.

38 In view of the above lacunae, it is desirable that the marking system used for the declaration of results is replaced by the grading system. The system of awarding grades provides a more realistic picture of learner's ability than the prevailing marking system. Excellence in quality education can be achieved by evaluating the true ability of the learners with the help of continuous evaluation.

39. Salient Features of the Grading System

(a) In this system, students (learners) are placed in ability bands that represent a range of scores. This ability range may be designated with alphabetical letters called as 'GRADE'.

(b) Grading reflects an individual learner's performance in the form of a certain level of achievement.

(c) The Grading system ensures natural classification in qualitative terms rather than quantitative terms since it expresses a range /band of scores to which a learner belongs such as O, A,B, C,D,E & F .

(d) Grades can be interpreted easily and directly and can be used to prepare an accurate 'profile' of a learner.

(e) A properly introduced grading system not only provides for a comparison of the learners' performance but it also indicates the quality of performance with respect to the

40. Basics of Credit and Grading System

(a) Grading is a method of reporting the result of a learner's performance subsequent to his evaluation. It involves a set of alphabets which are clearly defined and designated and uniformly understood by all the stake holders. Grading is carried out in a variety of ways. The classification of grades depends upon the reference point.

41. With 'Approach towards Grading' as the reference point,

Grading may be classified as:

(a) **Direct grading:** When the performance exhibited by the examinees is assessed in qualitative terms and the impressions so obtained by the examiners are directly expressed in terms of letter grades, it is called, 'Direct Grading'.

(b) **Indirect grading**: When the performance displayed by the examinees is first assessed in terms of marks and subsequently transformed into letter grades by using different modes, it is called, 'Indirect Grading.'

42. With 'Standard of Judgment', as the reference point Grading may be classified as:-

(a) Absolute grading: The method that is based on a predetermined standard which becomes a reference point for the learner's performance is called 'Absolute Grading'. This involves direct conversion of marks into grades irrespective of the distribution of marks in a subject.

(b) Relative grading: Relative Grading is popularly known as grading on the curve. The curve refers to the normal distribution curve or some symmetric variant of it. This method amounts to determining in advance approximately what percentage of learners can be expected to receive different grades, such as O,A,B,C,D,E,F. In this grading system the grade is not determined by the learner's performance but on the basis of group performance.

43. Absolute grading has several advantages such as

(a) The procedure is simple and straightforward to use

(b) Each grade is distinctly understandable

(c) the learner has the freedom to strive for the attainment of the highest possible grade and

(d) It enables the learners to know their strengths and weaknesses.

44. The few limitations in Absolute Grading method are that:-

(a) The distribution of scores is taken at its face value regardless of the errors of measurement creeping in due to various types of subjectivity.

(b) Besides, the cut-offs of different categories are also arbitrarily decided.

45. **Grading System.** The Indirect and Absolute Grading System shall be used, i.e. the assessment of individual Courses in the concerned examinations will be on the basis of marks. However the marks shall later be converted into Grades by a defined mechanism wherein the overall performance of the learners can be reflected after considering the Credit Points for any given course. The overall evaluation shall be designated in terms of Grade. The 10 point standard scale mandated by UGC shall be used.

46. The performance of a student will be evaluated in terms of two indices, viz.

(a) Semester Grade Point Average (SGPA) which is the Grade Point Average for a semester

(b) Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters at any point in time.

47. **Assessment & Grade Point Average :** The performance of a student will be evaluated in terms of two indices, viz. a) Semester Grade Point Average (SGPA) which is the Grade Point Average for a semester b) Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters at any point in time.

48. **Semester Grade Point Average (SGPA)**. At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the student has passed, the weights being the credit values of respective courses.

SGPA = Grade Points divided by the summation of Credits of all Courses.

∑ {C * GPI} SGPA / ∑C for a semester.

Where GPI is the Grade and C is credit for the respective Course.

49. **Cumulative Grade Point Average (CGPA):** Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the student has passed up to the current semester.

Cumulative Grade Point Average (CGPA) for the Entire Course CGPA = ∑ {C * GPI} / ∑C for all semesters taken together.

Where GPI is the Grade and C is credit for the respective Course.

50. **Assessment and Grade Point Average**

(a) The system of evaluation will be as follows

(i) Each Continuous Evaluation / Assessment and ESE (ETE) will be

evaluated in terms of marks. The marks for Continuous Assessment and ESE (ETE) will be added to convert into a grade and later a grade point average. There is no grade independently for CA or ESE (ETE).

(ii) Result of a student will be declared for each semester after the ESE (ETE) only.

(iii) The student will get a Grade Sheet with total grades earned and a Grade Point Average, after earning the minimum number of credits towards the completion of a PG program.

Marks	Grade	Grade Point
80-100	O : Outstanding	10
70-79	A+ : Excellent	9
60-69	A : Very Good	8
55-59	B+ : Good	7
50-54	B : Above Average	6
45-49	C : Average	5
40-44	P : Pass	4
0-39	F : Fail	0
-	Ab : Absent	0

51. **<u>Maximum Duration for completion of the Programme</u>:** The candidates shall complete the BBA Programme **within 3 years** from the date of admission.

52. **<u>Indicative list is provided below</u>**

(a) Business English certificate (Cambridge)/IELTS/TOEFL

certification

(b) Foreign language certification equivalent to A1/A2 or above.

(c) Google/Microsoft/Oracle/Sun certification

(d) NSE/BSE/NISM certification

(e) Sap Financial Accounting (FI)/Controlling(co)/Sales & Distribution (SD)/ Production Planning(PP)/ Materials Management(MM)/Quality Management (QM) Human Capital Management(HCM)/CRM certification.

(f) Six sigma certification

(g) ISO certification (as an auditor)

(h) Tally ERP certification

(i) NLP certification

53. Grade Improvement:

(a) A Candidate who has secured any grade other than F (i.e. Passed the BBA programme) and desires to avail the Grade Improvement option, may apply under Grade Improvement Scheme within four years from the date of admission.

(b) He /she shall appear for University Evaluation for the Generic Core/Subject Core Courses (except SIP) for the purpose of Grade Improvement.

(c) Generic Elective (GE), Subject Elective (SE) cannot be selected for Grade Improvement.

54. Miscellaneous:

(a) **Attendance:** The student must meet the requirement of **75% attendance per semester per course** for grant of the term. The university has the right to withhold the student from appearing for examination of a specific course if the above requirement is not fulfilled. Students those who don't maintain a minimum of 75% attendance in a particular semester will not be promoted to next semester unless until it is condoned by the committee headed by the Vice Chancellor or Pro-Vice Chancellor in the absence of Vice Chancellor.

(b) **Medium of Instruction:** The medium of Instruction & Evaluation shall be English.

(c) LTP indicated in the syllabus is indicative.

(d) Numbers indicated against each unit indicate L+T. These are indicative in nature. Course teachers may modify based on teaching & assessment, evaluation methods adopted.

(e) Text Books and Reference Books refer to latest edition. Eligibility criteria for admitting in the following courses are given below.

S. No.	Course	Eligibility
1.	BBA	Minimum 48% (45% for ST/SC/OBC/SBC) in 12th from a recognized Board/University or equivalent

COMPONENT WISE MARKS DISTRIBUTION

Examination component and their marks distribution

MARKS DISTRIBUTION				
S.No	**Exam Component**	**Theory (Th)**	**Practical (Pr)**	**Discp & TEP** **DTP/Practical**
		Max. Marks	**Max. Marks**	**Max. Marks**
A.	Internal Evaluation (IE)	**40**	**60**	**50**
	CIE-I	**12**	**20**	**NA**
	MSE	**12**	**20**	**NA**
	CIE-II	**06**	**10**	**NA**
	Attendance	**10**	**10**	**NA**
B.	End Semester Exam (ESE)	**60**	**40**	**NA**
	Total	**100**	**100**	**50**

IE – Attendance Marks both Theory & Practical Courses:

At the end of the semester, the marks for attendance (both for Theory & Practical) will be finalized by each course teacher/instructor/faculty on the basis of total attendance of his/her course as per the guideline indicated following table :

S. No	Total Attendance (TA in % Range)	Marks (Out of 10)
1	95% ≤ **TA**	10
2	90 % ≤ **TA** < 95%	09
3	85 % ≤ **TA** < 90%	08
4	80 % ≤ **TA** < 85%	07

5	70 % ≤ **TA** < 80%	06
6	60 % ≤ **TA** < 70%	05
7	50 % ≤ **TA** < 60%	04
8	40 % ≤ **TA** < 50%	03
9	30 % ≤ **TA** < 40%	02
10	20 % ≤ **TA** < 30%	01
11	**TA** < 20%	00

82.2. Minimum Passing Percentage Components

Minimum Passing Percentage				
S. No	Programme	IE	ESE	Total
1	BBA	30%	40%	40%

82.2.1 It must be noted that at the end of each semester the marks of IE component stands fixed. They now remain unchanged and can't be improved upon. All the chances of improvement for IE will be given within the semester itself. Moreover the minimum passing percentage in IE component is optional.

82.2.2 If the student attains the minimum percentage in the ESE & Total Components of a particular course then that course will be considered as Clear and will be awarded the "PASS" status, if not the course attains "BACK" status. Additionally a course can be awarded "GPASS" Status if a student passes it by award of Grace Marks.

82.2.3 Out of the total courses for which the student has registered in a particular semester, he/she will earn the credits for courses with status "PASS"/"GPASS" in that semester, irrespective of the grade obtained in them.

82.2.4 Moreover Discp & TEP Component credit will not be counted for promotion (neither in total nor in attained as it has no Pass/Back/G Pass Status.

Class Attendance & Debar Policy

82.3. Class Attendance and Debar Policy:

82.3.1 Class attendance and Marks for all courses of study will be taken from Department.

82.3.2 Apart from monthly communication for attendance, the tentative short attendance lists and final short attendance lists will be published by Chief Proctor.

82.3.3 The students have to maintain a minimum of 75% attendance, combining all courses / activities in his/her program of study.

82.3.4 If a student is unable to maintain so he/she will not be allowed to sit in the end semester examinations and has to repeat the semester.

82.3.5 For any medical issues / other participation consult department head/ department dean / proctor.

IE Improvement Policy:

82.4.1 As the IE component is fixed and cannot be improved in subsequent attempts, hence a chance will be given to the student who falls below the passing criterion, to improve each of the IE component (CIE/MSE).

82.4.2 After each head CIE/MSE a list will be published by COE office indicating Fail students in the respective component. The students will be asked (by COE office) to apply for improving IE. CIE/MSE – detailing the courses concerned. This includes absent students also.

82.4.3 Once the final list is published (by COE) office, the improvement CIE and MSE will be taken in test/exam mode only. These exams will be kept on Saturdays/off days only.

82.4.4 There will be a minimal fee - Rs 50 per subject per component (as improvement fee).

82.4.5 After improvement IE, the marks for IE are finalized and freeze for subsequent attempts.

Eligibility ESE

82.5 Eligibility for ESE (End Semester Examination)

82.5.1 He/she has filled the relevant examination form in stipulated time period.

82.5.2 If student satisfies the minimum attendance criterion

82.5.3 If student is not guilty of any act of indiscipline

Repeat Cases (Loss of an academic year)

82.6 A student has to repeat the semester if:

82.6.1 His/her attendance falls below the minimum attendance criterion

82.6.2 He/she is not promoted to next semester

82.6.3 Though the repeat student studies with his junior batch yet his maximum course duration does not changes.

82.7 End Semester Examination-Supplementary & Back:

82.7.1 End Semester Examination (ESE) will be held at the end of each semester. They can be further categorized as Main ESE, Supplementary ESE and Back ESE.

82.7.2 Supplementary ESE will be introduced from session 2019-20 to facilitate the students.

82.7.3 Barring the repeat students, all students who have a Back status for some or more courses of their main exam can appear in Supplementary ESE. (The process of Exam Form, admit card etc remains same as in Main, Back ESE).

82.8 Supp ESE will generally be held on Saturdays, in the month of August/September during odd semester and in the month of February/ March during even semester.

82.8.1 If a student still, after supplementary ESE, is unable to clear Backlogs will now come under Back Cycle, subject to promotion rule and maximum course duration.

82.8.2 Generally ESE Main & Back will be held during 15 Nov – 15 Dec (odd semester) and 15 April 15 May (even semester) (considering no gap/break after odd semester).

82.8.3 The ESE Theory will be held in two sessions (9-12 and 12:30-3:30).

82.8.4 The student will be given 15-20 days duration to fill the exam form with normal fee, further with late fee etc., the last date being 10-15 days prior to last teaching day.

82.8.5 If some student accidently forgot and wishes to fill after last date, he has to give the application for same, otherwise a undertaking stating that he will not sit in the exams.

82.8.6 A minimum two day window may open just before the last teaching day to give chance to such students, based on the decisions of a committee.

82.8.7 In no case the exam form will be filled on the day of commencement of theory exam or later.

ACADEMIC YEAR 2021 – 24 BATCH

Detailed Programme Structure- BBA

GENERAL COMMON TO ALL (FM, RM)

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for I Year 2021-2024 - I Semester {Common For All}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	**University Core Courses**							
A.1	**Theory**							
	NA	-	-	-	-	-	-	-
A.2	**Practical**							
	NA	-	-	-	-	-	-	-
B.	**Department Core Courses**							
B.1	**Theory**							
BBXCBXCBXBX/BBBCBB/BBCCBC1101	Principles of Management	3	0	0	**40**	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC01102	Business Accounting	3	0	0	**40**	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC01103	Business Economics – Micro	3	0	0	**40**	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC01104	Business Mathematics	3	0	0	**40**	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC01105	Human Behavior	3	0	0	**40**	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC01106	Business Demography	3	0	0	**40**	**60**	**100**	**3**
B.2	**Practical**							
BBXCBXCBXBX/BBBCBB/BBCCBC01207	CRT {Tally & Computer Based Accounting}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
C.	**Department Elective: At least One**							

	NA	-	-	-	-	-	-	-
D.	Open Elective: Anyone							
	NA							

E.	Humanities and Social Sciences including Management courses OR Ability Enhancement Compulsory Course (AECC)							
	NIL	-	-	-	-	-	-	-
F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
BBXCBXCBXBX/BBBCBB/BBCCBC01208	PCC (PERSONALITY GROOMING-I)	0	0	3	60	40	100	2
G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBXCBX/BBBC/BBCC01609	Discipline and Talent Enrichment Programme-I	-	-	-	50	-	50	1
	Total	18		6				
	Total Teaching Hours	24						23

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for I Year 2021-2024 - II Semester {Common For All}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBXCBXBX/BBBCBB/BBCCBC02101	Principles of Marketing	3	0	0	40	60	100	3

BBXCBXCBXBX/BBBCBB/BBCCBC02102	Principles of Finance	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02103	Basics of Cost Accounting	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02104	Business Statistics	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02105	Fundamentals of Computer	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02106	Business Organization & System	3	0	0	**40**	**60**	**100**	**3**
B.2	**Practical**							
BBXCBXCBXBX/BBBCBB/BBCCBC02207	CRT {Computer for Management Lab}	0	0	**3**	**60**	**40**	**100**	**2**
BBXCBXCBXBBBC/BBCC02208	PCC {Personality Grooming-II}	0	0	**3**	**60**	**40**	**100**	**2**
C.	**Department Elective: At least One**							
	NA							
D.	**Open Elective: Anyone**							
E.	**Humanities and Social Sciences including Management courses OR Ability Enhancement Compulsory Course (AECC)**							
	NA	-	-	-	--	-	-	-
F.	**Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere**							
BBXCBXCBXBBBC/BBCC02208	PCC {Personality Grooming-II}	0	0	**3**	**60**	**40**	**100**	**2**
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX/BBBC/BBCC02609	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**18**		**6**				
	Total Teaching Hours	**24**						**23**

PROPOSED-SCHEME FORMATE

School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for II Year 2021-2024- III Semester {General}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NIL	-	-	-	-	-	-	
A.2	Practical							
	NIL	-	-	--	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBXCBX03101	Principles of Human Resources Management	3	0	0	40	60	100	3
BBXCBXCBX03102	Supply Chain Management	3	0	0	40	60	100	3
BBXCBXCBX03103	Group Behavior	3	0	0	40	60	100	3
BBXCBXCBX03104	Fundamentals of Rural Development	3	0	0	40	60	100	3
BBXCBXCBX03105	Consumer Behavior and Sales Management	3	0	0	40	60	100	3
BBXCBXCBX03106	Management Accounting	3	0	0	40	60	100	3
BBXCBXO03107	Environmental Studies	2	0	0	40	60	100	2
B.2	Practical							
BBXCBXCBX03208	CRT {Statistics For Management Lab}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
	NA	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
D.	Open Elective: Anyone							
	NA							
F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
	NA	-	-	-	-	-	-	-

G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBXCBX03609	Discipline and Talent Enrichment Programme-II	0	0	0	50	0	50	1
	Total	20		3				
	Total Teaching Hours	23						23

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for II Year 2021-2024- IV Semester {General}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBXC BX04101	Entrepreneurship and Small Business Management	3	0	0	40	60	100	3
BBXCBXC BX04102	Productions and Operations Management	3	0	0	40	60	100	3
BBXCBXC BX04103	Decision Making and Risk Management	3	0	0	40	60	100	3
BBXCBXC BX04104	International Business Management	3	0	0	40	60	100	3
BBXCBXC BX04105	Advertising and Promotion Management	3	0	0	40	60	100	3
BBXCBXC BX04106	Business Taxation	3	0	0	40	60	100	3
B.2	Practical							
BBXCBXC BX04107	CRT {Basics of Negotiation Skills}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
	NA	-	-	-	-	-	-	-

		-	-	-	-	-	-	-
D.	**Open Elective: Anyone**							
	As per Annexure	-	-	-	-	-	-	-
F.	**Skill Enhancement Courses (SEC)** **OR** **Project work, Seminar and Internship in Industry or Elsewhere**							
BBXCBXCBX04108	PCC {Professional Skills – I}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX04609	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**18**		**6**				
	Total Teaching Hours	**24**						**23**

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for III Year 2021-2024- V Semester {General}								
Course Code	**Course Name**	**Teaching Scheme (Hrs per Week)**			**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorials (T)**	**Practical (P)**	**IE**	**ESE**	**Total**	
A.	**University Core Courses**							
A.1	**Theory**							
	NIL	-	-	-	-	-	-	-
A.2	**Practical**							
	NIL	-	-	-	-	-	-	-
B.	**Department Core Courses**							
B.1	**Theory**							
BBXCBXCBX05101	Research Methodology	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX05102	Database Administration and Data Mining	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX05103	Business Ethics	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX05104	Management of Corporate Social Responsibility	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX05105	Social Services & NGO Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**

BBXCBXCBX05106	Project Studies	**3**	**0**	**0**	**40**	**60**	**100**	**3**
B.2	**Practical**							
BBXCBXCBX05107	CRT {Communication-I}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
C.	**Department Elective: At least One**							
	NA							
D.	**Open Elective: Anyone**							
	As per Annexure	**-**	**-**	**-**	**-**	**-**	**-**	**-**
F.	**Skill Enhancement Courses (SEC)** **OR** **Project work, Seminar and Internship in Industry or Elsewhere**							
BBXCBXCBX05108	Professional Skills – II	**0**	**0**	**3**	**60**	**40**	**100**	**2**
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX05609	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**18**		**6**				
	Total Teaching Hours	**24**						**23**

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for III Year 2021-2024- VI Semester {General}								
Course Code	**Course Name**	**Teaching Scheme (Hrs per Week)**			**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorials (T)**	**Practical (P)**	**IE**	**ESE**	**Total**	
A.	**University Core Courses**							
A.1	**Theory**							
	NA	-	-	-	-	-	-	-
A.2	**Practical**							
	NA	-	-	-	-	-	-	-
B.	**Department Core Courses**							

B.1	**Theory**							
BBXCBXCBX06101	Essentials of E Commerce	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX06102	Management Information System	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX06103	Business Project Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX06104	Management of Innovations & Sustainability	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX06105	International Brand Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXCBX06106	Financial Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**
B.2	**Practical**							
BBXCBXCBX06107	CRT {communication –II}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
C.	**Department Elective: At least One**							
	NA	**-**	**-**	**-**	**-**	**-**	**-**	**-**
		-	**-**	**-**	**-**	**-**	**-**	**-**
D.	**Open Elective: Anyone**							
	NA	**-**	**-**	**-**	**-**	**-**	**-**	**-**
F.	**Skill Enhancement Courses (SEC)** **OR** **Project work, Seminar and Internship in Industry or Elsewhere**							
BBXCBXCBX06108	PCC {Basics use of social media}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX06609	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**18**		**6**				
	Total Teaching Hours	**24**					**23**	

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. The program is expected to enable the students to

(c) **PEO I** - Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment

(d) **PEO II** - Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

(e) **PEO III** - Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

(f) **PEO IV** - Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

(g) **PEO V** - Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PROGRAM OUTCOMES (PO)

2. At the end of this program, graduates will be able to

(b) **PO1** - To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.

(c) **PO2** - To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.

(d) **PO3** - To understand finance and other core business content and new venture development.

(e) **PO4** - To develop and implement functional and general management skills to make strategic decision in real – era.

(f) **PO5** - To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

(g) **PO6** - To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

(h) **PO7** - To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

PROGRAM SPECIFIC OUTCOMES (PSO)

(a) PSO1 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment

(b) PSO2 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

(c) PSO3 - Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

(d) PSO4 - Communicate in a business context in a clear, concise, coherent and professional manner.

(e) PSO5 - Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

DETAILED SYLLABUS FOR FIRST SEMESTER

Code: BBXCBX01101 Principles of Management 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Nature of Management	9
2.	Evolution of Management Thoughts	9
3.	Major Managerial Functions	9
4.	Functions of Management	9
5.	Recent Trends in Management	9

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO - 01	Analyzing	ANALYZE the basic aspect of management thinking and the role and functions of different managers.

CO – 02	Applying	IMPLEMENT different approaches of management thoughts to Apply philosophy of management thinking.
CO – 03	Analyzing	ANALYZE the importance of functions of management and their roles & ability to organize various programmes and events
CO – 04	Creating	CONSTRUCT the importance and relevance of controlling and develop the importance of decision-making that ultimately benefit the organization through new ideas and increased commitment.
CO – 05	Evaluating	EXAMINE about management of change and to evaluate new systems and trends in modern management

Detailed Syllabus:

Unit	Contents
1.	**Nature of Management**
	Meaning & Importance, Functions, Role of Management, Management as an Art, Science, Profession & a Social System, Concept of Management, Administration, Organization & University of Management
2.	**Evolution of Management Thoughts**
	Concept of Management Thoughts, Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker, Indian Management Ethos

	(Indian) and different styles example (JRD Tata, Dhirubhai Ambani, NR Narayana Murthy, Verghese Kurian
3.	**Major Managerial Functions**
	Forecasting : Meaning, Need, Types, Methods, Advantages, Disadvantages, Planning : Meaning, Need, Types, Methods, Advantages, Disadvantages, Organising : Meaning, Concept; Delegation of Authority: Meaning, Importance; Decentralization : Concepts, Meaning & Importance
4.	**Functions of Management**
	Decision Making : Types, Process, Technique, Directions, Nature & Principles, Motivation : Meaning, Importance, Nature, Principles & Theories, Controlling : Meaning, Needs, Process, Techniques
5	**Recent Trends in Management**
	Management of Change, Management of Crises, Total Quality of Management (TQM) : Meaning, Merits, Demerits, Stress Management : Principles, Concept, Merits, Knowledge Management : Meaning, Merits & Demerits, Outsourcing : Meaning, Merits, Demerits

Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation	To develop managerial effectiveness through managerial thinking
Unit 2	Power Point Presentation	Students will learn about the management philosophy over the period of time

Unit 3	□ B-Quiz □ Case Studies	□ To develop an understanding as how to plan and organize an activity by delegating and decentralizing the task in a group
Unit 4	□ Motivational videos □ Case Studies	□ To develop an ability to apply management fundamentals in practical world to identify, formulate and solve managerial problems.
Unit 5	□ Power Point Presentation □ Case Studies	□ To develop understanding regarding new systems of management

□ **Recommended Study Material :**

S. No	Title of the Book	Authors	Publication
01	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.
02	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies

03	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies
04	Management – 2008 Edition	Robert Kreitner ,MamataMohapatra	Biztantra – Management For Flat World
05	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd
06	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies
07	Management Text and Cases	R. Satya Raju , A. Parthasarthy	PHI Learning Pvt. Ltd
08	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House
09	Management-Principles and Practices	C.B. Gupta	Sultan Chand & Sons

 COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
C1101.1	1	1	-	3	1	-	-
C1101.2	1	3	-	2	1	-	-
C1101.3	1	-	-	3	1	-	-
C1101.4	1	1	3	-	-	-	1
C1101.5	1	1	3	-	1	1	-

 COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
C1101.1	1	2	3	1	-
C1101.2	-	2	2	-	3
C1101.3	1	1	-	3	2
C1101.4	1	3	-	2	-
C1101.5	1	3	-	2	-

Code: BBXCBX01102 Business Accounting 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required for th unit(Hours)
1.	Introduction to Accounting	9
2.	Accounting Transactions	9
3.	Bank Reconciliation Statements	9
4.	Accounting for Depreciation	9
5.	Final Accounts	9

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	ANALYZE basic concepts of accounting and its process.
CO – 02	Applying	APPLY the concept of Journals and Ledger to prepare books and Trial Balance.
CO – 03	Analyze	ANALYZE and interpret the BRS to match the balances.
CO – 04	Evaluate	EVALUATE the exact value of assets using the concept of Depreciation
CO – 05	Create	CREATE the methodology to develop Final Accounts of a business in real time situations.

- **Detailed Syllabus**

Unit	Contents
1.	Introduction to Accounting
	• Definition and Scope • Objectives & Accounting concepts • Principles and conventions. • Classification of accounts • Preparation of Vouche • Accounting Process & Book – Keeping • Users of Accounting,
2.	Accounting Transactions
	• Journal entries, • Ledger, Cash Book • subsidiary books • Trial Balance
	Bank Reconciliation Statements
	• Meaning & importance • preparation of Bank Reconciliation Statement
4.	Accounting for Depreciation
	• Meaning & Objectives • Causes & Formula • Methods: (SLM, WDV) • Provision for depreciation account

5.	Final Accounts
	• Preparation of Final Accounts of Sole Proprietorship Concern (Trading and Profit & Loss Account and Balance Sheet) With Adjustments

- **Teaching Pedagogy:**

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Group Discussion	To learn about the importance of Accounts in Business
Unit 2	Power Point Presentation	Ability to distinguish between different transactions and its nature
Unit 3	Power Point Presentation Case Studies	Ability to prepare and interpret bank reconciliation statement
Unit 4	Power Point Presentation Case Studies	Ability to calculate the depreciated value of an asset.
Unit 5	Power Point Presentation Case Studies Live Examples	To understand about the financial position of an organization.

- **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Advance Accounting Vol- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publications
02	Advance Accounting Vol-I	M.C. Shukla , T.C. Grewal , S.C Gupta	S Chand
03	Accountancy (Vol- I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.
04	Accounting (text and Cases)	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies
05	Advanced Accountancy(Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
C1102.1	1	1	-	3	1	-	-
C1102.2	1	3	-	2	1	-	-
C1102.3	1	-	-	3	1	-	-
C1102.4	1	1	3	-	-	-	1
C1102.5	1	1	3	-	1	1	-

COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
C1102.1	1	2	3	1	-
C1102.2	-	2	2	-	3
C1102.3	1	1	-	3	2
C1102.4	1	3	-	2	-
C1102.5	1	3	-	2	-

Code: BBXCBX01103 Business Economics- Micro 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required fo the unit(Hours)
1.	Concept of Business economics	9
2.	Demand and Supply Analysis	9
3.	Revenue Analysis	9
4.	Cost Analysis	9
5.	Pricing under various market conditions	9

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyze	Analyze and think critically about various concepts, terms in Business Economics
CO – 02	Applying	Applying mathematical and statistical analysis methods extracting information of Demand and Supply Analysis
CO – 03	Analyzing	To analyze the concept and types of revenue

CO - 04	Evaluate	Evaluate the concept and the types of cost.
CO – 05	Create	CREATE the ways to understand the market structures under imperfect competition

- **Detailed Syllabus**

Unit	Contents
1.	**Concept of Business economics**
	Importance of economics in life, scope, forms of economy economic activities, economic problems, circular flow of economy, Meaning and definition of business economics, scope of business economics, Importance of economics in life, forms of economy, central problems of economics, 5 sector flow of income and expenditure
2.	**Demand and supply analysis**
	Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply
3.	**Revenue Analysis**
	Concept and types of revenue, Importance of revenue, methods of calculation of revenue Interrelationship between marginal, total, and average revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR
4.	**Cost Analysis**

	Concept of cost, definition and importance of cost, typology of cost analysis of cost- Accounting Costs and Economic Costs, Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs, Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves.
5	**Pricing under various market conditions**
	Concept of market and competition, Meaning of market, types of markets - Perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions.

 Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Open book discussion Case studies Problem solving based learning	Students will analyze and understand basic concepts of micro economics
Unit 2	Game oriented classes Pair learning 	Student Will apply and understand the concept of demand and supply and concept of elasticity
Unit 3	Hands-on experience of using accounting software on computers	Basic understanding of cost and revenue will be developed amongst students
Unit 4	Case studies and expert lectures.	Students will analyze and understand Concept of cost
Unit 5	Case studies on intangible assets and its valuation	It will highlight on the pricing under various market conditions

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Microeconomics	B. Douglas Bernheim and Michael D. Whinston	Tata McGraw Hill
02	Microeconomics	Pindyck, R.S. and D.L. Rubinfeld	Pearson Education
03	Principles of Economics	Stiglitz, J.E. and C.E. Walsh	Oxford Univ. Press
04	Microeconomics: Theory and Application	Salvatore, D.L	Oxford Univ. Press
05	Intermediate Microeconomics: A Modern Approach	Varian, H.R.,	W.W. Norton
06	Microeconomic Theory,	Sen, Anindya	Oxford Univ. Press

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7

C1103.1	1	1	-	3	1	-	-
C1103.2	1	3	-	2	1	-	-
C1103.3	1	-	-	3	1	-	-
C1103.4	1	1	3	-	-	-	1
C1103.5	1	1	3	-	1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
C1103.1	1	2	3	1	-
C1103.2	-	2	2	-	3
C1103.3	1	1	-	3	2
C1103.4	1	3	-	2	-
C1103.5	1	3	-	2	-

Code: BBXCBX01104 Business Mathematics 3 Credits [LTP: 3-0-0]

Unit No.	**Title of the unit**	**Time required for the unit(Hours)**
1.	**Interest and Annuity**	**9**
2.	**Shares and Mutual Funds**	**9**

3.	**Population and Sample**	**9**
4.	**Measures of Central Tendency**	**9**
5.	**Measures of Dispersion**	**9**

 Course Outcomes: On successful completion of the course the learner will be able to:

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	ANALYZE the concepts, terms of Interest and Annuity and their applications
CO – 02	Evaluating	ASSESS the concept, terms of Shares and Mutual Funds and various methods of calculating the value of shares and funds
CO – 03	Analyzing	ANALYZE the terms and concepts of basic statistics and the various aspects of population and sampling
CO – 04	Evaluate	EVALUATE various problems of mean, median and mode to understand the application in real time problems
CO – 05	Create	CREATE a case study for various problems of dispersion and to understand concept of variance, standard deviation and relative dispersion

 Detailed Syllabus

Unit	Contents
1.	**Interest and Annuity**

	(A) Interest: Concept of Present value and Future value, Simple interest, Compound interest, Nominal and Effective rate of interest, Examples and Problems **(B) Annuity**: Ordinary Annuity, Sinking Fund, Annuity due, Present Value and Future Value of Annuity, Equated Monthly Instalments (EMI) by Interest of Reducing Balance and Flat Interest methods, Examples and Problems.
2.	**Shares and Mutual Funds**
	(A) Shares: Concept of share, face value, market value, dividend, brokerage, equity shares, preferential shares, bonus shares. Examples and Problems **(B)** Mutual Funds: Concept of Mutual Funds, Problems on calculation of Net Income after considering entry load, Dividend, Change in Net Asset Value (NAV) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.). Examples and Problems
3.	**Population and Sample**
	Definition of Statistics; Scope of Statistics in Economics, Management Science and Industry; Concept of population and sample; Methods of data collection: Census and sampling with illustration; Process of random sampling, Techniques of Sampling
4.	**Measures of Central Tendency**
	Frequency distribution: Raw data, attributes and variables; Classification of data: Frequency Distribution, Cumulative frequency distribution, Histogram and ogive curves; Requisites of ideal measures of central tendency; Arithmetic Mean, Median and Mode for ungrouped and grouped data; Combined mean; Merits and demerits of measures of central tendency;

	Geometric mean: definition, merits and demerits; Harmonic mean: definition, merits and demerits; Choice of A.M., G.M. and H.M.
5	**Measures of Dispersion**
	Concept of dispersion; Measures of dispersion: Range, Variance, Standard deviation (SD) for grouped and ungrouped data; Combined SD; Measures of relative dispersion: Coefficient of range, coefficient of variation

Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Numerical problems	To understand the concept of Simple interest, compound interest, effect of compounding. To understand the concept of Annuity and its applications for EMIs and Amortization Schedule.
Unit 2	Power Point Presentation Numerical problems	To understand the concept of shares and mutual funds. To understand contribution of shares and mutual funds in systematic investment plans To solve problems related to shares and mutual funds
Unit 3	Power Point Presentation Numerical problems	To understand the concept and methods of Collection of data

		□ To understand the process and techniques of analyzing and interpreting data. □ To know different method of sampling
Unit 4	□ Power Point Presentation □ Numerical problems	□ To classify and represent data in tabular and graphical form □ To compute various measures of central tendency
Unit 5	□ Power Point Presentation □ Numerical problems	□ To compute various measures of dispersion for various problems of business and economics

□ **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Practical Business Mathematic	S. A. Bari	New Literature Publishing Company
02	Mathematics for Commerce	K. Selvakumar	Notion Press
03	Business Mathematics with Applications	Dinesh Khattar& S. R. Arora	S. Chand Publishing
04	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das	McGraw Hill

05	Fundamentals of Business Mathematics	M. K. Bhowal	Asian Books Pvt. Ltd
06	Operations Research	P. K. Gupta & D. S. Hira	S. Chand Publishing
07	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs	Cambridge University Press
08	Financial Mathematics and Its Applications	Ahmad NazriWahidudin	Ventus Publishing House
09	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K	Sultan Chand and Sons
10	Statistical Methods	Gupta S. P	Sultan Chand and Sons

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
C1104.1	1	1	-	3	1	-	-
C1104.2	1	3	-	2	1	-	-
C1104.3	1	-	-	3	1	-	-
C1104.4	1	1	3	-	-	-	1

C1104.5	1	1	3	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
C1104.1	1	2	3	1	-
C1104.2	-	2	2	-	3
C1104.3	1	1	-	3	2
C1104.4	1	3	-	2	-
C1104.5	1	3	-	2	-

Code: BBXCBX01105 HUMAN BEHAVIOUR 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	Personality	9
2.	Learning & Motivation	9
3.	Perception	9
4.	Decision Making	9
5.	Attitude, Values and Emotions	9

Course Outcomes: On successful completion of the course the learner will be able to:

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	ANALYZE the concepts and theories of Personality
CO – 02	Evaluating	To ASSESS the different approaches to learning and motivation and related theories for developing factors of motivation.
CO – 03	Analyzing	Analyze the concept of perception and its process and how it influences experience.
CO – 04	Creating	To Create application for process of decision making for knowing how to take rational decisions in different situations.
CO – 05	Evaluating	Evaluate varied attitudes, values and emotions. Understanding the interplay of values and emotions in

		different cultural setups for achieving organizational objectives

Unit	Contents
1.	**Personality**
	Definition, personality determinants, trait theory, type theory, Heldon's theory, Freud's psychoanalytical theory. Major Personality attributes influencing organizational behavior, Personality-job fit.
2.	**Learning & Motivation**
	Definition, Classical conditioning, instrumental conditioning. Motivation-Meaning, Motivation cycle, Maslow's Theory, Herzberg's Theory, Theory X and Y, McClelland's Achievement Theory
3.	**Perception**
	Difference between perception and sensation, Process, perceptual distortion, attribution theory, Application in organization
4.	**Decision Making**
	Meaning, process, Effect of perception on decision making, situations in decision making, Rationality and Bounded rationality.
5	**Attitude, Values and Emotions**
	Meaning, Types of attitude, Cognitive dissonance theory, Measuring the A-B relationships-moderating variables, Self-perception theory.; Values- Definition, types of values, values across cultures ;Emotions - Meaning, emotional labor, felt vs. displayed emotions, emotion dimensions, external constraints on emotions, application of emotions in organizational context

 Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Study different individual's personalities based on theories	Student will learn about various personalities in depth.
Unit 2	Business Games Case Study	Student will understand analytically application of theories in organizational context.
Unit 3	Situation Analysis	Student will analyze how perceptions waver in accordance with different situations.
Unit 4	Developing Applications Case Study	To create application for knowing about volatility of decisions and how to take right decisions by understanding relevant factors.
Unit 5	Preparation of graphs and charts	To develop and evaluate clarity about Attitudes, values and emotions along with knowing ways to improve them.

 Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Organizational Behavior, (1 ed.),	Prasad, L. M.	Sultan Chand and Sons (2015)

02	Organizational Behavior	Gupta, Shashi K and Joshi, Rosy. (2015)	Kalyani Publishers
03	Organizational Behavior, (15 ed.)	Robbins, Stephen, Judge, T. A. and Vohra, N. (2015)	Pearson
04	Understanding Organizational Behavior, (3ed.),	Pareek, Udai (2011)	Oxford University Press
05	Organizational Behavior, (2ed),	Bhattacharyya, Dipak Kumar (2016)	Oxford University Press

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
C1105.1	1	1	-	3	1	-	-
C1105.2	1	3	-	2	1	-	-
C1105.3	1	-	-	3	1	-	-
C1105.4	1	1	3	-	-	-	1
C1105.5	1	1	3	-	1	1	-

COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
C1105.1	1	2	3	1	-
C1105.2	-	2	2	-	3

C1105.3	1	1	-	3	2
C1105.4	1	3	-	2	-
C1105.5	1	3	-	2	-

Course Code: BBXCBX01106 BUSINESS DEMOGRAPHY 3 Credits

[LTP: 3-0-0]

Unit No	Title of the unit	Time required for the unit (Hours)
1	**Concept of demography**	**9**
2	**Mortality and fertility rate**	**9**
3	**Distribution of population and population growth**	**9**
4	**Population as resources**	**9**
5	**Urbanization and its implications**	**9**

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	ANALYZE the concept of demography and its role in social economic change.

CO – 02	Applying	APPLY the concept of demography and finding various methods to calculate fertility and mortality rate.
CO – 03	Analyzing	ANALYZE the concept of Density and population distribution, over and under population and DEDUCE the Method of assessment of population growth.
CO - 04	Evaluating	EVALUATE the Concept of literacy in modern society, Concept of sex ratio age and sex pyramid.
CO – 05	Creating	CONSTRUCT factors affecting urbanization and rural population and behavioral and demographic structure and various factors responsible for urbanization.

Unit	Contents
1.	**Concept of demography**
	Meaning, importance and need of demography. Studies: Study of demography. As an essential discipline of social economic change.
2.	**Mortality and fertility rate**
	Scope and components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.
3.	**Distribution of population and population growth**
	Density and population distribution Concept of over and under population Method of assessment of population growth.
4.	**Population as resources**

	Importance of human resource as development of the nation Concept of literacy and its importance in modern society Concept of sex ratio age and sex pyramid Concept of working and dependent population
5	**Urbanization and its implications**
	Concept of urbanization factors affecting urbanization. and rural population , Features and importance Urbanization. Behavioral and demographic Structure and various factors responsible for urbanization

- **Teaching Pedagogy:**

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation	Basic knowledge of demography. Students will be acquainted with the basic understanding of demography being a very important factor in social economic change.
Unit 2	Power Point Presentation Survey Analysis	Students will be able to Develop Rational understanding of demography analysis and effects on society.
Unit 3	Power Point Presentation Case Studies	Students will develop understanding regarding growth process and social economic changes
Unit 4	Power Point Presentation	Students will develop understanding of the role of literacy in economic development.

	□ Case Studies	□ Students will be able to examine implications of changes in population.
Unit 5	□ Power Point Presentation □ Case Studies	□ Students will be able to understand how urbanization affects the resource allocation and resource planning.

 Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia University Press
02	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning	
03	The Continuing Demographic Transition	G.W. Jones ,R.M.Dougla	
04	Demographics: A casebook for business and Government	Hallie .JKintner ,,Thomas W.Merrick	
05	Population, Ethnicity and Nation Building	By Calvin C.Goldscheider	
06	Population Dynamics: A new Economic Approach	CY Cyrus Chu	Oxford
07	Business Demography	Gauri Girish Jadhav	NiraliPrakashan

□ COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
C1106.1	1	1	-	3	1	-	-
C1106.2	1	3	-	2	1	-	-
C1106.3	1	-	-	3	1	-	-
C1106.4	1	1	3	-	-	-	1
C1106.5	1	1	3	-	1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
C1106.1	1	2	3	1	-
C1106.2	-	2	2	-	3
C1106.3	1	1	-	3	2
C1106.4	1	3	-	2	-
C1106.5	1	3	-	2	-

Code: BBXCBX01208 Tally and Computer Based Accounting 2 Credits [LTP: 0-0-3]

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Basic Configuration of Tally	6
2.	Account Information, Inventory Information	6
3.	Advanced Accounting Features	6
4.	Introduction to Payroll & Display of Reports	6
5.	GST	6

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Applying	ARTICULATE the various basic concepts and IMPLEMENT the configurations of Tally.

CO – 02	Applying	EXAMINE the different types of account information, inventory information and IMPLEMENT these details in voucher generation.
CO – 03	Analyzing	IMPLEMENT various operations of TDS.
CO – 04	Creating	CREATE various reports related to payroll, Stock, Tax.
CO – 05	Evaluating	EVALUATE various operations of GST.

- **Detailed Syllabus:**

Unit	Contents
1.	**Basic Configuration of Tally**
	• How to Select company, How to Shut company, How to Create company How to Alter company, How to apply Security control, How to Change tally vault, How to Split company data, How to take Back up • How to Restore Back up, How to use Tally audit features, • How to fill up Country details, How to change Style of dates, How to Configuration of numbers, How to use Other options, Loading A Company, How to Select company, How to change Company name How to set Financial year • How to use General, How to use Numeric symbols, How to use Accts/inventory info., How to pass Voucher entry • How to prepare Invoice / orders entry, How to take Printing, How to send E- mailing, How to do Data configuration

	• How to use Accounting features, How to use Inventory features
2.	**Account Information, Inventory Information**
	• How to activate Functions in accounts info. Menu, How to prepare Groups Tally ERP 9, How to prepare Ledgers, How to enter Voucher entries, How to set Inventory configurations & features Inventory info. Menu, How to set up Stock groups, How to set up Stock categories How to create Stock items, How to create Units of measurement, How to create Bills of materials Locations / Godown, Inventory voucher types, Payment voucher entry, Receipt voucher entry, Journal voucher entry, Sales voucher entry, Purchase voucher entry, Debit note voucher entry, Credit note voucher entry, purchase order entry, Sales order entry, Receipt note entry, Delivery note entry, Rejection out entry, Rejection in entry, Stock journal entry, Manufacturing journal entry, Physical stock voucher entry
3.	**Advanced Accounting Features**
	• How to create cost categories & cost Centres, How to configure Cheque printing, How to set Credit limits • How to do Bank Reconciliation, What is TDS Process, How to prepare and Issue of TDS Certificate How to do Filing of E-TDS Return, Enabling TDS, What is Nature of TDS related payments Deductee types, How to Create TDS Masters (Expense ledger, Party Ledger, Tax ledger), How to pass TDS Voucher Entries/Transactions How do pass TDS on expenses (Journal Voucher), How to pass Expenses partly subject to TDS (Journal voucher) • How to do Accounting multiple expenses and deducting TDS later, How to record TDS on advance payments

	• How to do Adjusting advances against the bill, How to Changes in TDS Percentage Computation, TDS Challan Reconciliation Print Form 16A, Form 26Q Annexure to 26Q Form 27Q Annexure to 27Q, Form 26, Annexure to 26 • Form 27, Annexure to, 27 E-Return, E-TDS, Print form 27A
4.	**Introduction to Payroll & Display of Reports**
	• How to Enabling payroll in tally, How to generate pay slip, How to Create Payroll Masters, How to pass Payroll Voucher Entry, How to view Statements of payroll, How to view Attendance-Reports, How to view Payroll Statutory Reports Payroll Statutory Computation Employees Provident Fund (EPF) Reports Employees State –Insurance (ESI) Reports Professional Tax Report, Gratuity Report, Accounting Reports?Trial Balance, Profit & Loss, Balance Sheet, Inventory Reports? Stock Summary, Sales Register, Purchase Register, Tax Reports- Challans, Registers Filing, Payroll Reports? Pay Slips, Salary Register,PF Challan,ESI Challan, MIS Reports? • Receivables, Payables
5.	**GST**
	• GST Account Creation, SGST / CGST/ IGST, Voucher entry of GST with different rates, HSN Code classifications • Various classification of Goods andServices, Payment of GST, Filing of Challan GST,GST Returns like :- • GSTR1, GSTR2, GSTR3, GSTR4

Recommended Study Material

S. No	Title of the Book	Authors	Publication

01	Tally Erp 9 Training Guide	Ashok K. Nadhani	BPB Publications
02	Tally Erp 9 (Power Of Simplicity)	Shraddha Singh	V & S Publishers
03	GST Accounting with Tally.ERP 9	Ashok K. Nadhani	BPB Publications
04	Official Guide to Financial Accounting Using Tally.ERP 9 with GST	Pradeep K. Sinha	BPB Publications

□ COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	-	3	1	-	-
CO2	1	3	-	2	1	-	-
CO3	1	-	-	3	1	-	-
CO4	1	1	3	-	-	-	1
CO5	1	1	3	-	1	1	-

 COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	2	3	1	-
CO2	-	2	2	-	3
CO3	1	1	-	3	2
CO4	1	3	-	2	-
CO5	1	3	-	2	-

Course Code: BBXCBX01209 PCC-Personality Grooming-I 2 Credits [LTP: 0-0-3]

Practical Subject

Personality Development & Employability Enhancement Program

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01	**Analyzing / Applying**	ANALYZE the art of Power Dressing and making a great first impression by polishing one's Corporate/ Business manners.
CO-02	**Analyzing/ Applying**	APPLY collaborative, inclusive and creative communication skills.
CO-03	**Evaluating/ Applying**	EVALUATE the concept of emotional intelligence to create and maintain productive workplace relationships and team environment.
CO-04	**Creating / Applying**	CREATE a case study and role play for understanding of harmony in existence in their profession and lead an ethical life.
CO-05	**Creating/Applying**	CREATE role plays to Enhance self-esteem, confidence and assertive behaviour to handle difficult situations with grace, style, and professionalism.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1	**Personality Grooming**	**6**

2	**Personality Traits & Interpersonal Skills**	**6**
3	**Enhancement of Emotional Intelligence**	**6**
4	**Attitude & Motivation**	**6**
5	**Introduction to Self Esteem**	**6**

B. DETAILED SYLLABUS

Unit	Unit Details	
1.	**Personality Grooming**	**Method**
	• Introduction of the Course & the topic • Definition & Basics of Personality • The concept of success and failure • Personal Grooming & Dressing Sense • Causes of failure. SWOT analyses. • Team Building Activities • Conclusion & Summary of the Unit	• Theory • Theory • Practical • Practical • Practical • Practical • Theory/ Practical
2.	**Personality Traits & Interpersonal Skills**	
	• Introduction of the topic • Personality Traits (OCEAN): Big-Five Personality characteristics such as	• Theory • Theory/Practical

	Openness, Conscientiousness, Extroversion, agreeableness, and Neuroticism. ● Psychometric Assessment (Open Source) ● Skills Building Sessions ● Elements of FIRO-B "Inclusion, Affection & Control" in both Wanted and Expressed Dimensions. ● Group Feedback Prior to the session ● Suggestions on the categorised information ● Rapport Building ● Establishing Complementary Transactions ● Tips for Effective Interpersonal Skills ● Skills Building Sessions ● Conclusion & Summary of the Unit	● Practical ● Practical ● Theory/Practical ● Practical ● Practical ● Practical ● Theory ● Practical ● Theory/Practical
3.	**Enhancement of Emotional Intelligence**	
	● Introduction of the topic ● Emotional Intelligence :Awareness of the Basic Emotions such as Fear, Anger,	● Theory ● Theory/Practical

	Jealousy, Happiness, Affection, Sentiments, Disgust, Sadness & Surprise ● Identifying Personal Levels of Emotional Labours ● Experiencing Emotional Authenticity & Emotional Sensibility by application of Sensitivity Processes ● Skill Building for Strengthening the Elements of Self-awareness, Self-regulation, Internal motivation, Empathy, Social skills ● Conclusion & Summary of the Unit	● Theory/Practical ● Theory/Practical ● Practical ● Theory/Practical
4.	**Attitude & Motivation**	
	● Introduction of the topic ● Listening Skills activities ● Social Problem Solving ● Managing Conflicts ● Being a part of the group and expression of feelings ● Conclusion & Summary of the Unit	● Theory ● Practical ● Practical ● Practical ● Practical ● Theory/Practical
5.	**Introduction to Self Esteem**	

	• Introduction of the topic • Term self-esteem • Symptoms - Advantages • Do's and Don'ts to develop positive self-esteem • Low self-esteem - Symptoms - Personality having low self- esteem • Conclusion & Summary of the Unit	• Theory • Practical • Practical • Practical • Theory/Practical

□ COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	-	1	1	2	-
CO2	1	2	-	1	1	1	-
CO3	1	2	-	1	1	2	-
CO4	1	1	3	-	-	1	1
CO5	1	1	3	-	1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	-	3	1	-

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

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for I Year 2021-2024 - II Semester {Common For All}								
Course Code	**Course Name**	**Teaching Scheme (Hrs per Week)**			**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorials (T)**	**Practical (P**	**IE**	**ESE**	**Total**	
A.	**University Core Courses**							
A.1	**Theory**							
	NA	-	-	-	-	-	-	-
A.2	**Practical**							
	NA	-	-	-	-	-	-	-
B.	**Department Core Courses**							
B.1	**Theory**							
BBXCBXCBXBX/BBBCBB/BBCCBC02101	Principles of Marketing	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02102	Principles of Finance	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02103	Basics of Cost Accounting	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02104	Business Statistics	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BBCCBC02105	Fundamentals of Computer	3	0	0	40	**60**	**100**	**3**
BBXCBXCBXBX/BBBCBB/BB	Business Organization & System	3	0	0	**40**	**60**	**100**	**3**

CCBC02106								
B.2	**Practical**							
BBXCBXCBXBX/BBBCBB/BBCCBC02207	CRT {Computer for Management Lab}	0	0	**3**	**60**	**40**	**100**	**2**
C.	**Department Elective: At least One**							
	NA							
D.	**Open Elective: Anyone**							
E.	**Humanities and Social Sciences including Management courses OR Ability Enhancement Compulsory Course (AECC)**							
	NA	-	-	-	--	-	-	-
F.	**Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere**							
BBXCBXCBXBBBC/BBCC02208	PCC {Personality Grooming-II}	0	0	**3**	**60**	**40**	**100**	**2**
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX/BBBC/BBCC02609	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**18**		**6**				
	Total Teaching Hours	**24**						**23**

PO's and PSO's are as follows

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. The program is expected to enable the students to

(a) **PEO I** - Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and

evaluate problems and to construct and implement solutions in the business environment

(b) **PEO II** - Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

(c) **PEO III** - Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

(d) **PEO IV** - Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

(e) **PEO V** - Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PROGRAM OUTCOMES (PO)

2. At the end of this program, graduates will be able to

(a) **PO1** - To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.

(b) **PO2** - To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner

(c) **PO3** - To understand finance and other core business content and new venture development.

(d) **PO4** - To develop and implement functional and general management skills to make strategic decision in real – era.

(e) **PO5** - To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

(f) **PO6** - To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

(g) **PO7** - To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

PROGRAM SPECIFIC OUTCOMES (PSO)

(a) PSO1 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment

(b) PSO2 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

(c) PSO3 - Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

(d) PSO4 - Communicate in a business context in a clear, concise, coherent and professional manner.

(e) PSO5 - Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

Code: BBXCBX02101 Principles of Marketing 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required fo the unit(Hours)
1.	Concepts and functions of marketing	10
2.	Marketing Environment and marketing segmentation	8
3.	Constituents of marketing mix	9
4.	Types of Channels	9
5.	Classifications and types of markets	9

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	ANALYZE	ANALYZE the various concepts, terms in marketing and the various tasks performed by marketing managers in different environment.
CO – 02	CREATING	CREATING various factors which affect the marketing system and types of segmentation.
CO – 03	EVALUATE	EVALUATE the concept of marketing mix and to understand aspects of price, place that affects the success of a market.
CO - 04	Analyzing	ANALYZING various aspects of Promotion Mix affecting a success of a market.
CO – 05	Analyzing	ANALYZING different types of markets and their role in developing economy and society.
Unit	**Contents**	
1.	**Concepts and functions of marketing**	
	Marketing concepts, objectives, importance and functions of marketing. Various Approaches of	

	marketing, Challenges and opportunity of marketing manager in international market
2.	**Marketing Environment and marketing segmentation**
	Marketing environment – meaning, Internal and external factors influencing marketing environment, Political, social, economical, international, technological, multicultural

	environment. Segmentation: concepts, importance and types of segmentation
3.	**Constituents of marketing mix**
	Marketing Mix-Meaning scope and importance of marketing mix, Product mix-concept of a product, product characteristics, Intrinsic and extrinsic, PLC. Price mix - meaning, element, importance of price mix, factors,

	influencing pricing, pricing methods, Place mix
4.	**Types of Channels**
	Promotion mix meaning and concepts of channel of distribution or intermediaries, Promotion mix meaning, definitions, importance and limitations of advertisement People mix meaning & concepts, elements, importance. Process mix -stages, meaning& importance.

	Physical evidence- meaning, importance & components
5	**Classifications and types of markets**
	Conventional classification of markets. Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy, problems and measures to improve. Recent trends

	in Marketing- Green Marketing concepts, Digital Marketing, Virtual Marketing, Hybrid Marketing

 Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation	Basic knowledge of Market & Marketing will be developed amongst students Students will acquainted with basic functions of Marketing
Unit 2	Power Point Presentation Survey Analysis	Students will learn and implement the applications of segmentation which will enhance their skills in the field of marketing
Unit 3	Power Point Presentation Case Studies	It will highlight on the core marketing concepts namely 'Marketing Mix' Students will develop the skills of Pricing the product

Unit 4	□ Power Point Presentation □ E-Shiksha videos □ Case Studies	□ It will help the students to apply the various techniques of Promotion and understand the various channels of distribution
Unit 5	□ Power Point Presentation □ Case Studies	□ To develop a complete understanding of different types of market in developing economy and how marketing services improve quality of life

□ **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Marketing Management	Philip Kotler &keven lane keller	Pearson India
02	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan
03	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication
04	Textbook of Marketing	Keith Blois	Oxford
05	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K. Sinha	Oxford
06	Foundational Of marketing	John Fahy& David Jobbe	Tata McGraw Hil
07	Principles of Marketing	JP Mahajan & Anupama Mahajan	Vikas Publishing House Pvt. Ltd.

08	Marketing Management	RSN Pillai &Bagavathi	S. Chand Publishing

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	-	-	3	-	-
CO2	2	3	-	-	3	-	-
CO3	2	3	-	-	3	-	-
CO4	1	1	3	-	3	-	1
CO5	1	1	3	-	3	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	2	1	-
CO2	-	2	2	-	3
CO3	1	1	1	-	-
CO4	1	3	-	2	-
CO5	1	3	-	2	-

Code:BBXCBX02102 Principles of Finance 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required for the unit(Hours)
1	Basic concepts in finance	9
2	Sources of Finance -I	9
3	Sources of Finance-II	9
4	Capital Structure	9
5	Recent Trends in business finance	9

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	ANALYZE	ANALYZE the basic concepts in finance and implication of finance on business
CO – 02	EVALUATING	Evaluate various types of internal sources of finance & their importance, applications for a business organization.
CO – 03	Apply	Apply various types of external sources of finance & their importance, applications for a business organization
CO - 04	Analyzing	ANALYZE the constituents of capital structure, factors affecting capital structure & implications of constituents on business organization.

CO – 05	Analyzing	ANALYZE recent trends in business finance & current issues related to them.

Unit	Contents
1.	**Basic concepts in finance**
	Definition - Nature and scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern and Role of finance manager in traditional & modern era.
2.	**Sources of Finance -I**
	Internal: - Reserves and surplus, Bonus shares & Retained earnings- meaning, types, advantages and limitations of these sources.
3.	**Sources of Finance -II**
	External: - Shares, Debentures, Public Deposits, borrowing from banks: - meaning, types, advantages and limitations of these sources
4.	**Capital Structure**
	Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization: - Meaning, Over capitalization and Under Capitalization - meaning, causes, consequences and remedies.
5	**Recent Trends in business finance**
	Meaning and nature of Venture Capital, Leasing, Microfinance and Mutual Fund.

- **Teaching Pedagogy**:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation	Understand the concept of Financial Management.

		▯ Students will be acquainted with basic finance functions & role of finance manager.
Unit 2	▯ Power Point Presentation	▯ Students will develop rational understanding regarding role and utility of different sources of internal finance ▯ Understand the comparative analysis of various sources of internal finance.
Unit 3	▯ Power Point Presentation	▯ Students will understand the comparative analysis of various sources of external finance. ▯ Understand the Financial institutions who provide sources of finance
Unit 4	▯ Power Point Presentation ▯ Case Studies	▯ Analyse the rational of sound capital structure of a business organization. ▯ Students will be able to prepare report on assessment of capital needs of a business organization. ▯ Understand the implications of over or under capitalization of business organization.
Unit 5	▯ Power Point Presentation ▯ Case Studies	▯ Understand the concept & issues of Venture Capital, Leasing, Microfinance, Mutual Fund ▯ Analyze their role/ contributions to the business organizations & economy.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education
02	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.
03	Financial Management	Rajiv Srivastava &Anil Misra	Oxford – University Press
04	Financial Management	P.V. Kulkarni &B.G.Satyaprasad	Himalaya Publishing House
05	Fundamentals of Financial management	James C. Van Horne , John M. &Wachowicz , JR	Prentice Hall of India Pvt. Ltd.
06	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's
07	Financial management – recent Trends In Practical Application	Chandra Hariharan Iyer	International Book House Pvt.Ltd
08	Basic Financial Management	M .Y Khan & P.K Jain	Mc Graw Hill Education

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	1	3	1	-	-
CO2	2	3	1	2	1	-	-
CO3	-	-	1	3	1	-	-
CO4	1	1	1	-	-	-	1
CO5	1	1	1	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	3	1	-
CO2	2	1	2	-	3
CO3	2	1	-	3	2
CO4	1	1	-	2	-
CO5	1	1	-	2	-

Code: BBXCBX02103 Basics of Cost accounting 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required for the unit(Hours)

1.	**Basic concept in cost and Cost sheet**	**9**
2.	**Material Control**	**9**
3.	**Labour Control**	**9**
4.	**Overheads**	**9**
5.	**Unit or Output Costing**	**9**

 Course Outcomes: On successful completion of the course the learner will be able to:

CO	Cognitive Abilities	Course Outcomes
CO – 01	Evaluating	Evaluating basic concepts of Cost and Cost sheet
CO – 02	Applying	APPLY the concept of Material and its techniques to control.
CO – 03	Applying	APPLY the concept of Labour and to understand various methods of wage and incentive plan.
CO – 04	Analyze	ANALYZE the Overheads and understand the reasons of Under and Over absorption.
CO – 05	Analyze	ANALYZE the cost sheet by calculating Unit cost.
Unit	**Contents**	
1.	**Basic concept in cost and Cost sheet**	
	Concept of Cost, Costing, Cost Accounting & Cost Accountancy ,	

	Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre. Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet
2.	**Material Control**
	Meaning, Materials and

	Inventory, Techniques of Material/Inventory Control, Valuation of Inventory, Material Loses.
	Labour Control
	Direct and Indirect Labour, Treatment of Idle time, Holiday Pay, Overtime etc., in Cost Accounts, Labour Turnover, Methods of wage Payment, Incentive Plans.
4.	**Overheads**

	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads; Under and over absorption – Definition and Reasons
5	**Unit or Output Costing**
	Unit costing, Preparation of cost sheet and statement of Cost, (including calculation of tender price)

 Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Group Discussion	How to use Cost as Concept
Unit 2	Power Point Presentation	To understand how to control material waste and the valuation of stock.
Unit 3	Power Point Presentation Case Studies	Development of knowledge of wage system and how to provide incentive in different situations.
Unit 4	Power Point Presentation Case Studies	To develop competence, prepare comprehensive cost sheet and understand implication of overheads on total cost structure
Unit 5	Power Point Presentation Case Studies Live Examples	Development of reasonable working knowledge of ascertainment of unit cost of a product.

 Recommended Study Material

S. No	Title of the Book	Authors	Publication

01	Cost Accounting and Financial Management	MY Khan, PK Jain	McGraw Hill
02	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd
03	Cost Accounting -	Dr. P.C. Tulsian	S. Chand
04	Costing Adviser	P.v.Rathnam , P. Lalitha	KitabMahal
05	Cost Accounting – A managerial Emphasis	Emphasis Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson
06	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons
07	Cost Accounting	JawaharLalSeema Srivastava	McGraw Hill education
08	Cost Accounting	M.N. Arora	Vikas Publishing House

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	-	-	1	-	2
CO2	2	3	-	-	1	-	2
CO3	1	-	-	-	1	-	2
CO4	2	1	3	-	-	-	2

CO5	1	1	3	-	1	1	1

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	1	1	1
CO2	2	2	2	2	-
CO3	1	1	-	3	2
CO4	1	3	-	2	-
CO5	1	3	-	2	-

Code: BBXCBX02104 Business Statistics 3 Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required fo the unit(Hours)
1.	**Matrices and Determinants (up to order 3 only)**	**9**
2.	**Linear Programming Problems (LPP) (for two variables only)**	**9**
3.	**Correlation**	**9**
4.	**Regression**	**9**
5.	**Index numbers**	**9**

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Analyze the concepts and various applications of Matrices in business and economics
CO – 02	Applying	Applying the theory and modelling of Linear Programming problems and its applications
CO – 03	Applying	UNDERSTAND the concept of correlation and SOLVE the related problems
CO – 04	Applying	UNDERSTAND the concept of regression and SOLVE the related problems
CO – 05	Creating	Creating the concept and utility of Index numbers in economics

- **Detailed Syllabus**

Unit	Contents
1.	**Matrices and Determinants (up to order 3 only)**
	Definition of a Matrix; Types of Matrices; Algebra of Matrices; Determinants; Minors and Co-factors; Adjoint of a Matrix; Inverse of a Matrix; Solution of Linear Equation by Determinants (Cramer's Rule) & Inverse Matrix
2.	**Linear Programming Problems (LPP) (for two variables only)**
	Definition and terms in a LPP; Formulation of LPP; Solution by Graphical method (Examples and Problems)
3.	**Correlation**
	Concept and types of correlation; Scatter diagram; Interpretation with respect to magnitude and direction of relationship; Karl Pearson's coefficient of correlation for ungrouped data; Spearman's rank correlation coefficient (with tie and without tie)
4.	**Regression**

	Concept of regression; Lines of regression for ungrouped data; Predictions using lines of regression; Regression coefficients and their properties (without proof) (Examples and problems)
5	**Index numbers**
	Concept of index number; Price index number; Price relatives; Problems in construction of index number; Construction of price index number: Weighted index Number, Laspeyre's, Paasche's and Fisher's method; Cost of living / Consumer price index number: Definition, problems in construction of index number; Methods of construction: Family budget and aggregate expenditure. Inflation, Uses of index numbers, commonly used index numbers. Examples and problems

 Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Numerical problems	To understand the concept of matrices and determinants. To understand the application of determinant in solving linear equations To understand applications of matrices and determinants in business and economics.
Unit 2	Power Point Presentation Numerical problems	To understand the concept of LPP and its application in business and decision making. To understand graphical method to solve business optimization problems with two variables.
Unit 3	Power Point Presentation Numerical problems	To understand the concept of correlation To use correlation for knowing the relationship between two variables
Unit 4	Power Point Presentation Numerical problems	To understand the concept of regression To use regression for prediction
Unit 5	Power Point Presentation Numerical problems	To know different types index numbers and problems in their construction To know the applications of various index numbers.

 Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Practical Business Mathematic	S. A. Bari	New Literature Publishing Company
02	Mathematics for Commerce	K. Selvakumar	Notion Press
03	Business Mathematics with Applications	Dinesh Khattar& S. R. Arora	S. Chand Publishing
04	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das	McGraw Hill
05	Fundamentals of Business Mathematics	M. K. Bhowal	Asian Books Pvt. Ltd
06	Operations Research	P. K. Gupta & D. S. Hira	S. Chand Publishing
07	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs	Cambridge University Press
08	Financial Mathematics and Its Applications	Ahmad NazriWahidudin	Ventus Publishing House
09	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K	Sultan Chand and Sons
10	Statistical Methods	Gupta S. P	Sultan Chand and Sons

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7

CO1	1	1	-	3	1	-	-
CO2	2	2	2	2	2	2	2
CO3	1	-	-	3	1	-	-
CO4	1	1	1	1	1	-	-
CO5	1	1	3	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO1	-	1	1	-	-
CO2	-	2	2	-	3
CO3	1	2	-	3	2
CO4	1	2	-	2	-
CO5	1	2	-	2	-

Code: BBXCBX02105 Fundamentals of Computers 3Credits [LTP: 3-0-0]

Unit No.	**Title of the unit**	**Time required fo the unit(Hours)**

1.	**Introduction to Computers**	**9**
2.	**Basics of Computer Networks & Devices**	**9**
3.	**Introduction to Spreadsheet Software and Presentation Software**	**9**
4.	**Introduction to Internet & cyber security**	**9**
5.	**Introduction to Operating System**	**9**

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Evaluating	To evaluate role and importance of computers in business processes
CO – 02	Analyzing	To analyze structure and modeling of computer networking and data communication
CO – 03	Applying	Apply the uses of different computer applications.
CO – 04	Evaluating	To evaluate cautions to be taken security, safety and security while using net based service
CO – 05	Analyzing	To analyze the importance of operating system, usage, functionality and services.
Unit	**Contents**	
1.	**Introduction to Computers**	

	Introduction, Characteristics of Computers, Block diagram of computer, Generations of computers, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM, ROM,

	Secondary Storage Devices - FD, CD, HDD, Pen drive I/O Device- Monitor and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters .Number Systems-Introduction to Binary, Octal, Hexadecimal system Types of computers
2.	**Basics of Computer Networks & Devices**

	Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN, Network Cables- Optical fibers, Twisted , Co-axial, Network Devices – Hubs, Switch , Router ,Network Interface card, Ethernet
3.	**Introduction to Spreadsheet Software and Presentation Software**

	MarMS-Excel Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting.
4.	**Introduction to Internet & cyber security**
	WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine,

	Information security overview – Background and current scenario Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature
5	**Introduction to Operating System**
	Definition-Operating System, Functions of O.S., Types of

	O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS, Definition, Goals, Applications.

Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Practical Questions	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
Unit 2	Power Point Presentation	Proficiency in set up of Different structure computer network in business environment.
Unit 3	Power Point Presentation Practical Questions	Proficiency in handling of different applications, preparation of power point Presentation.
Unit 4	Power Point Presentation Case Studies	Proficiency in usages in processing and transmission of data through computers and internet.

Unit 5	□ Power Point Presentation	□ Proficiency in usages in Operating system.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Introduction to Computer Security	Matt Bishop ,	Pearson
02	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House
03	Fundamentals of Computers	V. Rajaraman	PHI Learning
04	Computer fundamentals	Pradeep K. Sinha	BPB Publications

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	1	-	1	2	-
CO2	2	3	1	-	1	3	-
CO3	2	-	1	-	1	3	-
CO4	1	1	1	1	-	3	1
CO5	1	1	1	-	1	1	-

COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	-	1	-	1	-
CO2	-	1	-	-	3
CO3	-	-	3	3	2
CO4	-	-	3	2	-
CO5	-	-	3	2	-

Code: BBXCBX02106 BUSINESS ORGANISATIONS AND SYSTEM 3Credits [LTP: 3-0-0]

Unit No.	Title of the unit	Time required for the unit(Hours)
1	Nature and evolution of business	9
2	Recent trends in modern Business	9
3	Forms of Business Organization	9
4	Setting up of a business enterprise	9
5	Study of Domestic and Foreign Trade	9

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes

CO – 01	Analyzing	Analyze the concept, development and evolution of business Trade, commerce and industry.
CO – 02	Research	Researching the recent Trends in Business (BPO, KPO, Entrepreneur, Homepreneur, online trading, digital marketing and payment methods).
CO – 03	Applying	Applying various Forms of business organization, characteristics, advantages and Limitations and understand the concept of virtual business organizations, boundary less organizations, OPC (One Person company).
CO - 04	Analyzing	EVALUATE& analyze ideas and opportunities, Influencing factors, Feasibility report, licensing and basic legal formalities while setting up of business enterprise.
CO – 05	Evaluating	EVALUATE the levels of Distribution Channels and their role in Domestic Trade and procedures for such trades.

Unit	**Contents**
1.	**Nature and evolution of business**
	Concept of Business & its characteristics, Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry.
2.	**Recent trends in modern Buisness**

	Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods
3.	**Forms of Business Organization**
	Forms of business organization and its selection, Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company).
4.	**Setting up of a business enterprise**
	Identification of ideas and opportunities, Influencing factors while setting up of business enterprise, Feasibility report of a business enterprise, Size and location of a business enterprise. licensing and basic legal formalities to start a new business enterprise
5	**Study of Domestic and Foreign Trade**
	Levels of Distribution Channels and their role Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing Foreign Trade: Concept of Export and Import; Export and Import Procedure

Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	□ Power Point Presentation	□ Basic knowledge of the purpose of business. □ Students will learn how a business unit works and serves the society.
Unit 2	□ Power Point Presentation	□ Students will understand the new trends in commerce.

	□ Case study	□ Students will understand and which aspect of business must be outsourced and what is to be looked after and online trading.
Unit 3	□ Power Point Presentation □ Case Studies	□ Students will understand the significance of different forms of business organizations, merits and limitations.
Unit 4	□ Power Point Presentation □ Develop report and present	□ Students will know how to develop business ideas, feasibility report, identifying ideal business location and deciding optimal size for a new business unit, identification of capital sources for new business unit and basic documentation required for business enterprise.
Unit 5	□ Power Point Presentation □ Case Studies	□ Students will be acquainted with how a retail trade works in business system, □ Students will learn the contribution of retail trade in the economy.

□ **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Business Organization and Management	Vijay Kumar Kaul	Pearson
02	Business organization	Dr. Khushpat S. Jain	Himalaya Publishing House
03	Modern Business Organisation and	S.A. Sherlekar , V.s. Sherleka	Himalaya Publishing House

	Management – Systems Approach		
04	Business Organizations	Rajendra P. Maheshwari , J.P. Mahajan	International Book House
05	Business Organisation and management	Neeruvasishtha ,namitaRajput	Kitab Mahal
06	New Course in Organization of Commerce	A.N. Rangparia ,Chopde, Negwekar and 8 more	Sheth
07	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann
08	Business Organisation and Managemen	Jagdish Prakash	Kitab Mahal

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	-	3	1	-	-
CO2	2	2	2	2	2	2	2
CO3	3	-	-	3	1	-	-
CO4	1	1	3	-	-	-	1
CO5	2	1	3	-	1	1	-

COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	2	3	1	-
CO2	1	2	2	-	3
CO3	1	-	-	1	2
CO4	1	-	-	1	-
CO5	1	1	-	1	-

Code: BBXCBX02207 PCC-Computer For Management Lab 2 Credits [LTP: 0-0-3]

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Analyze the various concepts of Operating System, different working aspects of Windows.
CO – 02	Applying	IMPLEMENT the concept and techniques of Formatting, mail merge to create MS-Word document.
CO – 03	Applying Analyzing	IMPLEMENT various formatting concepts, charts, Data Validation on the workbooks of MS-Excel.

		EVALUATE various parameters of data using Analysis Tool and Pivot Table.
CO – 04	Analyzing	Analyze interface of MS-PowerPoint, Layouts of Slide and apply them.
CO – 05	Creating	DESIGN a Power-Point Presentation and Report using the concepts of MS-Word MS-Excel.

Unit No.	Title of the unit	Time required for the unit(Hours)
1	**DOS, Unix, MS Windows**	**6**
2	**Word processing using MS Word**	**6**
3	**Spreadsheets using MS Excel**	**6**
4	**Presentations using Power Point**	**6**
5	**Project**	**6**

1. <u>DOS, Unix, MS Windows</u>

(a) Directory management commands

(b) Creating files, copying files, moving files, editing files

(c) Creating shortcuts in windows, creating files and folders in Windows

(d) Understanding Control Panel

2. <u>Word processing using MS Word</u>

(a) Understand interface of Microsoft Word

(b) Formatting (Index, Tab, bullet, numbering, etc.)

(c) Adding images, comments, symbols, diagrams

(d) Adding header and footer, adding, Changing Case, Text Direction, Rearranging Text into Columns, Water mark

(e) Mail Merge

(f) Columns text (Tables, pictures, etc.)

(g) Importing and exporting data and files

(h) Creation of Table of Content,

3. Spreadsheets using MS Excel

(a) Understand interface of Microsoft Excel

(b) Entering data (numeric, text, date, time, comments)

(c) Editing (update values, copying, moving, drag & drop, delete / insert rows & columns)

(d) Formatting (text style, text orientation, increase/decrease width of columns and rows)

(e) Changing Chart and Data Series

(f) Charts (bar, pie, line, etc.)

(g) Value Axis Scaling and Formatting Lines

(h) Consolidating Data

(i) Creating Automatic Subtotals.

(j) Using Pivot Tables and Pivot Charts

(k) Using Analysis Tool – Goal Seek and Solver

(l) Data Validation

4. Presentations using Power Point

(a) Understand the interface of Power Point

(b) Creating presentations using Wizards

(c) Creating blank presentation

(d) Various type of views and their uses

(e) Applying templates on presentations

(f) Applying color schemes on presentations

(g) Implementing Slide Transactions and Custom Animations

(h) OLE Concepts

5. Project

(a) Developing a small presentation using MS PowerPoint and Report Writing using MS Word

 Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	MS-DOS	Basic knowledge of computer & computing terms and will be able to use basic computer for daily working. Students will acquainted with basic functions of Computer.
Unit 2	MS-Word Document Creation	Students will learn and implement the various Concepts of MS-Word to create various documents.
Unit 3	MS-Excel Worksheet Creation	It will enhance the mathematical and analytical skills with the implementation of various formulas of Excel.
Unit 4	MS-PowerPoint	Students will enhance the skills of Presentation using various concept of PowerPoint.
Unit 5	Power Point Presentation Report Creation	It will help the students to apply the various techniques of MS-Word & MS-PowerPoint for creating reports and presentation.

 Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Microsoft officce Access	Virginia, A	McGraw Hill Education

02	Mastering MS Office: Computer Skill Development- Be future Ready	Kumar, B	V&S Publishers.
03	Microsoft office 2010	Johnson	Pearson Publication

□ COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	-	3	1	-	-
CO2	2	2	-	2	1	-	-
CO3	1	1	-	3	1	-	-
CO4	1	-	3	-	-	-	1
CO5	-	-	3	-	1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	-	2	1	1	-
CO2	-	2	1	-	3
CO3	-	1	1	3	2
CO4	-	3	1	2	-
CO5	-	3	1	2	-

Practical Subject

Personality Development & Employability Enhancement Program

Code: BBXCBX02208	**Personality Grooming-**
2 Credits [LTP:0-0-3]	

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01	**Understanding/ Applying**	Enhance their behaviour and standards for appearance, actions and attitude in a business environment.
CO-02	**Understanding/ Applying**	
CO-03	**Understanding/ Applying**	Identify appropriate verbal and non-verbal communication skills/techniques for an interview (e.g. eye contact, use of filler words, hand gestures, and verbal pace).
CO-04	**Creating / Applying**	Explore how presentation works, develop a unique individual style, understand what

		happens in front of an audience & Practice a whole range of techniques.
CO-05	**Understanding /Applying**	Enhance their self-esteem, confidence and assertive behaviour to handle difficult situations with grace, style, and professionalism.

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1	**Self Management**	**6**
2	**Team Management Technique**	**6**
3	**Cracking Job Interviews & Resume Building**	**6**
4	**Professional Presentation Skills**	**6**
5	**Techniques in Group Discussion**	**6**

D. DETAILED SYLLABUS

Unit	Unit Details	
6.	**Self Management**	
	• Introduction of the topic • Situational Role Plays • Conclusion & Summary of the Unit	• Theory/Practical • Practical • Theory/Practical
7.	**Team Management Technique**	

	• Introduction of the topic • Defining teams and teamwork. • Understanding the types of teams and when to use a team. Team-based problem solving. • Team composition, personality & behavior. • Team assessment methods. • Team leadership styles and techniques. • The role of team values, identity, affinity, and interdependence in team performance. • Self-selection in teams. Morale & attitude in teams. • Conclusion & Summary of the Unit	• Theory/Practical • Theory/Practical • Theory/Practical • Theory/Practical • Theory/Practical • Theory/Practical • Theory/Practical • Theory/Practical • Theory/Practical
8.	**Cracking Job Interviews & Resume Building**	
	• Introduction of the topic • Patterns & Composition of Questions • Correcting the Common Interview Pitfalls • How to Sustain in Difficult Situations during Interview • Stress Interview • Behavioural Event interviews • Practice Session	• Theory/Practical • Practical • Practical • Practical • Practical • Theory/Practical •

	• Conclusion & Summary of the Unit	
9.	**Professional Presentation Skills**	
	• Introduction of the topic • Overview of the process of developing a presentation • Analysis of speakers and speaking styles • The parts of a presentation: introduction, body, and conclusion • Practice with common presentation types • Using visuals (e.g., PowerPoint) effectively • Conclusion & Summary of the Unit	• Theory/Practical • Theory/Practical • Theory/Practical • Practical • Practical • Practical • Theory/Practical
10.	**Techniques in Group Discussion**	
	• Introduction of the topic • Skills of group discussion • Continuation of Skills of group discussion • Guidelines for group discussion • Team player of group discussion • Successful Group Discussion • Awareness in group discussion • Conclusion & Summary of the Unit	• Theory/Practical • Practical • Practical • Practical • Practical • Theory/Practical

□ COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	-	-	3	1	-	-
CO2	1	-	-	3	1	-	-
CO3	1	-	-	2	1	-	-
CO4	1	-	3	3	-	-	1
CO5	1	-	3	2	1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	3	1	1
CO2	1	1	2	-	-
CO3	2	1	-	3	-
CO4	1	1	-	2	-
CO5	1	2	-	2	-

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for II Year 2021-2024- III Semester {General}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NIL	-	-	-	-	-	-	
A.2	Practical							
	NIL	-	-	--	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBXCBX03101	Principles of Human Resources Management	3	0	0	40	60	100	3
BBXCBXCBX03102	Supply Chain Management	3	0	0	40	60	100	3
BBXCBXCBX03103	Group Behavior	3	0	0	40	60	100	3
BBXCBXCBX03104	Fundamentals of Rural Development	3	0	0	40	60	100	3
BBXCBXCBX03105	Consumer Behavior and Sales Management	3	0	0	40	60	100	3
BBXCBXCBX03106	Management Accounting	3	0	0	40	60	100	3
BBXCBXO03107	Environmental Studies	2	0	0	40	60	100	2
B.2	Practical							
BBXCBXCBX03108	CRT {Statistics For Management Lab}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
	NA	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
D.	Open Elective: Anyone							
	NA							

F.	**Skill Enhancement Courses (SEC)** **OR** **Project work, Seminar and Internship in Industry or Elsewhere**							
	NA	-	-	-	-	-	-	-
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX036109	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**20**		**3**				
	Total Teaching Hours	**23**						**23**

PO's and PSO's are as follows

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. The program is expected to enable the students to

(a) **PEO I** - Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment

(b) **PEO II** - Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

(c) **PEO III** - Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

(d) **PEO IV** - Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

(e) **PEO V** - Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PROGRAM OUTCOMES (PO)

2. At the end of this program, graduates will be able to

(a) **PO1** -To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.

(b) **PO2** - To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.

(c) **PO3** - To understand finance and other core business content and new venture development.

(d) **PO4** - To develop and implement functional and general management skills to make strategic decision in real – era.

(e) **PO5** - To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

(f) **PO6** - To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

(g) **PO7** - To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

PROGRAM SPECIFIC OUTCOMES (PSO)

(a) PSO1 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment

(b) PSO2 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

(c) PSO3 - Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

(d) PSO4 - Communicate in a business context in a clear, concise, coherent and professional manner.

(e) PSO5 - Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

DETAILED SYLLABUS FOR Third SEMESTER

Code:BBXCBX03101 Principles of Human Resource Mangement

3Credits[LTP:3-3-0]

Course Objectives

- To introduce the basic concepts of Human Resource Management.
- To cultivate the right approach towards Human Resource and their role in business.
- To create awareness about the various trends in HRM among the students

 COURSE OUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO_01	Analyzing	Develop knowledge about the functions and different roles of HR Manager.
CO_02	Applying	Develop Problem-solving and decision making skills
CO_03	Applying	DevelopmentofbasicabilitytothinkaboutEmployeeMoraleandJobSatisfaction.
CO_04	Applying	Understand the Changing Environment of HRM and its effects.
CO_05	Creating	To identify the connections of organization with International HRM

 OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	**Introduction to HRM**	**10**

2.	**Job Analysis & Planning for Human Resources**	**10**
3.	**Career Planning ,Employee Morale & Job Satisfaction**	**9**
4.	**HRM in Changing Environment & Trends in HRM**	**9**
5.	**International HRM**	**7**

Detailed Syllabus

Unit	Contents
1.	**Introduction to HRM**
	● **Introduction to HRM-** Meaning, Definition, Features, Scope, Objectives, Importance, Principles of HRM, Evolution of HRM, Functions of HRM, Challenges of HRM, Role of HR Manager, Difference between HRM & Personnel Management, Challenges before HRM
2.	**Job Analysis & Planning for Human Resources**
	● Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organization, Advantages &limitations/Barriers of HRP.
3.	Career Planning, Employee Morale& Job Satisfaction
	● Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages. ● Employee Morale & Job Satisfaction- ● Employee Morale-Meaning, Definition, cause so flow Morale, Job

	• Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction • Case lets o n Career Planning, Employee Morale & Job Satisfaction.
4.	**HRM in Changing Environment & Trends in HRM**
	• Workforce Diversity, Technological Changes & HRM, International HRM, E- Human Resource Management, Human Resource Information System (HRIS), HRM in Virtual Organizations, Work from Home, Out-Sourcing, Changing Role of HRM.
5.	**International HRM**
	• Introduction to IHRM, Institutional context of international human resource management, Global leadership development, Strategic HRM, Sustainable HRM, Expatriates and global mobility, Global integration-local responsiveness of HRM practices

Teaching Methodology

Unit	**Tools**	**Expected Outcome**
Unit 1	□ PPT	□ Describe the basic concept of HRM. □ Develop knowledge about the functions and different roles of HR Manager. □ Understand the challenges before HRM
Unit 2	□ Guest lecture	□ UnderstandingtheimportanceofJobAnalysis&HumanResource Planninginthe Organisation. □ Develop the Problem-solving and decision making skills.
Unit 3	□ Case study	□ DevelopmentofbasicabilitytothinkaboutEmployeeMoraleandJobSatisfaction.

		□ Development of problem-solving and decision-making skills.
Unit 4	□ **PPT**	□ Student Presentations. □ Lab Activity.
Unit 5	□ Group Discussion	□ 1.Use case study

□ **Suggested References**

S. No	Title of the Book	Authors	Publication
01	Human Resource Management	L. M. Prasad	Sultan Chand &Company Ltd.
02	Human Resource Management	K. Ashwathappa	Tata McGraw-Hill

□ **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	-	2	1	-	-
CO2	1	1	-	1	1	-	-
CO3	1	1	-	1	1	-	-

CO4	1	1	3	1	-	-	1
CO5	1	1	3	-	1	1	-

- **COs AND PSOs MAPPING-**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO1	1	1	1	1	-
CO2	-	2	2	2	1
CO3	1	1	-	3	2
CO4	1	3	-	2	-
CO5	1	3	-	2	-

Code:BBXCBX03102 Supply Chain Management

3Credits[LTP:3-0-0]

Course Objectives:

1. To enable the students to have a comprehensive understanding of Supply Chain Management.

2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

COURSE OUTCOME

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To Understand the concept to preparing a Chart on Manufacturing Flow System.
CO – 02	Applying	To understand the concept of Preparing a write-up on store keeping with a live example.
CO – 03	Applying	To understand the role of Information Technology in SCM.
CO – 04	Applying	To learn the methods of Logistics Planning.
CO – 05	Creating	To understand the Partnership model and ensure the development of the organization by implementing good partnership between two firms.

OUTLINE OF THE COURSE

Unit No.	Unit Title	Time in (Hours)
1.	**Introduction to Supply Chain Management (SCM)**	10
2.	**Manufacturing and Warehousing**	10
3.	**Logistics Management and IT in Supply Chain Management**	09
4.	**Key Operational Aspects in Supply Chain**	09
5.	**Developing and implementing partnerships in the supply chain**	07
	TOTAL	45

- **Detailed Syllabus**

Unit	Contents
1.	**Introduction to Supply Chain Management (SCM)**
	• Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect, Concept, Importance and Objectives of Green Supply Chain Management
2.	**Manufacturing and Warehousing**

	• Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation, Material Handling System Design and Decision. Warehousing and Store Keeping, Strategies of Ware housing and Store keeping, Space Management.
3.	**Logistics Management and IT in Supply Chain Management**
	• Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. Information and Communication Technology, In SCM, Role of IT in SCM, Current ITT rends in SCM, RFID, Bar coding.
4.	**Key Operation Aspects in Supply Chain**
	• Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design, Role and Importance of Distributors in SCM, Role of Human Resources SCM. Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, Linkage between HRM and SCM.
5.	**Developing and implementing partnerships in the supply chain**
	• Implementation of Partnership in SCM, Types of partnerships, Partnerships model {Driver, facilitator and components}

Teaching Methodology:

Unit	Tools	Expected Outcome
Unit 1	PPT	To Understand the concept to preparing a Chart on Manufacturing Flow System.

Unit 2	□ Guest lecture	□ To understand the concept of Preparing a write-up on store keeping with a live example.
Unit 3	□ Case study	□ To understand the role of Information Technology in SCM.
Unit 4	□ PPT	□ To learn the methods of Logistics Planning.
Unit 5	□ Group Disscussion	□ To understand the Partnership model and ensure the development of the organization by implementing good partnership between two firms.

□ **Suggested References**

S. No	Title of the Book	Authors	Publication
01	Supply Chain Management	Sunil Chopra, Peter Meindle&D.V. Kalra.	Pearson Education
02	The Supply Chain Handbook	James A. Tompkins, Dale A. Haremlik.	Tompkins Press
03	Supply Chain Logistics Management	Donald Bowersox, David Closs and M. Bixby Cooper	McGraw-Hill Education;

□ **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7

CO1	-	1	-	1	1	-	-
CO2	-	3	-	1	1	2	-
CO3	-	-	-	1	1	3	-
CO4	2	1	3	1	-	3	1
CO5	2	1	3	-	1	3	-

- **COs AND PSOs MAPPING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO1	1	2	3	1	-
CO2	1	2	2	-	3
CO3	1	1	-	3	2
CO4	1	3	-	2	-
CO5	1	3	-	2	-
Code:BBXCBX03102 Group Behavior 3 Credits [LTP:3-0-0]					

Course Objectives:

1. To familiarize the students with the fundamentals of group and group dynamics.
2. To develop the understanding of students on how people as a group can be managed in teams for organizational effectiveness.
3. To help students to develop the competencies they will need to become successful employees, managers, and leaders.
4. To expose students to various group management activities for better understanding of team dynamics.

□ COURSE OUTCOME

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To Analyze group dynamics and basics of teamwork
CO – 02	Applying	To Applying organizational culture and change management within the organizations.
CO – 03	Applying	To Applying stress and reasons behind stress within an organization.
CO – 04	Applying	To Applying conflict management and reasons of conflict
CO – 05	Creating	To Create stress and reasons behind stress within organization

□ OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Groups	10
2.	Teams	10
3.	Organizational culture-	10
4.	Conflict	07
5.	Stress	08
	TOTAL	45

□ Detailed Syllabus

Unit	Contents
1.	**Groups**
	Classification of groups, reasons for group formation, stages of group development, punctuated equilibrium model, group norms, status, cohesiveness and size, external conditions imposed on groups.
2.	**Teams**

	Meaning, difference between team and group, types of teams, creating effective teams, turning individuals into team players.
3.	**Organizational culture**
	Organizational culture- Meaning, functions and dysfunctions of culture, creating and sustaining culture. Change process, individuals' response to change, overcoming resistance to change.
4.	**Conflict**
	Conflict -Concept, transition in conflict thought, process, functional and dysfunctional conflict, reasons for conflict, conflict management.
5.	**Stress**
	Meaning, sources, consequences, managing stress. Power and authority- bases of power, difference between power and authority.

Teaching Pedagogy

Unit	Tools	Expected Outcome
Unit 1	PPT	To Analyze group dynamics and basics of teamwork
Unit 2	Guest lecture	To Applying organizational culture and change management within the organizations.
Unit 3	Case study	To Applying stress and reasons behind stress within an organization.
Unit 4	**PPT**	To Applying conflict management and reasons of conflict

Unit 5	□ Group Disscussion	To Create stress and reasons behind stress within organization

□ **Suggested References:**

S. No	Title of the Book	Authors	Publication
01	Organizational Behavior	Robbins, S.P. Sanghi, S. (2009).	Delhi, Pearson Education.
02	Organizational Behavior	Luthans, F. (2011)	Delhi, Irwin: McGraw Hill Publication

□ **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	-	3	3	1	-	1
CO2	1	-	2	2	1	-	-
CO3	1	-	3	3	1	-	1
CO4	1	-	2	-	-	-	2
CO5	1	-	2	-	1	1	3

□ **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	1	1	

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

Code: BBXCBX03104 **Fundamentals of Rural Development**

3 Credits [LTP:3-0-0]

Course Objectives:

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmers and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas

COURSE OUTCOME

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To Analyze Better understanding of need for rural development
CO – 02	Applying	Develop the knowledge & ability of the students about the concepts of NGOs and Rural Development.
CO – 03	Applying	Applying the implementation of marketing initiatives

CO – 04	Applying	Develop the knowledge & ability of the students about the concept's ICT and e-development in villages.
CO – 05	Creating	To Identify the Dimensions of Rural Poverty

□ OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to Rural Development	10
2.	Rural Development Planning & Management	10
3.	Agriculture Enterprise &Agro-based industries.	10
4.	Information Technology and Rural Development	10
5.	Rural development programmers in India	05
	TOTAL	45

□ Detailed Syllabus

Unit	Contents
1.	Introduction to Rural Development

	• Concept of Rural Development- Meaning and Definition. Scope and Importance of Rural Development. • Approaches of Rural Development. Need for Rural Development
2.	Rural Development Planning & Management
	• Rural Development Planning –District Rural Development Agency (DRDA)- Organization Structure • Functions of DRDA, Rural Finances – Banks, NABARD etc.
3.	Agriculture Enterprise &Agro-based industries
	• Agricultural Entrepreneur- Meaning, Definition and Importance. Agri-business Enterprises- • Food and Agricultural Marketing and Management of agro products. Agro-based industries
4.	Information Technology and Rural Development
	• Rural Development and Internet. Significance of science and technology in RD Information & Communication Technology (ICT) for Rural Development IT–Enabled Services for ane-village Challenges of Rural Development
5.	Rural development programes in India
	• Concepts, approaches and strategies of Rural Development. Agriculture credit in india: kisan credit card, microfinance program- SHG and Bank linkage programme , Evaluation of RD Programmes, current rural development programmed

- Teaching Pedagogy

Unit	Tools	Expected Outcome
Unit 1	PPT,case study	To Analyze Better understanding of need for rural development
Unit 2	Guest lecture, PPT	Develop the knowledge & ability of the students about the concepts of NGOs and Rural Development.
Unit 3	Case study,Expert session	Applying the implementation of marketing initiatives
Unit 4	PPT,Group Discussion	Develop the knowledge & ability of the students about the concept's ICT and e-development in villages.
Unit 5	Group Discussion	To Identify the Dimensions of Rural Poverty

Suggested References:

S. No	Title of the Book	Authors	Publication
01	Fundamentals of Rural Development	Mary Tahir &Tahir Hussain	I.K International Publishing House
02	Rural Development: Concept and Recent	A .Thomson William A.J. Christopher	Rawat Publications

	Approaches		
03	Rural Poverty in India	ShivNath Bhattacharya	Ashish Publishing House
04	Rural Development; Principles, Policies And Management	Katar Singh	SAGE Publication
05	Economic Policy And Development	B.L.Mathur	RBSA Publishers

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	2	-	3	1	-	-
CO2	1	-	-	2	1	-	-
CO3	1	-	-	3	1	-	-
CO4	1	-	3	-	-	-	1
CO5	1	-	3	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	3	1	-
CO2	2	2	2	-	3
CO3	2	1	-	3	2
CO4	1	3	-	2	-
CO5	1	3	-	2	-

Code:BBXCBX03105 Consumer Behaviour & Sales Management 3 Credits [LTP:3-0-0]

1. COURSE OBJECTIVE:

2. To develop significant understanding of Consumer behavior in Marketing.
3. To understand the relationship between consumer behavior& Sales Management.
4. To develop a conceptual based approach towards decision making aspects & its implementation considering consumer behavior in Sales Management.

COURSE OUTCOME

CO	Cognitive	Course Outcomes

	Abilities	
CO_01	Analyzing	To Have Adequate Understanding of Consumer Behaviour, its scope, objectives, opportunities and its challenges.
CO_02	Evaluate	To evaluate the likes and dislikes of the consumer, extensive consumer research studies are being conducted.
CO_03	Applying	TohelpstudentsdevelopanunderstandingtowardsStrategybuilding&itseffectiveness.
CO_04	Applying	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
CO_05	Creating	To Create Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

OUTLINE OF THE COURSE:

Unit No.	Title of the unit	Time Required in (Hours)
1.	**Introduction and Determinants of Consumer Behaviour**	9
2.	**Consumer Decision Making Process**	9
3.	**Basics to Sales Management & its Organization**	9
4.	**Training, Managing & Motivating the Sales Force**	9
5.	**Training, Managing & Motivating the Sales Force**	9
	TOTAL	

- **Detailed Syllabus**

Unit	Contents

1.	**Introduction and Determinants of Consumer behavior**
	• Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism De-marketing. • Culture & Sub- Culture: Meaning, Characteristics &Relevance to Marketing Decisions. • Social Class: Meaning, Measurement, Effect on Lifestyles. Social Groups: Meaning & Group Properties &Reference Groups. • Family: Family Life Cycle & Purchasing Decisions. Marketing Mix: Influence of marketing mix variables. Personality& Self Concept: Meaning of Personality, Influence on Purchase Decisions. • Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement. • Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall.
2.	Attitude and consumer behavior
	• Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tri component attitude model, multi attribute attitude model, Consumer decision making process: - Introduction, levels of consumer decision, consumer information processing model, Hierarchy of effects
3.	**Consumer Decision Making Process**
	Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications Situational

	Influences on Purchase Decisions Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns. Post-purchase Evaluation &Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer, Complaint Behavior, Post-Purchase Dissonance.
4.	**Basics to Sales Management & its Organization**
	Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions. Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.
5.	**Training, Managing & Motivating the Sales Force**
	Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection recruiting and testing sales ability. Sales Force Job Analysis and Description Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Knowledge. customers and technology – Relationship Selling Process and Customer education. Value added Selling. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non- Monetary compensation – fine tuning of compensation package. Supervising,

TeachingMethodology

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Video Group Discussion	To Have Adequate Understanding of Consumer Behaviour, its scope, objectives, opportunities and its challenges.
Unit 2	Power Point Presentation Video Group Discussion	To evaluate the likes and dislikes of the consumer, extensive consumer research studies are being conducted.
Unit 3	Power Point Presentation Video	TohelpstudentsdevelopanunderstandingtowardsStrategybuilding&itseffectiveness.

	□ Group Discussion	
Unit 4	□ Power Point Presentation □ Video □ Group Discussion	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit 5	□ Power Point Presentation □ Video □ Group Discussion	To Create Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

□ **Suggested References:**

S. No	Title of the Book	Authors	Publication

01	Consumer Behavior &Sales Management	Still, Cundiff Govoni,	Pearson Education	New Delhi/Mumbai
02	Consumer Behavior &Sales Management	HavaldarCavale	TMGH	Pune
03	Consumer behavior& Sales Management	SL Gupta	Excel books	Pune

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	-	3	1	-	-
CO2	2	1	-	2	1	-	-
CO3	--	1	-	3	1	-	-
CO4	-	1	3	-	-	-	1

CO5	-	1	3	-	1	1	-

- COs AND PSOs MAP**PING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO1	2	2	3	1	-
CO2	2	2	2	-	-
CO3	1	1	-	3	-
CO4	1	3	-	2	-
CO5	1	3	-	2	-

Code:BBXCBX03106 Management Accounting 3 Credits [LTP:3-0-0]

Course Objectives:-

1. To Impart Basic knowledge of management accounting.
2. To understand the implications of various financial ratios decision making.
3. Application And use of various tools of management accounting in the business.

- COURSE OUT COME

CO	**Cognitive Abilities**	**Course Outcomes**

CO – 01	Analyzing	To Analyze the concept and meaning of management accounting.
CO – 02	Evaluate	To evaluate different methods of analysis and classification of various ratios and its application.
CO – 03	Applying	To calculate contribution and breakeven point to Reach profitability level of any business.
CO – 04	Applying	To learn how to make various types of budgets As per need and requirement of business.
CO – 05	Creating	To create material and labor variance for analyzing the concept of sales, profit and cost.
Unit No.		**Time Required for the Unit (Hours)**

1.	Introduction of Management Accounting	9
2.	Analysis and interpretation of Finance statement	9
3.	Marginal Costing	9
4.	Budget & Budgetary control	9
5.	ANALYSIS OF	9

	VARI ANCE S	

OUTLINEOFTHECOURSE

Unit	Contents
1.	Introduction of Management Accounting
	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting
2.	Introduction of ratio Analysis
	Introduction of ratio Analysis- meaning, necessity advantages of ratio analysis. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios, (Introduction and Problems on following ratios only) Current ratio, Quick ratio, Gross profit ratio, Net Profit Ratio, Operating Expenses Ratio, Debt equity ratio, Debtors turnover ratio Stock turnover ratio
3.	Marginal Costing
	• Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages And limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Break Even Point(BEP), Margin of Safety, problems on contribution, P/Ratio,

	BEP and MOS
4.	Budget & Budgetary control
	Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budget.
5.	ANALYSIS OF VARIANCES
	Direct Material Variance: MCV,MPV,MUV,MMV,MYV Direct Labour variance ; LCV,LRP,LTV,IDLE TIME VARIANCE, LABOUR MIX.

Teaching Methodology

Unit	**Tools**	**Expected Outcome**
Unit 1	□ Power Point Presentation □ Video □ Group Discussion	To Analyze the concept and meaning of management accounting.
Unit 2	□ Power Point Presentation □ Video □ Group Discussion	To evaluate different methods of analysis and classification of various ratios and its application.
Unit 3	□ Power Point Presentation □ Video	To calculate contribution and breakeven point to Reach profitability level of any business.

	□ Group Discussion	
Unit 4	□ Power Point Presentation □ Video □ Group Discussion	To learn how to make various types of budgets As per need and requirement of business.
Unit 5	□ Power Point Presentation □ Video □ Group Discussion	To create material and labor variance for analyzing the concept of sales, profit and cost.

Suggested References:

S. No	Title of the Book	Authors	Publication
01	Management Accounting	L.M.Pandey	Vikas Publishing House
02	Management Accounting	S. K.R. Paul	New Book Central Agency

□ **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	-	3	1	-	-

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

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	1	2	2
CO2	1	2	2	-	3
CO3	1	1	-	3	2
CO4	2	3	-	2	-
CO5	2	3	-	2	-

BBXCBX03107 Environmental Studies 2 Credits [LTP: 2-0-0]

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	**Introduction**	**5**
2.	**Natural Resources and Conservation**	**7**

3.	**Biodiversity and its Conservation**	**8**
4.	**Environmental Pollution**	**6**
5.	**Issues in Environmental Studies**	**4**

- **Course Outcomes: On successful completion of the course the learner will be able to:**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Applying	APPLY the basics of environmental studies and dynamics of Ecosystem
CO – 02	Applying	ILLUSTRATE the role of natural resources in ecosystem and its conservation
CO – 03	Analyzing	ANALYZE the insights of bio diversity and its conservation in global perspective
CO - 04	Evaluating	APPRAISE the current environmental issues in terms of pollution and degradation
CO – 05	Evaluating	APPRAISE the distinct human and social issues and their possible solutions

- **Detailed Syllabus**

Unit	Contents
1.	**Introduction**
	Introduction to Environmental Science and Ecosystem: Definition, scope and importance Concept of Ecosystem, Structure of Ecosystem (Biotic

	and Abiotic factors). Dynamics of Ecosystem: Food Chain, Food web and Ecological Pyramids. Brief idea of energy flow. Salient features of forest, grassland, Desert and Aquatic ecosystem.
2.	**Natural Resources and Conservation**
	Natural Resources and their conservation: Renewable and non-renewable resources. Uses and over utilization/exploitation of Natural resources: Forest, Water, Mineral, Food, Energy and Land. Water conservation and management: Rain water harvesting. Elementary idea of solid waste management.
3.	**Biodiversity and its Conservation**
	Biodiversity and its conservation: Definition, Types and Importance of Biodiversity. Endangered and Endemic Species of India. Bio geographical classification. Hot spots and India as a Mega diversity nation. Threats to Biodiversity: Habitat loss, poaching of wild life. Conservation of Biodiversity: Brief idea of in-situ and ex-situ conservation of Biodiversity.
4.	**Environmental Pollution**
	Environmental Pollution: Definition, Causes, Effects of air, water, soil, noise, thermal and nuclear pollution. Control and preventive measures of air, water, soil, noise, thermal and nuclear pollution. Global problems: Climate change, global warming, Ozone layer depletion, Acid Rain and Photochemical Smog. Elementary knowledge of Natural Disaster Management.
5	**Issues in Environmental Studies**

	Human Population, Social Issues and Environment: Population growth, Variation, Explosion and Sex ratio. Environment and Public Health (HIV/AIDS). Environmental Ethics (Issues and Possible Solution). Environmental legislation and Environmental Protection Acts: Air, Water, Wildlife Forest acts. Role of information technology in Environment and Human Health.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Fundamentals of Environmental Studies	Basu, M. & Xavier Savarimuthu, S. J.	Cambridge University Press.
02	Textbook of Environmental Studies for Undergraduate Courses Hyderabad, India:	Bharucha, E.	Hyderabad Universities Press
03	Environmental Studies from Crisis to Cure	Rajagopalan, R.	Oxford University Press

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	1	3	1	-	-

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

 COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	3	1	-
CO2	2	2	2	-	3
CO3	2	1	-	3	2
CO4	2	3	-	2	-
CO5	1	3	-	2	-

Code: BBXCBX03208 Statistics for Management Lab 2 Credits [LTP: 0-0-3]

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	**Tabulation of Data**	**6**
2.	**Graphical and Diagrammatic Representation of Data**	**6**
3.	**Descriptive Statistics**	**6**
4.	**Skewness and Kurtosis**	**6**
5.	**Correlation and rank correlation**	**6**

 Course Outcomes: On successful completion of the course the learner will be able to:

CO	Cognitive Abilities	Course Outcomes

CO – 01	Applying	DEVELOP the understanding of practical aspects of statistics.
CO – 02	Applying	EXPLAIN students about the pictorial representation of Data.
CO – 03	Analyzing	ANALYZE the data through descriptive statistics.
CO - 04	Analyzing	INFER students to measure the disparity among the data.
CO – 05	Analyzing	CORRELATE the relationship among the data and their relevance.

- **Detailed Syllabus**

Unit	Contents
1.	**Tabulation of Data**
	Preparation of frequency table by using exclusive and inclusive method of classification for continuous/discrete variable. Tabulation of Data
2.	**Graphical and Diagrammatic Representation of Data**
	Graphical representation of data by: (i) Histogram (ii) Frequency polygon (iii) Curve (iv) Ogives. Diagrammatic representation of data by: (i) Simple Bar, Sub-divided Bar and Multiple Bar diagrams. (ii) Squares, Circles and Pie-diagrams.
3.	**Descriptive Statistics**
	Determination of Mean, Median, Mode, Quartiles. Computation of: (i) Range, Standard deviation, Mean deviation, Quartile deviation and

	Coefficient of variation. (ii) Combined mean and combined standard deviation.
4.	**Skewness and Kurtosis**
	Computation of first four moments, Measures of Skewness and kurtosis. Fitting of the following curves by the method of least squares: (i) Straight line (ii) Parabola
5	**Correlation and rank correlation**
	Computation of coefficients of correlation and rank correlation. 10) Fitting of regression lines. Testing of independence of attributes. Yule's coefficient of association for attributes.

- **Teaching Pedagogy:**

Unit	Tools	Expected Outcome
Unit 1	Advanced Excel	Student will get acquainted with the basics of Statistics
Unit 2	Advanced Excel	It will help the students to present data through statistical tools.
Unit 3	Advanced Excel	It will help students to analyze the data through various statistical software and tools.
Unit 4	Advanced Excel	It will help students to interpret the data through statistical tools and software's
Unit 5	Advanced Excel	To enable the students to find the relativity among the data through various statistical tools and software.

- **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Fundamentals of Mathematical Statistics	Gupta, S.C. & Kapoor, V.K.(2003)	Sultan Chand & Sons , New Delhi
02	Fundamentals of Statistics	Gupta, S.C. (2017)	Himalaya Publishing House, Delhi
03	Modern elementary statistics	Freund, J.E.(2004)	Pearson Prentice Hall, New Jersey

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	2	-	3	1	-	-
CO2	1	3	-	2	1	-	-
CO3	1	2	-	3	1	-	-
CO4	1	2	3	-	-	-	1
CO5	1	3	3	-	1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	3	1	-
CO2	2	2	2	-	3
CO3	2	1	-	3	2
CO4	1	3	-	2	-
CO5	-	3	-	2	-

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for II Year 2021-2024- IV Semester {General}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBXCBX04101	Entrepreneurship and Small Business Management	3	0	0	40	60	100	3
BBXCBXCBX04102	Productions and Operations Management	3	0	0	40	60	100	3

BBXCBXC BX04103	Decision Making and Risk Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXC BX04104	International Business Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXC BX04105	Advertising and Promotion Management	**3**	**0**	**0**	**40**	**60**	**100**	**3**
BBXCBXC BX04106	Business Taxation	**3**	**0**	**0**	**40**	**60**	**100**	**3**
B.2	**Practical**							
BBXCBXC BX04107	CRT {Basics of Negotiation Skills}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
C.	**Department Elective: At least One**							
	NA	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
D.	**Open Elective: Anyone**							
	As per Annexure	-	-	-	-	-	-	-
F.	**Skill Enhancement Courses (SEC)** **OR** **Project work, Seminar and Internship in Industry or Elsewhere**							
BBXCBXC BX04108	PCC {Professional Skills – I}	**0**	**0**	**3**	**60**	**40**	**100**	**2**
G.	**Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities**							
BBXCBX0 4609	Discipline and Talent Enrichment Programme-II	0	0	0	**50**	0	**50**	**1**
	Total	**18**		**6**				
	Total Teaching Hours	**24**					**23**	

PO's and PSO's are as follows

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. The program is expected to enable the students to

(a) **PEO I** - Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment

(b) **PEO II** - Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

(c) **PEO III** - Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

(d) **PEO IV** - Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

(e) **PEO V** - Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PROGRAM OUTCOMES (PO)

2. At the end of this program, graduates will be able to

(a) **PO1** - To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.

(b) **PO2** - To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner

(c) **PO3** - To understand finance and other core business content and new venture development.

(d) **PO4** - To develop and implement functional and general management skills to make strategic decision in real – era.

(e) **PO5** - To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

(f) **PO6** - To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

(g) **PO7** -To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

PROGRAM SPECIFIC OUTCOMES (PSO)

(a) PSO1 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment

(b) PSO2 - Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

(c) PSO3 - Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

(d) PSO4 - Communicate in a business context in a clear, concise, coherent and professional manner

(e) PSO5 - Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

DETAILED SYLLABUS FOR FOURTH SEMESTER

COURSE OVERVIEW AND OBJECTIVES:

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

 COURSEOUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	It enables students to analyze the basics of Entrepreneurship
CO – 02	Evaluate	Evaluation of interest and positive approach towards entrepreneurship and new startups.
CO – 03	Applying	Ability to collect relevant data and its analysis and interpretation.
CO – 04	Analyzing	Analyzing key aspects of ENTREPRENEUORS.

CO – 05	Analyzing	Analyze the success and failure of businesses

□ OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Entrepreneurial Perspective	**9**
2.	Business Opportunity Identification	**9**
3.	Management of MSMEs and Sick Enterprises :	**9**
4.	Financial Assistance for Small Enterprise: Institutional	**9**
5.	Study of Women-founded Start-ups in India and Entrepreneurs' biography	**9**
	TOTAL	**45**

Unit	Contents

1.	Entrepreneurial Perspective
	• Concept to Entrepreneur, Manager, Intrapreneur • Entrepreneur and Entrepreneurship • Meaning, Definition Evolution. • Types of Entrepreneurs, Qualities and Functions of Entrepreneur. • Factors influencing Entrepreneur ship Psychological, Social, Economical and Environmental factors. • Role of Entrepreneur in growth and development of the small business. Problem of Unemployment and Importance of wealth creation.
2.	Business Opportunity Identification
	• -Definition of business, industry & commerce and their interrelation ship in today's environment. • Opportunity Search: • Divergent Thinking Mode: Meaning Objectives • Tools and Techniques: Environmental scanning for business opportunity Identification. Opportunity Selection: • Convergent Thinking Mode: Meaning, Objectives • ,Tools And Techniques: Market Survey
3.	Management of MSMEs and Sick Enterprises :
	• Meaning, Objectives and Functions of MSMEs Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units.
4.	Financial Assistance for Small Enterprise: Institutional

	• Bank Loan • Angel Funding) • Venture Funding • Self Employment Schemes of Government of Maharashtra. • Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi Udyami Mitra Yojana (RUGMY) Prime Minister Employment Generation Program (PMEGP
5.	Study of Women-founded Start-ups in India
	• UpasanaTaku, • AnishaSingh, • Sabina Chopra.

- **Teaching Methodology**

Unit	**Innovative Methods to be Used**		**Expected Outcome**
Unit 1	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Project)	It enables students to analyze the basics of Entrepreneurship

Unit 2	□ Power Point Presentation □ Video □ Group Discussion	□ Expert Lecture	Evaluation of interest and positive approach towards entrepreneurship and new startups.
Unit 3	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Project)	Ability to collect relevant data and its analysis and interpretation.
Unit 4	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Guest Lecture)	Analyzing key aspects of ENTREPRENEUORS.
Unit 5	□ Power Point	□ Applicable (Guest Lecture)	Analyze the success and failure of businesses

	Presentation Video Group Discussion		

Suggested References:-

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Entrepreneurship Development and Small Business Enterprises	PoornimaM. Charantimath	Pearson,2014.	Delhi
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	-	-	3	1	1	-

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

- **COs AND PSOs MAPPING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO1	1	2	3	1	-
CO2	1	2	2	-	3
CO3	-	1	-	3	2
CO4	-	3	-	2	-
CO5	-	3	-	2	-

Code:BBXCBX04102 Production & operation management 3 Credits [LTP:3-0-0]
3 Credits [LTP:3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

1. To understand the Key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.

3. .Tocreateawarenessaboutthevarioussafetymeasuresandergonomicsinindustries

 COURSE OUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Describe the basic concept of production and operation management.
CO – 02	Evaluate	To Evaluate the importance of product design, production planning and Control.
CO – 03	Applying	Ability to collect relevant data and its analysis and interpretation.
CO – 04	Analyzing	To analyze the peoples efficiency in their working condition.
CO – 05	Analyzing	To analyze the Changing Environment, maintenance methods of production and operation.

 OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction of Production & operation	**10**

	Management	
2.	Production Design, Planning, Control	**09**
3.	Productivity and Ergonomics	**09**
4.	Maintenance Management	**09**
5.	INVENTORY MANAGEMENT	**08**
	TOTAL	**45**

- **Detailed Syllabus**

Unit	**Contents**
1.	Introduction of Production & operation Management
	• **Introduction to Production and Operation Management–** Meaning, Nature, Scope, • Objectives,Importance,FunctionsofProductionandOperationManagement, • Varietyofbusiness,Methodsofmanufacturing,Plantlayout,Servicelayout, Safety considerations and environmental aspects.
2.	Production Design, Planning Control and its discussion
	• **Production Design:** Meaning, Objectives, product policy, Techniquesof product development. • Production **Planning -** Meaning, Definition, Objectives, Scheduling Routing, Dispatch, follow-up. • Production Control –Meaning, Objectives, Factors affecting production control. **Case lets on design, planning and control**

3.	Productivity and Ergonomics
	• **Productivity and Quality Control-** Meaning, Definition, Importance, • Measurement techniques, Quality control, Quality circles, TQM. Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.
4.	Maintenance Management
	• Maintenance Management: Introduction, Meaning, Types, • Planning, Scheduling, Techniques. • Modern Scientific maintenance methods, Automation and computer integrated manufacturing.
5.	INVENTORY MANAGEMENT
	• Objectives • Introduction • Defining Inventory • Different Types of Inventory • Need for Inventory Management • Finished Goods Inventory • Independent and Dependant Demand Inventories Inventory Costs • Inventory Classification - ABC Classification, Advantages & Disadvantages • Factors affecting Inventory Operations • Inventory Turnover as Indicator of Health Inventory and Business • Inventory Planning • Good Inventory Management Practices • Inventory Management Techniques

- **Teaching methodology**

Unit	Innovative Methods to be Used		Expected Outcome
Unit 1	☐ Power Point Presentation ☐ Video ☐ Group Discussion	☐ Applicable (Project)	Describe the basic concept of production and operation management.
Unit 2	☐ Power Point Presentation ☐ Video ☐ Group Discussion	☐ Expert Lecture	To Evaluate the importance of product design, production planning and Control.
Unit 3	☐ Power Point	☐ Applicable (Project)	Ability to collect relevant data and its analysis and interpretation.

	Presentation □ Video □ Group Discussion		
Unit 4	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To analyze the peoples efficiency in their working condition.
Unit 5	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To analyze the Changing Environment, maintenance methods of production and operation.

□ **Suggested References:**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House	NewDelhi
2	Production and Operation Management	Chase	Irwin Professional Publishing	U.S.
3	Production and Operation Management (With Skill development-corselets and cases)	N. Suresh	New age International publication	NewDelhi
4	Operation Management	B. Mahadevan	Pearson Education India	New Delhi

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	3	-	3	1	-	-
CO2	1	3	-	2	1	-	-

CO3	1	3	-	3	1	-	-
CO4	1	3	3	-	-	-	1
CO5	1	3	3	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO1	3	2	3	1	-
CO2	3	2	2	-	3
CO3	3	1	-	3	2
CO4	3	3	-	2	-
CO5	3	3	-	2	-

Code: BBXCBX04103 Decision making & Risk Management 3 Credits [LTP:3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.

2. Findthebestalternativeinadecisionwithmultipleobjectivesanduncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision making system.

COURSE OUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To analyze the role and scope of Decision making and Risk management in organizations.
CO – 02	Evaluate	To evaluate and the importance of Decision making tools and models in business.
CO – 03	Applying	To applying the role of leadership and its all idea aspects while making decisions.
CO – 04	Analyzing	To analyze the role and importance of organizational values in Decision making and Risk Management.
CO – 05	Analyzing	To analyze the role of leadership and its all idea aspects while making decisions.

OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time Required in (Hours)

1.	Introduction to Decision making and Risk Management	**09**
2.	Types of Decisions	**09**
3.	Decision making Tools and Models	**09**
4.	Role of Decision Making and leadership	**09**
5.	Organizational Values in Decision Making and Risk Management	**09**
	TOTAL	**45**

- **Detailed Syllabus**

Unit	**Contents**
1.	Introduction to Decision making and Risk Management
	• Decision Making and Risk Management – Introduction, Concept, Problem definition and framing. • Rational Models of decision making, Other models-Myers Briggs, • Bounded Rationality model, Retrospective decision model, OODA Loop Model , Ladder of Inference etc
2.	Types of Decisions
	• Steps in Decision making process, Creative decision making process. • Why rational models fail ?,Traps and cognitive barriers that lead to sub-optimal decisions.
3.	Decision making Tools and Models
	• Decision Making - Groupthink versus the wisdom of crowds, Avoiding decision- making traps.

	• Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis. • EQ (Emotional Intelligence) versus IQ as essential decision making traits to manage risks • Dealing with conflict and Risk -Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision making leadership and brain chemistry • Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept. • Decision Models in strategic management, Decision making systems.
4.	Role of Decision Making and leadership
	• Definitions of leadership and followership, Motivational theory; common motives of leaders and followers. • Identifying resources that affect your power and influence; use and miss use of power, Role of competition and conflict in leadership roles. • Charisma, heroes, bullies and jerks –aspects to be considered in decision making and leadership. • Decision making and Leadership -Values as underpinnings of leadership.
5.	Organizational Values in Decision Making and Risk Management
	• Importance of Team composition, Understanding your own value system and how it influences choices, political views, personal and organizational decisions

	• Organizational values –examples of values for well-known corporations. Importance of shared values in decision making and avoiding risks. • Vision statements as organizing templates for where organizations or individuals are aiming., Examples of individual and corporate vision statements • Developing and communicating your own view of what needs changing or what is possible to avoid risks. • Risk communication, Risk Sharing, Strategic and integral planning of projects.

- Teaching Methodology

Unit	**Innovative Methods to be Used**		**Expected Outcome**
Unit 1	☐ Power Point Presentation ☐ Video ☐ Group Discussion	☐ Applicable (Project)	To analyze the role and scope of Decision making and Risk management in organizations.
Unit 2	☐ Power Point	☐ Expert Lecture	To evaluate and the importance of Decision making tools and models in business.

	Presentation □ Video □ Group Discussion		
Unit 3	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Project)	To applying the role of leadership and its all idea aspects while making decisions.
Unit 4	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To analyze the role and importance of organizational values in Decision making and Risk Management.
Unit 5	□ Power Point Presentation □ Video	□ Applicable (Guest Lecture)	To analyze the role of leadership and its all idea aspects while making decisions.

	□ Group Discussion		

□ **Suggested References:**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Decision and Risk Analysis for Construction Management	Melvin W .Liftson, Edward F. Shaifer	John Wiley & Sons 1st.	U.S.
2	Credit appraisal,risk analysis and decision Making	D.D.Mukherjee,	SnowhitePublications9th Edition.	India
3	Managing Project Risk and Uncertainty	ChrisChapmanand Stephen Ward,	Wiley Publications.	Newyork
4	Process Systems Risk management	IanCameron,Raghu Raman	ElseveirAcademicsPress	
	Fundamentals of Risk	ChrisMarrison	TataMcGrawHill	NewDelhi

	Measurements			
	Handbook of Environmental Risk Assessment And Management	CalowP	Blackwell ScienceLtd	Oxford, UK

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	-	-	3	2	-	-
CO2	2	-	-	2	2	-	-
CO3	2	-	-	3	3	-	-
CO4	1	-	3	-	3	-	1
CO5	1	-	3	-	3	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	2	3	1	-
CO2	1	4	2	-	3
CO3	1	3	-	3	2

CO4	1	3	-	2	-
CO5	1	3	-	2	-

Code:BBXCBX04104 International Business Management 3 Credits [LTP:3-0-0]

Course Objectives:

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyse International trade models.
4. To analyse the International Investment and its risks associated.
5. Tounderstandfinancialaspectsinworldeconomies,theirneedandfunctionality

COURSEOUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To analyze the basics of International Business concept and its role.
CO – 02	Evaluate	To evaluate the various International trade theories' use and experiments on the world trade.
CO – 03	Applying	To apply the International trade concepts and various key concepts affecting the terms of trade.

CO – 04	Analyzing	To analyze how a country can gain through International trade practices.
CO – 05	Analyzing	To analyze the world economy and factors affecting it through Case Studies

OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to International Business	**09**
2.	International Business Environment	**09**
3.	International Finance	**09**
4.	International Economic Zones and Foreign Trade	**09**
5.	Case Studies in International Business with reference to Indian Economy	**09**
	TOTAL	**45**

 Detailed Syllabus

Unit	Contents
1.	Introduction to International Business
	Meaning, Nature and Scope of International Business Globalization – Effects on Economy, Advantages and Challenges International Trade Theories and its applications –Reasons for international trade Ricardo's Theory, Hecksher Ohlin Theory, Michael Porter's Diamond model.
2.	International Business Environment
	International Corporations– Meaning, Scope and Nature Role and Importance of Multi National Corporations in International Business. Foreign Direct Investment – Meaning, Concept, Importance. Legal Aspects of FDI from Indian Context. Cultural and Demographic Environment – Meaning and Importance in International Business
3.	International Finance
	● Meaning of Exchange Rate ● Determination of exchange rate – Fixed, flexible and managed. ● Concept of Spot Rate, Forward rate and Futures ● Balance of Trade and Balance of Payments –Introduction, Concept and Importance. ● Documentation in International Trade and EXIM Finance. ● Financing Techniques and Export Promotion Schemes World Bank and International Monetary Fund–Objectives and

	Functions
4.	International Economic Zones and Foreign Trade
	• World Trade Organization(WTO) – Evolution and Functions • Regional Trading Agreements, India and Trade Agreements, Regional Integration. Global Sourcing– Introduction, Concept, Challenges, Advantages(Indian Context) Composition and Direction of India's Foreign Tradesince2000
5.	Case Studies in International Business with reference
	• Case Studies in International Business with reference to Indian Economy on – • International Marketing • International Finance • International Human Resource Management • International Strategic Management • Ethics in International Business

- Teaching Methodology

Unit	**Innovative Methods to be Used**		**Expected Outcome**
Unit 1	□ Power Point Presentation □ Video	□ Applicable (Project)	To analyze the basics of International Business concept and its role.

	☐ Group Discussion		
Unit 2	☐ Power Point Presentation ☐ Video ☐ Group Discussion	☐ Expert Lecture	To evaluate the various International trade theories' use and experiments on the world trade.
Unit 3	☐ Power Point Presentation ☐ Video ☐ Group Discussion	☐ Applicable (Project)	To apply the International trade concepts and various key concepts affecting the terms of trade.
Unit 4	☐ Power Point Presentation ☐ Video ☐ Group Discussion	☐ Applicable (Guest Lecture)	To analyze how a country can gain through International trade practices.

Unit 5	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To analyze the world economy and factors affecting it through Case Studies

- Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Economics	FrancisCherunilam	TataMcGrawHill.1999	**NewDelhi**
2	International Economics	SalvatoreD.L.	PrenticeHall.7thEdn.2001	**U.S.**
3	International Economics	Sodersten Bo,	MacmillanPressLtd.1981	**NewDelhi**
4	International Economics	Dr. D.M. Mithani2000	MacmillanPressLtd. 1981	**NewDelhi**
5	International Economics	M.L.Jhingan	VrindaPublications,Delhi 2006	**NewDelhi**
6	International Business	K Aswathappa	TataMcGrawHill.1999	**NewDelhi**

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	-	1	-	-	-
CO2	2	3	-	1	-	-	-
CO3	2	-	-	1	-	-	-
CO4	2	1	3	1	-	-	1

CO5	1	1	3	-	-	1	-

 COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	3	1	1
CO2	2	2	2	-	1
CO3	2	1	-	3	1
CO4	1	3	-	2	1
CO5	1	3	-	2	1

Code:BBXCBX04105 Advertising & promotion Management 3 Credits [LTP:3-0-0]

Course Objectives:

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.
3. To know about promotion management.
4. To understand the process of online advertising.

 COURSEOUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To analyze the basics of International Business concept and its role.

CO – 02	Evaluate	To evaluate the various International radetheories' use and experiments on the world trade.
CO – 03	Applying	ToToapplytheInternationaltradeconceptsandvariouskeyconceptsaffectingthetermsoftrade.
CO – 04	Analyzing	To analyze how a country can gain through International trade practices.
CO – 05	Analyzing	To analyze the world economy and factors affecting it through Case Studies

□ OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction and Advertising Effectiveness.	**10**
2.	Copy and medias decisions	**9**
3.	Promotion Management	**8**
4.	Online advertising	**9**
5.	Basic Concept of Promotion & Communication	9

□ Detailed Syllabus

Unit	Contents
1.	Introduction and Advertising Effectiveness.

	• Meanings, Definition, Functions, Criticism, Ethics, Social issues. • Strategic advertising decisions-advertising budget, advertising frame work planning and organization. • Advertising agency-Definition, functions, types structure. • Advertising effectiveness–objectives of measuring advertising Effectiveness, difficulties and evaluation of advertising effectiveness.
2.	Copy and medias decisions
	• Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format. • Copy creations, pre-testing methods and measurements. Media decisions – advertising media, media planning , media research, media selection .
3.	Promotion Management
	• Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, Media technology used for promotions. Strategic Promotion – strategic and promotion, cross promotions gate promotion.
4.	Online advertising
	• Online advertising – pre-requisites of online advertising, Internet Advertising Today, purpose, types, advantages, social media advertising.
5.	Basic Concept of Promotion &Communication
	• Component of Promotion • Advertising :A tool Of Communication • Communication plan,

	• Communication mix: Advertising and personal selling, Advertising and sales promotion, advertising & publicity, public relation. • Marketing & Communication Process • AIDA Communication Model

 Teaching Methodology

Unit	Innovative Methods to be Used		Expected Outcome
Unit 1	□ PPT □ Video □ Group Discussion	□ Applicable (Project)	To analyze the basics of International Business concept and its role.
Unit 2	□ PPT □ Video □ Group Discussion	□ Expert Lecture	To evaluate the various International rade theories'use and experiments on the world trade.
Unit 3	□ PPT □ Video □ Group Discussion	□ Applicable (Project)	To apply the International trade concept sand various key concept s affecting the terms of trade.
Unit 4	□ PPT □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To analyze how a country can gain through International trade practices.
Unit 5	□ Power Point Presentation □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To analyze the world economy and factor affecting it through Case Studies

 Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing management	Philip Kotler kellerjha	Pearson education	NewDelhi
2	Advertising and Promotion	Belch and Belch	TataMCGrawHill	NewDelhi
3	Advertising Management	Rajeevbatraand David aaker	Pearsoneducation	NewDelhi
4	Sales Promotion	M.N.Mishra	Himalaya publishinghouse	NewDelhi
5	Advertising and IMC (principles and practices)	William.D.Wells and Sandra , Pearson	Pearson education	NewDelhi

 COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	2	-	3	1	1	-
CO2	1	2	-	2	1	1	-
CO3	1	2	-	3	1	1	-

CO4	1	1	-	-	-	3	1
CO5	2	1	-	-	-	3	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	-	1	2
CO2	2	2	-	-	2
CO3	1	1	-	3	2
CO4	1	3	-	2	1
CO5	1	3	-	2	1

Code: BBXCBX04106 Business Taxation 3 Credits [LTP:3-0-0]

Course Objectives:

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.
4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

 COURSEOUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To understand the basic concepts of Income tax act.
CO – 02	Evaluate	To understand & study different heads of income under income tax act 1961.
CO – 03	Applying	UnderstandingofactualonlineITRfiling.Makingstudents awareaboutexemptionsu/s80ofIncometaxact1961.
CO – 04	Analyzing	To understand the computation of total taxable income.
CO – 05	Analyzing	To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

Unit No.	Title of the Unit	Time required in(Hours)
1	Introduction to Income Tax act 1961.	**9**
2	Heads of Income and computation of total income as per Income Tax 1961.	**9**
3	Computation of Total Taxable Income & Filing of Online ITR.	**9**
4	Other important aspects of Income tax act 1961	**9**

5		
	TOTAL	**45**

Unit	Contents
1.	Introduction to Income Tax act 1961.
	• Income Tax Act -1961 (Meaning, Concepts and Definitions) • History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961, • Canons of Taxation, • Objectives of Income Tax, • Taxation structure in India, • Concept and definitions- Income, Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee. Permanent Account Number (PAN)- Uses & Benefits.
2.	Heads of Income and computation of total income as per Income Tax 1961.
	• Different heads of Income: - • Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases) • Income from House Property: Basis of Chargeability- Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Basic Practical Cases). • Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.

	• Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Only Theory). Income from Other Sources Chargeability- Meaning • concept –Inclusion and deduction.(only Theory).
3.	Computation of Total Taxable Income & Filing of Online ITR.
	• Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year. • Form 26 AS- Uses • Various types of ITR, • Procedure to file various online ITRs. Refund of Tax.
4.	Other important aspects of Income tax act 1961
	• Tax deducted at source (TDS), (TDS section 192- 194) • Tax Collection at Sources (TCS) • Advance payment of Tax, • Methods of payment of Tax, (Theory Only).
5.	

 Teaching Methodology

Unit	**Innovative Methods to be Used**		**Expected Outcome**
Unit 1	□ PPT □ Video	□ Applicable (Project)	To understand the basic concepts of Income tax act.

	□ Group Discussion		
Unit 2	□ PPT □ Video □ Group Discussion	□ Expert Lecture	To understand & study different heads of income under income tax act 1961.
Unit 3	□ PPT □ Video □ Group Discussion	□ Applicable (Project)	ToUnderstandingofactualonlineITRfiling.Makingstudentsawareabout exemptionsu/s80ofIncometaxact1961.
Unit 4	□ PPT □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To understand the computation of total taxable income.
Unit 5	□ PPT □ Video □ Group Discussion	□ Applicable (Guest Lecture)	To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

□ Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place

1	Taxmann's Students' Guide to Income Tax.	Dr.Vinod K Singhania and Dr. Monica Singhania	Taxmann Publication.	New Delhi.
2	Practical Approach to Income Tax	GirishAhuja, Ravi Gupta	Wolters Kluwer India Private Limited	New Delhi.
3	Indian Income Tax Ac	H.C.Malhotra	SahityaBhavan Publication.	Mumbai .
4	Income Tax Laws	V KSinghannia	TaxmannPublication.	New Delhi.
5	Direct Taxes	B. B. Lal, N. Vashisht.	I K International Publishing House Pvt. Ltd.	New Delhi.

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	1	-	1	1	-	-
CO2	1	1	-	-	1	-	-
CO3	1	1	-	-	1	-	-

CO4	1	1	3	-	-	-	1
CO5	1	1	3	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
Code: BBXCBX04107 CRT {Basics of Negotiation Skills} 2 Credits [LTP:0-0-3]					
CO1	1	2	3	1	-
CO2	1	2	2	-	3
CO3	1	1	-	3	2
CO4	1	3	-	2	-
CO5	-	3	-	2	-

Course Objective:

On successful completion of the course the learners will be able to

- Develop sales mindset and attitudes that drive commitment to sales target.

- Understand the psychology of the selling/buying process and their role in facilitating it.
- Understand negotiation and Identify steps for proper negotiation preparation & learn bargaining techniques and strategies of inventing options for mutual gain and move negotiations from bargaining to closing.
- Identify the actions taken on different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases.
- Understand negotiation dynamics and how to prepare for uncertainty & learn to craft agile strategy and be quick on your feet in changing circumstances.

 COURSEOUTCOMES

BBXCBX0407 CRT	CO–01	To understand the basic concepts of Self-Impression & Body Language.
	CO–02	To understand the Principles of Sales Efficiency and the Science of Sales Measurement.
	CO–03	Understanding of actual online ITR filing. Making students aware about exemptions u/s80 of Income tax act 1961.
	CO-04	Some Practice Session on Trust & Universality.
	Co-5	To Choose a negotiation strategy based on relationship and results.

 OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required in (Hours)
1	**Introduction to Sales: Building a Sales Relationship**	**6**
2	**Efficiency & Measurement in Sales**	**6**

3	**Introduction to Negotiation**	**6**
4	**Trust, Human behaviour and Psychology for Negotiation**	**6**
5	**Efficiency & Measurement in Sales**	**6**
	TOTAL	30

- **Detailed Syllabus**

Unit	Unit Details	
1.	**Introduction to Sales: Building a Sales Relationship**	
	• Introduction of the Course & the topic • Self -Impression & Body Language. • The types of People & the Delight Factor • Practice Sessions • What is Sales? • Types of Sales • Importance of Sales • Personal Selling & Process • Conclusion & Summary of the Unit	• Theory/Practical • Practical • Practical • Practical • Theory/Practical

2.	**Efficiency & Measurement in Sales**	
	• Introduction of the Course & the topic • Principles of Sales Efficiency • The Science of Sales Measurement • Practice Sessions • Conclusion & Summary of the Unit	• Theory/Practical • Practical • Practical • Practical • Theory/Practical
3.	**Ethics & Secrets of Powerful Negotiation**	
	• Introduction of the Course & the topic • Practice Session on Reciprocity. • Practice Session on Publicity • Practice Session on Trust & Universality. • Conclusion & Summary of the Unit.	• Theory/Practical • Practical • Practical • Practical • Theory/Practical
4.	**Introduction to Negotiation**	**Method**
	• Introduction of the Course & the topic	• Theory/Practical • Theory/Practical

	• Defining Negotiation • Identify the qualities of successful and unsuccessful negotiators. • Identify different negotiation situations to practice during class • Conclusion & Summary of the Unit.	• Practical • Practical • Theory/Practical
5.	**Trust, Human behaviour and Psychology for Negotiation**	
	• Introduction of the Course & the topic • Choosing a negotiation strategy based on relationship and results. • Positional bargaining &Identifying the differences between "Soft" and "Hard"negotiating. • Practice Sessions • Conclusion & Summary of the Unit.	• Theory/Practical • Theory/Practical • Theory/Practical • Practical • Theory/Practical

- **COs AND POs MAPPING**

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	1	3	1	1	-
CO2	2	3	1	2	1	1	-
CO3	2	-	1	3	1	1	-
CO4	2	1	1	-	-	1	-
CO5	1	1	1	-	1	1	-

- **COs AND PSOs MAPPING**

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	-	1	-
CO2	-	1	-	-	3
CO3	-	2	-	3	2
CO4	-	2	-	2	-
CO5	1	2	-	2	-

Code: BBXCBX04108 PCC {Professional skills-I} 2 Credits [LTP:0-0-3]

- COURSEOUTCOMES

BBXC BX040	CO–01	Create a professional resume and be prepared for a potential interview in their area of study and also generate a creative

8 PCC		thinking, something beyond the obvious answers and solution to a specific problem.
	CO–02	Exploretimemanagementstrategiestoaddtimeforsuccessactivities &identifyprocrastinationbehavioursandstrategiestoavoidthem.
	CO–03	Effectivelymeasureandevaluatetheiremotionregulationinhighlystressfulsettings&assessperceptionsofinterviewerfriendlinessandorganizationalattraction.
	CO-04	Use a structured presentation methodology (Pyramid Method) to prepare presentation material and effective visual aids along with determining and developing personal presentation style.
	Co-5	Evaluate basic factors such as rational thinking abilities, generic personality, willingness to learn and strengthen the communication skills.

□ OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1	Resume Building & Group Discussion	6
2	Time Management & Team Work	6
3	Stress &Behavioral Event Interview	6
4	Presentation Skills & Confidence Building	6
5	Effective Communication	6
	TOTAL	30

Unit	Unit Details	
1	**Resume Building & Group Discussion**	
	• Introduction of the topic • Important Elements of a Resume • Elements of Video Resume • **Preparation of Individual Resume** • **Group Discussion :** Introduction and Categories of Group Discussion • Topics in GD	1. Theory 2. Theory/Practical 3. Practical 4. Practical 5. Theory/Practical 6. Theory/Practical 7. Theory/Practical 8. Practical 9. Practical

	• Measurable Dimensions in GD • How to prepare for GD • Correcting common mistakes in GD • Mock GD and Feedback • Conclusion & Summary of the Unit	10. Practical 11. Theory/Practical
2	**Time Management & Team Work**	
	• Introduction to the topic • Relevance of Time Management • Activities based on Time Management • Strategies for effective Team Work • Activities based on Team work • Conclusion & Summary of the Unit	Theory/Practical Theory/Practical Practical Theory/Practical Practical Theory/Practical
3	**Stress &Behavioral Event Interview**	
	• Introduction to the topic • Tips to handle different types of Interviews. • Practice Sessions • Conclusion & Summary of the Unit	• Theory/Practical • Theory/Practical • Practical • Theory/Practical

4	**Presentation Skills & Confidence Building**	
	1. Introduction to the topic 2. Presentation of the Technical Projects 3. Presentation of Research paper 4. Practice Sessions 5. Conclusion & Summary of the Unit	6. Theory/Practical 7. Practical 8. Practical 9. Practical 10. Theory/Practical
5	**Effective Communication**	
	● Introduction of the topic ● Communication process and handling them ● KISS (Keep it short and sweet) in communication - Composing effective messages. ● Practice Sessions ● Conclusion & Summary of the Unit	● Theory/Practical ● Practical ● Practical ● Practical ● Theory/Practical

COs AND POs MAPPING

COs and POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	1	-	-	-	1	-	-
CO2	1	1	1	-	1	-	-
CO3	1	1	-		1	-	-
CO4	1	3	-		-	-	1
CO5	1	2	-		1	1	-

□ COs AND PSOs MAPPING

COs and PSOs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	3	1	-
CO2	1	1	2	-	3
CO3	1	1	-	3	2
CO4	2	-	-	2	-
CO5	2	-	-	2	-