

JIS College of Engineering

Proposed Detailed Syllabus for BBA (1st Sem to 8th Sem) under Autonomy Incorporation of NEP-2020 Regulation-2025 (R25)

(Effective from 2025-26 Admission Batches)

Department of Business Administration

1st SEM

1st Yea	ar 1 st Semester							
Sl.	Category	Paper Code	Subject	Coı	Contact			Credit
No.				Ho	Hours/Week		Point	
				L	T	P	Total	
THEC	ORY							
1	Major	BBA 101	Principles of	4	1	0	5	5
			Management					
2	Major	BBA 102	Micro Economics	3	1	0	4	4
3	Minor	BBA 103	Computer	2	0	0	2	2
			Fundamentals					
4	Multidisciplinary		GE Basket	2	1	0	3	3
5	Ability	AEC 101	English &	2	0	0	2	2
	Enhancement		Professional					
	Course		Communication					
SESSI	ONAL							
6	Skill	SEC 181	Life Skills &	2	0	0	0	2
	Enhancement		Personality					
	Course		Development					
7	Value Added	VAC 181	Health & Wellness	3	0	0	0	3
	Course							
To	otal of Theory, Prac	ctical and Mandatory	Activities/Courses	18	3	0	21	21

2nd SEM

1 st Yea	ar 2 nd Semester								
Sl. No.	Category	Paper Code	_		Contact Hours/Week				
				L	T	P	Total		
THE	ORY								
1	Major	BBA 201	Macro Economics	3	1	0	4	4	
2	Major	BBA 202	Environmental Management and Sustainable Development	3	1	0	4	4	
3	Minor	BBA 203	Management Information System	2	0	0	2	2	
4	Multidisciplinary		GE Basket	2	1	0	3	3	
5	Ability Enhancement Course	AEC 201	Modern Indian Languages and Literature	2	0	0	2	2	
SESSI	IONAL								
6	Skill Enhancement Course	SEC 281	Design Thinking	2	0	0	2	2	
7	Value Added Course	VAC 281	NSS	3	0	0	3	3	
Tota	al of Theory, Practic	cal and Mand	latory Activities/Courses	17	3	0	20	20	

3rd SEM

2 nd Ye	ar 3 rd Semester							
Sl. No.	Category	Paper Code	Subject	Hou	Contact Hours/Week		Credit Point	
				L	Т	P	Total	
THEC								
1	Major	BBA 301	Operations Management	4	1	0	4	5
2	Major	BBA 302	Organizational	3	1	0	4	4
			Behaviour					
3	Multidisciplinary		GE Basket	2	1	0	3	3
4	Ability	AEC 301	The Constitution,	2	0	0	2	2
	Enhancement		Human Rights and Law					
	Course							
5	Minor	BBA 303	MS Office	3	0	0	3	3
SESSI	ONAL							•
6	Skill	SEC 381	Understanding basics of	2	0	0	2	2
	Enhancement		Cyber Security					
	Course							
PRAC	TICAL						•	
7	Minor	BBA 391	MS Office with Lab	0	0	2	2	1
Tota	of Theory, Practic	al and Mand	latory Activities/Courses	16	3	2	21	20

4th SEM

2 nd Yea	ar 4 th Semester							
Sl. No.	Category	Paper Code	Subject	Contact Hours/Week		Credit Point		
				L	T	P	Total	
THEO	RY							
1	Major	BBA 401	Marketing Management	3	1	0	4	4
2	Major	BBA 402	Human Resource Management	3	1	0	4	4
3	Major	BBA 403	Financial Management	3	1	0	4	4
4	Minor	BBA 404	Database Management with SQL	3	0	0	3	3
5	Ability Enhancement Course	AEC 401	Society Culture and Human Behavior	2	0	0	2	2
PRAC	TICAL						•	
6	Minor	BBA 491	Database Management with SQL Lab	0	0	2	2	1
7	Skill Enhancement Course	BBA 481	Minor Project	0	0	0	0	3
Tota	l of Theory, Pra	ectical and M	Tandatory Activities/Courses	14	3	2	19	21

5th SEM

Sl. No.	Category	Paper Code	Subject	Contact Hours/Week			Credit Point	
NO.		Coue		L	T	P	Total	FUIII
THEO	RY							•
1	Major	BBA 501	Entrepreneurship Development	4	1	0	5	5
2	Major	BBA 502A	Sales & Distribution	3	1	0	4	4
			Management					
		BBA 502B	Financial Markets, Institutions	3	1	0	4	4
			and Services					
		BBA 502C	Industrial Relations	3	1	0	4	4
3	Major	BBA 503A	Consumer Behaviour	3	1	0	4	4
		BBA 503B	Elements of Taxation	3	1	0	4	4
		BBA 503C	Labour Laws	3	1	0	4	4
4	Minor	BBA 504	Cloud Computing	2	1	0	3	3
5	Minor	BBA 505	Graphic Design with	3	0	0	3	3
			Photoshop & Illustrator					
PRAC	TICAL							
6	Minor	BBA 591	Graphic Design with	0	0	2	2	1
			Photoshop & Illustrator Lab					
Tota	l of Theory,	Practical and	Mandatory Activities/Courses	15	4	2	21	20

6th SEM

Sl.	Category	Paper Code	Subject	Contact		Credit		
No.			3		Hours/Week		Point	
				L	T	P	Total	-
THEC	ORY						•	•
1	Major	BBA 601	Business Research Methods	3	1	0	4	4
2	Major	BBA 602	Project Management	3	1	0	4	4
3	Major	BBA 603	Data Analytics Skills for Manager	3	1	0	4	4
4	Minor	BBA 604	Web Development with HTML and CSS	3	0	0	3	3
5	Minor	BBA 605	E-commerce and Application	2	1	0	3	3
PRAC	CTICAL							
6	Major	BBA 691	Business Research Method Lab	0	0	2	2	1
7	Minor	BBA 692	Web Development with HTML and CSS Lab	0	0	2	2	1
Tota	al of Theory,	Practical and N	Mandatory Activities/Courses	14	4	4	22	20

7th SEM

4 th Yea	ar 7 th Semester							
Sl. No.	Category	Paper Code	Subject		itact irs/V	tact ırs/Week		Credit Point
				L	T	P	Total	
THEO	RY							
1	Major	BBA 701	Management Accounting	3	1	0	4	4
2	Major	BBA 702	Strategic Management	3	1	0	4	4
3	Minor	BBA 703A	AI in Marketing	3	1	0	4	4
		BBA 703B	AI in Finance	3	1	0	4	4
		BBA 703C	AI in HR	3	1	0	4	4
4	Minor	BBA 704	Integrated Marketing Communication	3	1	0	4	4
PRAC	TICAL							
5	Internship	BBA 791	Internship Report & Viva- Voce	0	0	0	0	4
Tot	tal of Theory,	Practical and Ma	andatory Activities/Courses	12	4	0	16	20

8th SEM

4 th Yea	ar 8 th Semeste	r						
Sl. No.	Category	Paper Code	Subject		Contact Hours/Week		Credit Point	
				L	T	P	Total	
THEC	DRY							
1	Major	BBA 801A	Service Marketing	3	1	0	4	4
		BBA 801B	Company Accounts and Audit	3	1	0	4	4
		BBA 801C	Human Resource Development	3	1	0	4	4
2	Major	BBA 802A	Marketing Analytics	3	1	0	4	4
		BBA 802B	Financial Analytics	3	1	0	4	4
		BBA 802C	Human Resource Analytics	3	1	0	4	4
PRAC	CTICAL							
3	Research Project	BBA 891	Dissertation (For Research Track) *	0	0	0	0	12
To	otal of Theory	, Practical and	Mandatory Activities/Courses	6	2	0	8	20

1st Semester

PRINCIPLES OF MANAGEMENT

Course Code: BBA 101 Semester: I

Course Category: Major Maximum Marks: 100

Total Course Hours: 60

Teaching Scheme	Examination Scheme
Lecture: 4	End Semester Exam: 70
Tutorial: 1	Attendance: 05
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

SI No.	Course Outcome
CO1	Remember the basic concepts of management.
CO2	Understand the process and functions in management.
CO3	Apply the managerial skill to manage the workforce in the organization.
CO4	Examine the factors which will foster organizational change.
CO5	Categorize various issues for structuring/restructuring of organization.
CO6	Develop new approach which will add value to the organization as well as society.

DETAILED SYLLABUS:

Module 1: Concept & Nature of Management, Management Theory [12L]

Meaning, significance, and definition of management; whether management is a science or an art; management as a process; management vs administration; levels of management; and the limitations of management. Approaches to management, including Classical, Neo-Classical, and Modern thought.

Module 2: Planning & Decision Making [12L]

Planning: Meaning, definition, and process of planning; significance and limitations of planning; and types of planning.

Decision Making: Meaning, types, and process of decision making; its significance and limitations; environmental factors in decision making; steps in the decision-making process; modern approaches such

as Decision Support Systems (DSS); difficulties and guidelines in decision making.

Module 3: Organising [12L]

Nature and significance of organization, authority and responsibility relationships, span of control, delegation process and barriers in delegation, centralization vs decentralization, concepts of line and staff organization, and types of organizational structures.

Module 4: Directing [10L]

Motivation: Meaning, definition, and significance of motivation, along with various motivational theories.

Leadership: Meaning, definition, and significance of leadership, as well as different leadership styles.

Communication: Communication process, barriers to communication, and how to overcome those barriers.

Module 5: Controlling [7L]

Meaning, definition, and importance of controlling; steps in the controlling process; critical control points; types of managerial control; and the requirements of a good control system.

Module 6: Management of Change [7L]

Definition, nature, and importance of change, differentiates between planned and unplanned change, explores various change forces, and explains the process of change.

- 1. Stephen Robbins: Management, Prentice Hall
- 2. V.S.P. Rao & Hari Krishna: Management-Text & Cases, Excel Books
- 3. Wiehrich and Koontz, et al: Essentials of Management; TMH
- 4. Fred Luthans: Cases, Readings and Review Guide for Principles of Management

MICRO ECONOMICS

Course Code: BBA 102 Semester: I

Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Define the key terms in micro-economics.
CO2	Explain the key terms in micro-economics, from a managerial perspective.
CO3	Demonstrate various issues in an economics context and their significance from the perspective of business decision making.
CO4	Examine the inter-relationships between various facets of micro- economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO5	Develop critical thinking based on principles of micro-economics for informed business decision making.
CO6	Anticipate how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions

DETAILED SYLLABUS:

Module 1: Introduction [4L]

Basic problems of an economy, working of price mechanism and resource allocation, production possibility curve, opportunity cost

Module 2: Basic Elements of Demand and Supply [10L]

Demand: Meaning, demand schedule, individual and market demand curve, determinants of demand, law of demand, changes in demand

Supply: Meaning, supply schedule, individual and market supply curve, determinants of supply, law of supply,

changes in supply; Equilibrium of demand and supply, determination of equilibrium price and quantity, effect of a shift in demand or supply

Elasticity of Demand and Supply: Elasticity of demand: concept and measurement of elasticity of demand, price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand, determinants of elasticity of demand

Module 3: Theory of Consumer Behavior [8L]

Cardinal utility approach: Law of diminishing marginal utility, law of equi-marginal utility Indifference curve approach: Indifference curves, properties of indifference curves, budget line, consumer's equilibrium

Module 4: Production Function [10L]

Law of variable proportions, ridge lines, isoquants, economic regions and optimum factor combination, expansion path

Returns to Scale, International and External Economies and Diseconomies of Scale

Theory of Costs: Short-Run and Long Run Cost Curves – Traditional Approaches Only

Module 5: Market Structures [12L]

Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short-Run and Long Run Supply Curves, Price and Output Determination, Practical Applications.

Monopoly: Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly

Monopolistic Competition: Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition.

Oligopoly: Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership (Only Meaning and Characteristics) Collusive Oligopoly (Meaning and Characteristics Only), Only Kinked Demand Curve Model of Oligopoly.

Module 6: Factor Pricing [4L]

Marginal Productivity Theory and Demand for Factors (Statement and assumption only).

Concept of Rent: Ricardian and Modern Theories of Rent; Quasi-Rent

Concept of Labour: Wage Rate, Nominal Wage, Real Wage.

Concept of Capital: Gross Interest, Net Interest, Zero Interest Rate.

Concept of Profit: Pure Profit, Normal Profit, Abnormal Profit.

- 1. Homas and Maurice: Managerial Economics, Tata McGraw Hill
- 2. P.L. Mehta: Managerial Economics Analysis, Problems and Cases, Sultan Chand Sons, New Delhi.
- 3. Varshney and Maheshwari: Managerial Economics, Sultan Chand and Sons, New Delhi.
- 4. Joel Dean: Managerial Economics, Prentice Hall, USA.
- 5. H L Ahuja: Managerial Economics, S Chand & Co. New Delhi.
- 6. Peterson, Lewis, Sudhir Jain: Managerial Economics, Pearson, Prentice Hall
- 7. D. Salvatore: Managerial Economics, McGraw Hill, New Delhi.
- 8. G.S. Gupta: Managerial Economics, T M H, New Delhi.
- 9. Mote, Paul and Gupta: Managerial Economics, T M H, New Delhi.

COMPUTER FUNDAMENTALS

Course Code: BBA 103 Semester: I

Course Category: Minor Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam: 70
Tutorial: 0	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 2	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

SN	Course Outcome
CO1	Identify the concept of computer hardware, software, programing language and classification of computer.
CO2	Summarise the different input and output devices like CPU, Monitor, Keyboard, Mouse, and different types of primary and secondary devices of computer and computer software.
CO3	Use the various tools of computer hardware and software in case installation and programming.
CO4	Illustrate the concept of program development and programing language.
CO5	Evaluate the basic algorithms- sum of series, sorting.
CO6	Facilitate office automation, communications, control systems, data acquisition, interactive multimedia, LAN, WAN, MAN networking

DETAILED SYLLABUS:

Module 1: Basic Computer Concepts [5L]

Different generations of computer hardware, modern taxonomy of computers; hardware and software; programming languages, overview of computer systems and their components, evolution of computers and their impact on society, classification of computers (mainframes, personal computers, mobile devices), general idea of information and communication technologies, information system development process

Module 2: Computer Hardware [7L]

Input and output devices; memory (or storage) devices; Central Processing Unit. Input / Output devices include keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and handwriting recognition systems, visual display terminals, printers, plotters, etc. Storage devices include

primary storage – RAM, ROM, EEROM, PROM, EPROM; secondary storage – direct access devices, serial access devices such as hard disks, floppy disks, magnetic tape, CD-ROM, DVD; also includes cache memory and virtual memory. Central Processing Unit topics include control unit, arithmetic and logic unit, decoders, registers, machine instructions, stored program concept, program execution including the fetch-decode-execute cycle, and arithmetic, logical and shift operations

Module 3: Computer Software [5L]

Meaning of software, broad classification of software, system software and application software, and utilities. Systems software includes operating systems and their basic functions as resource managers – memory management, input/output management, secondary storage management, processor management, program management, and network management. Also includes a brief introduction to different types of operating systems like DOS, Windows, Unix, and Linux. Application software includes system development tools, utilities, application packages, and user-written programs

Module 4: Programming Languages and Algorithms [9L]

Concept of programming, pseudocode and flowcharts, structure of programs, program development guidelines, programming languages including machine language, assembly languages, high-level languages (procedural and object-oriented), fourth-generation languages, object code and executable code, compilers, translators, and assemblers. Algorithms include the basic concept and typical examples such as finding the sum of a series, checking whether a number is prime, creating an array and displaying the largest element, and sorting a given set of numbers. These algorithms may be implemented using either pseudocode or a high-level programming language

Module 5 Computer Applications [5L]

Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, LAN, WAN, and MAN networking

Suggested Readings:

- 1. N.S Gill: Handbook of Computer Fundamental, Khanna Publishing House.
- 2. P.K Sinha: Computer Fundamentals, BPB Publication.
- 3. V. Rajaraman: Fundamentals of Computers, PHI Sixth Edition.

ENGLISH & PROFESSIONAL COMMUNICATION

Course Code: AEC 101 Semester: I
Course Category: Ability Enhancement MaximumMarks:100
Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture:2	End semester Exam:70
Tutorial: 0	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit:2	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

Sl No.	Course Outcome	
CO1	Identify fundamental grammar rules, vocabulary, and professional communication terms.	
CO2	Summarize an understanding of principles and strategies in effective English communication.	
CO3	Apply language skills and communication techniques in various professional contexts and converse in the real-life situations.	
CO4	Compare and contrast different presentation styles to utilize appropriate tone, style, and format and their effectiveness in diverse workplace situations.	
CO5	Edit and verify various articles on professional communication to ensure grammatical accuracy and clarity.	
CO6	Design interactive workshops on presentation skills and Reflect on peer feedback and set goals for improvement so as to acquire proper phonetic skills	

DETAILED SYLLABUS:

Module 1: Grammar [6L]

Tense, voice, phrases and clauses, narration, transformation of sentences, vocabulary

Module 2: Communication [8L]

Definition, importance, purpose, elements, barriers, body language and strategies

Module 3 Reading Skills [7L]

Purpose, articulation, syllables, accent and voice modulation

Module 4 Presentation Skills [9L]

Structure, speech preparation, public speaking on special occasions. Interview, types, group discussion, mock sessions for practice

- 1. Wren and Martin: High School Grammar and Composition, S Chand Publication
- 2. KC Verma: The Art of Communication, Kalpaz Publication
- 3. B K Mitra: Personality Development and Soft Skills, Oxford Publication
- 4. Norman Lewis: 30 days to Better English, Penguin Publication

LIFE SKILLS AND PERSONALITY DEVELOPMENT

Course Code: SEC 181 Semester: I
Course Category: Skill Enhancement Course
Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam: 0
Tutorial: 0	Attendance: 0
Practical: 0	Continuous Assessment: 0
Credit: 2	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 100

Sl No.	Course Outcome	
CO1	Identify the various personality traits and their impact on personal and professional	
	life.	
CO2	Interpret the relationship between stress management techniques and overall health.	
CO3	Apply effective communication techniques in personal and professional	
	interactions.	
CO4	Assess the impact of ethical decisions on personal and professional relationships.	
CO5	Evaluate the effectiveness of different conflict resolution techniques in maintaining	
	healthy relationships.	
CO6	Design ethical implications of decisions made in personal and professional contexts.	

DETAILED SYLLABUS:

Module: 1 Career and Professional Skills [7L]

Listening skills, reading skills, writing skills, resume preparation, exploring career opportunities, cognitive skills, presentation skills, social and cultural etiquettes, digital literacy, ethics and security

Module 2: Attitude and Motivation [4L]

Attitude: concept, meaning, types, applicable factors in daily life

Motivation: concept, meaning, types, causes of de-motivation, remedial measures

Module 3: Stress Management and Development of Capabilities [4L]

Stress: meaning, causes, solutions

Development of capacities: leadership qualities, time management, decision making, teamwork, work ethics, good manners and etiquettes

Module 4: Introduction to Soft Skills [9L]

Personal skills, knowing oneself, confidence building, defining strengths and weaknesses, developing positive attitude, thinking positively, perceptions, values in daily life; Inter and intrapersonal skills, group dynamics, the importance of a good networking system, troubleshooting methods and problem-solving tools and techniques

Module 5: The Various Branches of Communication Skills [6L]

Reading texts, speaking fluently, writing effectively; Email writing and etiquettes followed

Corporate and Job-hunting Skills: Behavioural etiquettes, mannerisms, stress management, time management, importance of proper body language, writing a good CV (with job application), career planning, importance of goal setting in different spheres, and conducting mock group discussions

- Meena and V. Ayothi: A Book on Development of Soft Skills, PR Publisher and Distributor, 2013
- 2. Patra Avinash: The Spiritual Life and Culture of India, London, OUP
- 3. Shiv Khera: You Can Win, MacMillan Books, New York, 2003
- 4. B K Mitra: Personality Development and Soft Skills, Oxford Publication
- 5. Alex K: Soft Skills Know Yourself and Know Your World, S Chand and Company Ltd.

HEALTH & WELLNESS

Course Code: VAC 181 Semester: I

Course Category: Value Added Course Maximum Marks: 100

Total Course Hours: 45

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 0
Tutorial: 0	Attendance: 0
Practical: 0	Continuous Assessment: 0
Credit: 3	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 100

SI No.	Course Outcome
CO1	Recall fundamental concepts and terminology related to health and wellness.
CO2	Explain the principles of maintaining a healthy lifestyle.
CO3	Demonstrate the ability to implement health and wellness strategies in daily life.
CO4	Analyze factors that affect individual and community health.
CO5	Critically evaluate health and wellness information and sources
CO6	Develop a community health initiative that addresses local health challenges.

DETAILED SYLLABUS:

Module 1: Introduction to Health and Wellness [15L]

Define and differentiate health and wellness, importance of health and wellness education, local, demographic, societal issues and factors affecting health and wellness, diet and nutrition for health & wellness, essential components of balanced diet for healthy living with specific reference to the role of carbohydrates, proteins, fats, vitamins & minerals, malnutrition, undernutrition and overnutrition, processed foods and unhealthy eating habits, body systems and common diseases, sedentary lifestyle and its risk of disease

Module 2: Management of Health & Wellness [15L]

Healthy foods for prevention and progression of Cancer, Hypertension, Cardiovascular, and metabolic diseases (Obesity, Diabetes, Polycystic Ovarian Syndrome), types of physical fitness and its health benefits, modern lifestyle and hypo-kinetic diseases; prevention and management through exercise, postural deformities and corrective measures

Module 3: Anxiety, Stress and Aging [10L]

Meaning of anxiety, stress and aging, types and causes of stress, stress relief through exercise and yoga, role of sleep in maintenance of physical and mental health

Module 4: Therapy and Meditation [5L]

Meaning of therapy, different types of therapy and their importance, definition of meditation and purpose of meditation

- 1. Steven N. Blair, William L. Haskell Physical Activity and Health Emily
- 2. Attached & Marzia Fernandez Mental Health Workbook
- 3. Nashay Lorick Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve Well-Being

2nd Semester

MACRO ECONOMICS

Course Code: BBA 201 Semester: II
Course Category: Major Maximum Marks: 100
Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome	
CO1	Define and interpret key macroeconomic indicators such as GDP,	
	unemployment rates, inflation, and interest rates.	
CO2	Explain the effects of international trade and finance on domestic	
	and global economies, including concepts such as exchange rates, balance of	
	payments, and trade policies.	
CO3	Demonstrate various issues in an economics context and their significance from the	
	perspective of business decision making.	
CO4	Examine the inter-relationships between various facets of macro- economics from	
	social implications of economic policies and decisions, considering their impact on	
	different sectors of society.	
CO5	Develop effectiveness of monetary policy in controlling inflation.	
CO6	Guide on the economical perspective to the beneficiaries.	

DETAILED SYLLABUS:

Module 1: Introduction to Macroeconomics [8L]

Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume (MPC), APC, MPS, MPI, Paradox of thrift. Introduction to Sustainable economics: The 4 pillars of sustainability – human, environmental, social and economic. Environmental externalities, economics of natural resource use (non-renewable resources such as oil, gas and metals as well as renewable resources). Blue economics – economics of sea

Module 2: National Income [10L]

Concepts and definitions, Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product and Net Domestic Product, Personal Income, Disposable Income and Per Capita Income. Measurement of National Income, factors that determine size of national income, double counting and the concept of value added, real and nominal GNP, deflator. Concept of business cycle: only different phases and their basic characteristics

Module 3: Monetary Economics [12L]

Evolution of money, functions of money, bank audits functions, Indian money market, different concepts of money like M1, M2, M3, M4. Banks: Commercial banks – need and functions, credit creation of commercial

banks. Co-operative banks: need and role in an economy. Reserve Bank of India – need and functions, credit control policy. Concept of inflation: definition of inflation, types of inflation, effects of inflation, anti-inflationary measures

Module 4: Public Finance [8L]

Public revenue – concept of taxes, sources of revenue of central and state government, GST, CGST, SGST (only definition). Finance Commission of India – role and importance. Public expenditure: types of public expenditure, its need, role and importance. Public debt: types of public debt, need for public debt, redemption of public debt. Deficit financing: role and importance. Budget: need and types, concept of different types of deficits (revenue deficit, budgetary deficit, fiscal deficit and **primary deficit**)

Module 5: International Trade and Finance [12L]

Need for international trade, absolute and comparative cost advantage theory (only concepts), gains from international trade, exchange rate mechanism: definition, ask rate, bid rate, spot rate, forward rate, currency spread (definitions only). Balance of payments: items of BOP, causes of disequilibrium in BOP, strategies to correct adverse BOP situation, purchasing power parity (only basic concept). Economics of international environmental problems – environmental taxes, environmental standards, climate funds. International financial institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank, New Development Bank

- 1. Homas and Maurice: Managerial Economics, Tata McGraw Hill
- 2. P.L. Mehta: Managerial Economics Analysis, Problems and Cases, Sultan Chand Sons, New Delhi.
- 3. Varshney and Maheshwari: Managerial Economics, Sultan Chand and Sons, New Delhi.
- 4. Joel Dean: Managerial Economics, Prentice Hall, USA.
- 5. H L Ahuja: Managerial Economics, S Chand & Co. New Delhi.

ENVIRONMENTAL MANAGEMENT AND SUSTAINABLE DEVELOPMENT

Course Code: BBA 202 Semester: II

Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Understand the natural environment and its relationships with anthropogenic activities.
CO2	Apply the fundamental knowledge of science and engineering to assess environmental and health risk.
CO3	Remember and understand the scientific problem related to air, water, noise and land pollution.
CO4	Acquire skills for scientific problem solving related to environmental pollution and develop guidelines and procedures for health and safety issues obeying the environmental laws and regulations.

DETAILED SYLLABUS:

Module 1: Introduction [10L]

Multidisciplinary nature, scope and importance; the need for environmental education. Concept of sustainability and sustainable development

Module 2: Ecosystems [8L]

Definition, types of ecosystem: forest, grassland, lentic, lotic, estuarine, marine, desert, wetlands. Structure: food chains, food webs and function of ecosystem: energy flow, nutrient cycle and ecological succession. Ecosystem management: concepts; sustainable development; sustainability indicators. Ecological adaptations: morphological and physiological responses of organisms to temperature and water. Ecological interactions, biodiversity and conservation – levels, India as a mega-biodiversity nation, threats to biodiversity, ecosystem and biodiversity services

Module 3: Environmental Pollution and its Mitigation Types [10L]

Air pollution, water pollution, land pollution, noise pollution; pollutants, effects of pollution, control and remedial measures

Module 4: Global Environmental Change Issues [10L]

Stratospheric ozone layer: evolution of ozone layer, causes of depletion and consequences, global efforts for mitigation of ozone layer depletion. Climate change: greenhouse effects, drivers of climate change, greenhouse gases and their sources, implications on climate, oceans, agriculture, natural vegetation, wildlife and humans, effects of increased CO₂ on plants, international efforts on climate change issues

Module 5: Environmental Protection [8L]

Different renewable energy sources – wind power, water power, ocean energy, biofuel/solid biomass, geothermal energy, nuclear power. Environmental movements – Chipko movement, Narmada Bachao movement, Tehri Dam conflict

Module 6: Global and National Environmental Organizations and Policies [10L]

Global and national environmental organizations and agencies – UNEP, MAB, IUCN, UNFCCC (COP). ISO 14000, environmental policies, environmental regulations and different acts. International agreements – Montreal Protocol 1987, Kyoto Protocol 1997, Copenhagen Summit 2009, Paris Climate Accords 2015. Carbon credit and carbon trading, Clean Development Mechanism (CDM), environmental ethics, Environmental Impact Assessment (EIA), EIA methods and tools

- 1. Santra, S.C.: Environmental science, New central book agency (P) Ltd.
- 2. Patra, M. N. & amp; Singha, R. K.: Basic environmental engineering & Elementary biology, Aryan Publishing House.
- 3. Radjou, N. & Prabhu, J.: Do better with less: Frugal innovation for sustainable growth, Penguin.
- 4. Khosla, R. & amp; Siddiqui, Z. H.: Basics of environmental science, Narosa Publishing House.
- 5. Satpathy, B., Dash, A. P. & Dash, A.: +3 Environmental Science, Kalyani Publishers.

MANAGEMENT INFORMATION SYSTEMS

Course Code: BBA 203 Semester: II
Course Category: Minor Maximum Marks: 100
Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam:70
Tutorial: 0	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 2	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

Sl No.	Course Outcome	
CO1	Identify the fundamental concepts, principles, and terminology related to MIS	
CO2	Understand the role of MIS in organizations and its importance in decision-making processes.	
CO3	Develop skills in project management techniques and tools used in MIS projects.	
CO4	Select and apply data management principles to organize, store, and retrieve business data.	
CO5	Stay updated with emerging trends and advancements in management information systems, enabling adaptation to changing business environments.	
CO6	Develop an awareness of ethical considerations in the use of information systems.	

DETAILED SYLLABUS:

Module 1: Introduction, Data, Information, and Knowledge, Information Technology [5L]

Concept, features and components, Information Systems – Concept and types of information systems, role of IT in business and society. MIS – concept, evolution and meaning of MIS; information system for competitive advantage, MIS function in an organization, limitations of MIS

Module 2: Information and Managerial Effectiveness [6L]

Information as a corporate resource, types of information – operational, tactical and strategic; levels of management and information needs of management; quality of information; information systems for finance, marketing, manufacturing, and human resource areas

Module 3: Understanding Information System [6L]

Concepts, sub-systems and super-systems, types of information systems, transaction processing systems, MIS, decision support systems, executive support system, Enterprise Resource Planning (ERP) (features, merits, issues and challenges in implementation)

Module 4: Development and Management of Databases [9L]

Relational databases, DDL, DCL, DML, Data Base Management Systems (DBMS) and their components, concept of entity and relationships, ER diagram, data model, data dictionary, introduction to SQL queries

Module 5 Security Issues Relating to Information Systems [4L]

Threats to information systems, vulnerability, risk and control measures, firewall, antivirus, risk management

- 1. Laudon, Laudon, Dass: Management Information Systems, Pearson
- 2. D P Nagpal: Textbook on Management Information System, S Chand Publishing
- 3. L. M. Prasad & Usha Prasad: Management Information Systems, Sultan Chand & Sons
- 4. Hitesh Gupta: Management Information System, International Book House Pvt. Ltd.

MODERN INDIAN LANGUAGES AND LITERATURE

Course Code: AEC 201 Semester: II

Course Category: Ability Enhancement Course Maximum Marks:100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam:70
Tutorial: 0	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 2	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

SI No.	Course Outcome
CO1	Define the key terms in English Grammer and Literature
CO2	Explain the fundamentals of English Grammer and its allied features applicable in
	the world.
CO3	Develop the skills for writing prose and essays of variety to widen
	their mental horizon.
CO4	Examine the expertise in the matter of communication and its practical application to
	add an extra dimension to their learning
	process
CO5	Evaluate the interest in the selected literary pieces and their relevance as well as
	purpose in the modern world.
CO6	Engage with cultural organizations, literary festivals, and
	community events to promote modern Indian languages and literature.

DETAILED SYLLABUS:

Module 1: Functional Grammar and its Usage [6L]

Formation of tenses, gerund, infinitive, verbal noun, synthesis of sentences, idioms and proverbs

Module 2: Develop the Writings in a New Pattern and Style [7L]

Expository, descriptive, reflective, narrative, biographical and autobiographical writing; letters (formal type) and report scripting (newspaper style) and features

Module 3: Selected Literary Pieces [9L]

Poetry – "Jack" (E. V. Lucas), "Snake" (D. H. Lawrence)

Prose – "Kite" (Somerset Maugham), "The Hungry Stone" (Rabindranath Tagore)

Drama – Tara" (Mahesh Dattani)

Module 4: Communication [8L]

Debate, discussion, public interaction, safety measures of communication, power of convincing others and audio-visual technology used for the contemporary communication system

- 1. Wren and Martin: High School Grammar and Composition, S Chand Publication
- 2. Palgrave: Golden Treasury, Oxford Publication
- 3. B K Mitra: Personality Development and Soft Skills, Oxford Publication
- 4. H.N. Kashyap: A Pageant of Poems (English, Paperback), Selina Publishers

DESIGN THINKING

Course Code: SEC 281 Semester: II

Course Category: Skill Enhancement Course Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam: 0
Tutorial: 0	Attendance: 0
Practical: 0	Continuous Assessment: 0
Credit: 2	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 100

Sl No.	Course Outcome
CO1	Define the key terms in Design Thinking Process.
CO2	Explain the fundamental understanding of the design process.
CO3	Implement the design thinking process to innovation and creative problem solving
CO4	Correlate visual representation of an ideas
CO5	Develop and Test innovative ideas through a rapid iteration cycle
CO6	Create physical prototypes/a visual representation of an idea

DETAILED SYLLABUS:

Module 1: Introduction to Design Thinking [4L]

Concept, process of design thinking, principle and tools, history of design thinking

Module 2: Empathize Phase [6L]

How to empathize, role of empathy in design thinking, empathy map design, methods of empathic design, customer journey mapping

Module 3: Analyze Phase [7L]

Problem clarification, understanding of problem, problem analysis and reformulation of the problem, point of view phase and context diagram, root cause analysis, conflict of interest, description of customer need, cash flow diagram and value analysis diagram, brainstorming, What-If tool for ideation

Module 4: Solve Phase [8L]

Design innovation, benefits of iteration in design thinking process, visualization and presentation technique, test prototyping and validation, agility for design thinking, case study

Module 5: Project Work [5L]

Create physical prototype/visual representation

- 1. Bala Ramadurai: Karmic Design Thinking, First Edition, 2020
- 2. Tim Brown, Clayton M. Christensen, Indra Nooyi and Vijay Govindarajan: HBR's 10 Must Reads on Design Thinking, Harvard Business Review Press, 2020.
- 3. Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske: The Designing for Growth Field Book: A Step-by-Step Project Guide, Columbia University Press, 2014

NSS

Course Code: VAC 281 Semester: II

Course Category: Value Added Course Maximum Marks: 100

Total Course Hours: 45

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 0
Tutorial: 0	Attendance: 0
Practical: 0	Continuous Assessment: 0
Credit: 3	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 100

Sl No.	Course Outcome	
CO1	Define the key objectives of NSS such as personality development through community service and fostering national integration.	
CO2	Explain the importance and impact of community service and social responsibility.	
CO3	Organize a community health camp and actively engage in its execution.	
CO4	Conduct a needs assessment in a local community to identify areas where NSS can contribute effectively.	
CO5	Critically evaluate the outcomes of NSS projects and initiatives.	
CO6	Design innovative solutions to address community challenges.	

DETAILED SYLLABUS:

Module 1 Introduction & Basics Concept of NSS [10L]

History and philosophy, aims and objectives of NSS, emblem, sign, NSS badge, clap, flag. NSS song: Lakshya Geet, Sadbhavna Geet, Rastriya Yuba Geet. Organizational structure, role and responsibilities

Module 2 Planning of Programs/Activity [8L]

Planning at state level, planning at university level, planning at institutional level, planning of NSS programs

Module 3 NSS Programme & Activities [10L]

Concept of regular activities, visit and survey – orphanage, old age home and child care, methodology of conduct survey, basics of adaptation of village/slums, calendar of NSS activities and maintenance of NSS work diary.

Understanding youth: definition, profile of youth, challenges and opportunities of youth

Module 4 Volunteerism & Disaster Management [12L]

Volunteerism: needs and importance, Shramdan as a part of volunteerism, meaning and types of leadership, qualities of good leadership, importance and role of youth leadership. Introduction of disaster management, classification of disaster, role of youth in disaster management

Module 5 Training, Orientation, Research and Evaluation [3L]

Training and orientation center, research, evaluation and publication related to NSS

- 1. Nirmalya Kumar Sinha, Dr. Surajit Majumder: Text book of National Service Scheme, Vidya Kutir Publications.
- 2. Dr. Sunita Agarwalla: NSS and Youth Development, Paperback
- 3. Gyanendra Kumar: NSS at a Glance, Prabhat Prakashan

3rd Semester

OPERATIONS MANAGEMENT

Course Code: BBA 301 Semester: III
Course Category: Major Maximum Marks: 100

Total Course Hours: 60

Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

SI No.	Course Outcome
CO1	Identify the elements of operations management and various
	transformation processes to enhance productivity and competitiveness.
CO2	Explain the process of Operations and their linkage with process-product
	matrix in a real-world context.
CO3	Apply the dimension of operations management, inventory management,
	procurement management, quality control management in solving managerial
	problems.
CO4	Examine the procedure adopted for dimensions of operations management.
CO5	Outline a typical operational model for a product/service.
CO6	Elaborate upon different operational issues in manufacturing
	and services organizations where the decision-making element is emphasized.

DETAILED SYLLABUS:

Module 1: Introduction to Operation Management [10L]

Concept, Difference between Manufacturing and Service Operations; Product Process Matrix; Capacity Planning; Production as a Coordination Function; Production Cycle; Production Planning & Control Concept, Classification of Manufacturing System; Responsibilities of Production Manager

Module 2: Time and Motion Study [5L]

Concept, Flow Process Chart, Problems of Time Study

Module 3: Plant Location and Layout [10L]

Need for a Good Plant Location; Factors influencing Plant Location – Tangible and Intangible Factors; Different methods of Site Selection (ROI, Factor Rating, Paired Comparison, Centre of Gravity) Need for a Good Plant Layout; Characteristics of a Good Layout, Costs associated with Plant Layout; Process Layout vs. Product Layout

Module 4: Assembly Line and Cellular Manufacturing [5L]

Assembly Line Balancing: Concept and Problems; Cellular Manufacturing Concept

Module 5: Maintenance Management and Material Handling [5L]

Concept, Types of Maintenance, Preventive Maintenance; Total Productive Maintenance (TPM); Concept of MTBF (Mean time between failure), MTTR, MTTF; Problems

Material Handling: Principles, Tools and Techniques

Module 6: Purchase Management [7L]

Purchasing Procedure; Types of Purchase; Value Analysis; Vendor Selection; Negotiation; Make or Buy decision

Module 7: Inventory Management [8L]

Concept, Objective and Importance; Inventory Control System; Selective treatment of item; EOQ and Ordering Levels; JIT; MRP (I & II), and ERP

Module 8: Inspection and Quality Control [10L]

Types of Inspection; Quality Control: Tools and Technique; Statistical Quality Control; Acceptance Sampling and Control Charts

- 1. S.N. Chary: Production and Operations Management, TMH
- 2. R. Panneerselvam: Production and Operations Management, PHI
- 3. K. Bedi: Production and Operations Management, Oxford University Press
- 4. E. S. Buffa, and R.K. Sarin: Modern Production/ Operations Management, John Wiley.

ORGANIZATIONAL BEHAVIOUR

Course Code: BBA 302 Semester: III
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Remember individual human behaviour in the workplace as influenced by diversity,
	ethics, culture, reward systems, organizational design and
	perceptions
CO2	Understand the different personalities and attitudes of individual,
	motivational theories that lead to positive organizational behaviour, emotional
	intelligence and self-efficacy
CO3	Apply group dynamics and demonstrate skills required for working in formal and
	informal groups (team building)
CO4	Analyze individual human behaviour in the workplace as influenced by diversity,
	ethics, culture, reward systems, organizational design and
	perceptions
CO5	Evaluate the processes used in developing communication and decision making
	by resolving issues of stress and conflicts

DETAILED SYLLABUS:

Module 1: Introduction to Organizational Behaviour (12L)

Definition and scope of organizational behavior, Historical development of organizational behavior, Importance of studying organizational behavior, Individual behaviour in organizations.

Module 2: Individual Behaviour (10L)

Personality definition, theories, Perception, attribution, and attitudes, Learning theories, Job satisfaction.

Module 3: Group and Team Dynamics (12L)

Types of groups in organizations, Stages of group development, Conflict management and negotiation skills.

Module 4: International Organizational Behaviour (8L)

Definition, nature, characteristics, Cross-cultural differences and their impact on behavior, Organizational behaviour trends and future challenges.

Module 5: Power and Political Behavior (8L)

Definition, Power Dynamics, Sources, Power tactics, Essence of politics, Types of political activities.

- 1. K. Aswathappa: Organizational Behaviour, Text, Cases and Games, Himalaya Publishing House
- 2. S.S. Khanka: Organizational Behaviour, S Chand & Company
- 3. Bhat & Kumar, Management: Principles, Processes, and Practices, Oxford University Press.
- 4. C.B. Gupta: Management: Theory and Practice, Sultan Chand & Sons.
- 5. R.N. Gupta: Principles of Management, S. Chand & Co.
- 6. V.S.P. Rao: Organization Behaviour; Excel Book.

THE CONSTITUTION, HUMAN RIGHTS AND LAW

Course Code: AEC 301 Semester: III

Course Category: Ability Enhancement Course Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam:70
Tutorial: 0	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 2	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

Sl No.	Course Outcome
CO1	Identify the fundamental concepts and principles of constitutional law.
CO2	Understand the structure and functions of different branches of government as
	outlined in constitutions.
CO3	Execute relevant activity in line with the role of international
	organizations such as the United Nations in promoting and protecting human
	rights.
CO4	Examine the legal frameworks and remedies available for the protection of human
	rights within national jurisdictions.
CO5	Critically evaluate the effectiveness of constitutional amendments in protecting
	individual rights.
CO6	Build theoretical knowledge to practical scenarios through case studies and moot
	court exercises

DETAILED SYLLABUS:

Module 1: Constitution (5L)

Meaning & Constitutionalism, Historical perspective - 1909 Act, 1919 Act & 1935 Act, Salient features & nature of the Constitution

Module 2: Fundamental Rights (6L)

Introduction & its scheme, Right to Equality (Art.14), Right to Fundamental Freedoms (Art.19), Right to Life (Art.21), Directive Principles of State Policy: importance and implementation, Fundamental Duties and its legal status

Module 3: Conceptual background of human rights and duties (8L)

Concepts of Human Rights, Classifications of Human Rights, Historical and Philosophical Development of Human Rights

Module 4: International human rights movement (7L)

French revolution, Civil rights movement, Peasants movement, National freedom movement, Dalit movement

Module 5: International humanitarian law (4L)

Geneva convention 1949, Additional Protocols of 1977, International Red Cross society

- 1. H O Agarwal: A Concise Book on International Law and Human Rights, Central Law Publication
- 2. Dr. U Chandra: Human Rights, Allahabad law agency publication
- 3. D. D. Basu: Introduction to the Constitution of India, Lexis Nexis
- 4. Subhash C. Kashyap: Indian Constitution, National Book Trust

UNDERSTANDING BASICS OF CYBER SECURITY

Course Code: SEC 381 Semester: III

Course Category: Skill Enhancement Course Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam: 0
Tutorial: 0	Attendance: 0
Practical: 0	Continuous Assessment: 0
Credit: 0	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 100

Sl No.	Course Outcome
CO1	Define key terms such as malware, phishing, firewall, encryption, and vulnerability.
CO2	Describe how encryption works to protect data and why it is essential for maintaining confidentiality.
CO3	Sketch and configure a firewall to protect a computer network.
CO4	Test the different types of cyber threats and their potential impact.
CO5	Post the effectiveness of different cyber security tools and practices.
CO6	Develop a comprehensive security policy that includes guidelines for password management, data encryption, and incident response.

DETAILED SYLLABUS:

Module 1: Fundamentals of Cyber Security (5L)

Introduction to the concept of Information security, Information security goals (Confidentiality, Integrity and availability) CIA Triad, Cyber Space, Need for Cyber Security. Introduction to Cyber Crime, Types of Cybercrime. Scams and Frauds

Module 2: Classification of Malware (10L)

About Malware, Types of Malwares (Virus, worm, Trojan horse, spyware, adware, ransomware) Type of Computer Viruses: File Virus, Boot sector virus, Macro virus, electronic mail (email) virus, some indications of a malware attack

Antivirus: Brief introduction about popular antivirus programs, Basic ideas how antivirus programs identify a virus

Introduction to Cyber Attacks: Classification of Cyber Attacks, Denial of service attack (DoS), Distributed Denial of service attack (DDoS), Intrusion Detection System (IDS), Intrusion Prevention System (IPS),

snooping, Eavesdropping, Key loggers and Firewall

Module 3: Hacking Concepts (5L)

Hacking, Types of Hacking/Hackers, Essential terminology (Threat, Vulnerability, Target of Evaluation, Attack, Exploit). Concept of ethical Hacking, Hacktivism

Module 4: Cyber Law (5L)

Information Technology Act 2000 and Amendments, Cyber terrorism, Cyber laws, what offences are covered under these laws (Hacking, Data theft, Identity theft (including Password Theft), Email spoofing, Sending offensive messages, Voyeurism, Cyber terrorism) Punishment for cyber-crime in India, Jurisdiction of Cyber Crime, Cyber Security Awareness Tips

Module 5: Stay Secure in Digital World (5L)

Usage of Password, Different types of passwords (Biometric, Pattern based Graphical password, Strong Password technique), Types of Password attacks, Steps to stay secure in digital World, have strong password, encrypt your data, security suit software

- 1. Mayank Bhusan et.al: Fundamentals of Cyber Security (Principle, Theory and Practices), BPB Publications
- 2. Behrouz A. Forouzan: Data Communication and Networking, McGraw Hill Education (India)
 Pvt. Ltd

MS OFFICE WITH LAB

Course Code: BBA 303 & BBA 391 Semester: III

Course Category: Minor Maximum Marks: 100

Total Course Hours: 60

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 0
Tutorial: 0	Attendance: 5
Practical: 2	Continuous Assessment: 0
Credit: 4	Practical/Sessional internal continuous evaluation: 35
	Practical/Sessional external examination: 60

Sl No.	Course Outcome
CO1	Identify the appropriate menus and functions including short keys of MS Word,
	PowerPoint to create, format, import, merge, save, print files using various
	categories of data.
CO2	Show how to do the basic operations in MS Word, PowerPoint, and Excel.
CO3	Use various tools and functions of MS Word, PowerPoint, and Excel to draft,
	present and analyse a business or managerial data.
CO4	Illustrate the use of different set of commands used for data processing,
	visualization, manipulation, extrapolation through
	MS Word, PowerPoint, and Excel.
CO5	Design and execute Mail merged documents. Develop custom themes and
	customize slide masters and layouts. Drive insights from different data sources
	in MS Excel to answer relevant
	business questions.
CO6	Create and compile standard templates, presentations and dashboards in MS
	Word, PowerPoint, and Excel.

DETAILED SYLLABUS:

Module 1: MS Windows (3 hours)

Introduction to MS Window, working with desktop & start Menu button, opening file or program from start menu button, Introduction to MS Office

Module 2: Microsoft Word (12 hours)

Introduction to Microsoft Interface; Font options; Paragraph formatting; Heading Style; Editing Option in Home Tab; Clipboard and Format Painter; File Tab option, Insert Tab Option; Design Tab Option; Layout Tab Option; Mail Merge; View Tab Option; Endnote and Footnote

Module 3: Microsoft PowerPoint (20 hours)

Introduction to Microsoft PowerPoint, File Tab Option, Home Tab Option (Clipboard, Slides, Font, Paragraph, Drawing and Editing), Insert Tab Option, Design Tab Option, Transition and Animation Tab Option, Slide Show Tab Option

Module 4: Microsoft Excel (25 hours)

Introduction to Microsoft Excel, Home Tab Option, Insert Tab Option, Formula Tab Option, Data Tab Option, View Tab Option, Concept of Macro and VBA

Application of MS Excel: a) Functions (Logical, Lookup); b) Text to Column; c) Data Validation; d) What-if Analysis; e) Conditional Formatting; f) Pivot Table

- 1. John Preppernau: Microsoft Word 2016 step by step
- 2. John Lambert: Microsoft PowerPoint 2016 step by step
- Dr. Harold Lloyd Fisher Jr., Kymitra L. Fisher: Microsoft PowerPoint 2016 Made Easy: A Stepby-Step Guide for PC Users
- 4. John Walkenbach: Excel 2016 Bible, John Wiley and Sons
- Microsoft Word 2016 Introduction Quick Reference Guide Windows Version (Cheat Sheet of Instructions, Tips and Shortcuts, Lamina

4th Semester

MARKETING MANAGEMENT

Course Code: BBA 401 Semester: IV

Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End Semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external continuous
	Evaluation: 0

Sl No.	Course Outcome
BBA 401.1	Remember the fundamental concepts.
BBA 401.2	Understand the basic ideas.
BBA 401.3	Apply the basic strategies in marketing management.
BBA 401.4	Analyze the situation in the field.
BBA 401.5	Take decision as per situation.
BBA 401.6	Create market space for the organization.

DETAILED SYLLABUS:

Module 1: Introduction to Marketing (8 hours)

Definition, scope, different marketing concepts (traditional & modern), Selling vs Marketing, Marketing Mix, Marketing Environment (macro & micro environment)

Module 2: Consumer Behaviour, Industrial Buying Behavior, Market Segmentation (12 hours)

Meaning & Determinants, Consumer Behavior Model, steps in buying decision making process Industrial Buying Behavior: Meaning, Characteristics and difference with consumer buying behavior Market Segmentation: Meaning, Benefits and Basis of Market segmentation, Segmenting Consumer Market

Module 3: Product (8 hours)

Concepts of Product, Product Mix, Product Line, Product Width, Product Life Cycle, Strategies involved in different stages of PLC

Module 4: Pricing (6 hours)

Meaning & Importance, Objectives & Methods of Pricing, Factors affecting Pricing of a Product

Module 5: Distribution Channel (5 hours)

Meaning, types of Distribution Channel, Role of Intermediaries, Channel Design Decisions

Module 6: Promotion (5 hours)

Elements of Promotion Mix, Advertising Media, Merits & Demerits, Characteristics of an Effective Advertisement

Module 7: Brand Management (6 hours)

Introduction, Branding Decision Hierarchy, Communicating Brand, Brand Extension

- 1. Kotler P., Keller K.L.: Marketing Management, Pearson
- 2. Rajan Saxena: Marketing Management, TMH
- 3. Ramaswami V.S., Namakumari S.: Marketing Management, SAGE

HUMAN RESOURCE MANAGEMENT

Course Code: BBA 402 Semester: IV
Course Category: Major Maximum Marks: 100
Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

SI No.	Course Outcome
CO1	Remember the meaning and definition of the term human resource management
CO2	Understand different features of human resource management; scope and objectives of HRM and HRM practices in India
CO3	Apply the HRM tools in real world business situations.
CO4	Illustrate the methods and techniques of HRM
CO5	Expose different functional areas of Human Resource Management to enhance the effectiveness of HRM solution for real world HR Problems.
CO6	Formulate relevant and effective HR Policies.

DETAILED SYLLABUS:

Module 1: Human Resource Management-Overview (10L)

Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples

Module 2: Human Resource Planning (HRP) (8L)

Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy

Module 3: Job Analysis (4L)

Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation

Module 4: Talent Acquisition and Training (8L)

Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection, Training: Definition, Difference between Training, Development and Education, Different Methods of Training

Module 5: Human Resource Development (HRD) (6L)

Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods

Module 6: Introduction to Performance Appraisal (8L)

Purpose, Methods, Appraisal instruments, 360-degree Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview

Module 7: Emerging Areas - International Human Resource Management (6L)

Concept, Need, Objectives and Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques)

- 1. K. Aswathappa, Human Resource and Personnel Management: Text & Cases, Tata McGraw Hill
- 2. P. Biswajeet, Human Resource Management, Prentice Hall India
- 3. V.S.P. Rao: Essentials of Human Resource Management and Industrial Relations; Text, Cases and Games, Himalaya Publishing House, New Delhi.
- 4. P. Subba Rao: Personnel and Human Resource Management (Text & Cases), Himalaya Publishing House, New Delhi
- 5. C.B. Gupta: Human Resource Management, Sultan Chand & Sons, New Delhi.

FINANCIAL MANAGEMENT

Course Code: BBA 403 Semester: IV
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Define the concept, nature, scope function and objectives of Financial Management.
CO2	Explain the key concept of Time Value of Money, Future Value, Present Value and Compounding.
CO3	Use of time value of money in decision making, capital budgeting, NPV, IRR and Payback period.
CO4	Illustrate the financing decision in view Cost of Debt, Cost of Equity, Capital Structure, EBIT-EPS analysis, Operating Leverage, Financial Leverage and Degree of Combined Leverage.
CO5	Measuring the determinants and need of Working Capital, computation of Working Capital.
CO6	Formulation of different types of Ratio like Liquidity Ratio, Leverage Ratio, Activity Ratio, Profitability Ratio with respect to financial statement.

DETAILED SYLLABUS:

Module 1: Introduction (2L)

Concept, Nature, Scope, Function and Objectives of Financial Management, Profit Maximization and Wealth Maximization

Module 2: Time Value of Money (7L)

Concept of Time Value of Money, Present Value (Discounting), Future Value (Compounding), Present Value and Future value of annuity

Module 3: Investment Decision (14L)

Concept of Capital Budgeting, Importance of Cash Flow in a project, calculation of Cash Flow. Evaluation of investment project using different capital budgeting technique- NPV, IRR, MIRR, Profitability Index, Pay Back Period, Accounting Rate of Return

Module 4: Financing Decision (14L)

Cost of Capital: Concept of Cost of Capital, Calculation of Cost of different source of capital- Debt, Equity, Share and Preference Share. Calculation of WACC

Capital Structure: Concept of Capital Structure, Optimal Capital Structure of Business. EBIT-EPS Break-Even, indifference analysis, EBIT-EPS curve. Over Capitalization and Under Capitalization

Leverage Analysis: Concept of Leverage in Finance. Debt v/s Financing. Types of Leverage. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Degree of Combined Leverage

Module 5: Management of Working Capital (6L)

Concept, Components, Determinants and Need of Working Capital. Computation of Working Capital for a company

Module 6: Financial Statement Analysis (7L)

Concept of Financial Statement. Users of Financial Analysis. Nature of Ratio Analysis, Objective, Advantage, Disadvantages of Ratio Analysis. Type of Ratios- Liquidity Ratio, Leverage Ratio, Activity Ratio, Profitability Ratio

- 1. Khan, M. Y., & Jain, P. K.: Financial Management: Text, Problems and Cases. McGraw-Hill Education.
- 2. IM Pandey: Financial Management- By Pearson
- 3. Chandra, P: Financial management. Tata McGraw-Hill Education.
- 4. Bhalla, V. K: Financial management. S. Chand Publishing.
- 5. Banerjee, B: Fundamentals of financial management. PHI Learning Pvt. Ltd.

DATABASE MANAGEMENT WITH SQL

Course Code: BBA 404 Semester: IV
Course Category: Minor Maximum Marks: 100

Total Course Hours: 45

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 0	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 3	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome	
CO1	Identify various concepts related to Database Management, SQL	
CO2	Explain various concepts related to Database Management, SQL and their applications	
CO3	Apply different models of Database Management and SQL to solve related queries of users.	
CO4	Illustrate the Database languages, models and SQL queries which can give the most effective results to the users.	
CO5	Measuring the determinants of different parts of the used Database System for the organization.	
CO6	Formulation of Database Management and SQL structure justifiable for real world problems.	

DETAILED SYLLABUS:

Module 1: Introduction (7L)

Advantages of using Database Systems over File Systems, Data models: Entity-relationship model, network model, relational and object-oriented models, Database Languages (DDL, DML), Database Administrator and other Database users, Three schema/tier architecture of Database system: Data Abstraction, Data Independence

Module 2: Entity Relationship Model (10L)

Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, Cardinality Ratio, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship. Strong and weak Entity sets, Types and use of Integrity constraints, Codd rules

Module 3: Relational Model and Normal Forms (14L)

Concept of Relational Model, Keys, Entity Integrity and Referential Integrity rules, functional dependencies, Armstrong's Axioms, Normalization and Decomposition (1NF, 2NF, 3NF)

Module 4: SQL (14L)

DDL and DML commands, enforcing integrity constraints, Order by clause, Union, Intersect, Set Difference, Aggregate functions with Group by clause, Joining two tables, nested sub-queries

- Ramakrishnan, R. and J. Gehrke: Database Management Systems, McGrawHill, Company, Higher Education
- 2. Abraham Silberschatz, Henry F. Korth, S. Sudarshan: Database System Concepts, McGraw-Hill.
- 3. J. D. Ullman: Principles of Database and Knowledge Base Systems, Computer Science Press.
- 4. R.P. Mahapatra: Database Management Systems, Khanna Publishing House, New Delhi (AICTE Recommended Textbook 2018)

SOCIETY CULTURE AND HUMAN BEHAVIOUR

Course Code: AEC 401 Semester: IV

Course Category: Ability Enhancement Course Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam:70
Tutorial: 0	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 2	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

SI No.	Course Outcome
CO1	Identify the fundamental concepts and familiarize with key terms such as society, culture, norms, values, and roles.
CO2	Understand the structure and function of major social institutions such as family, education, religion, economy, and government.
CO3	Apply sociological and anthropological concepts to analyze contemporary social issues and problems.
CO4	Analyze the processes of cultural change, including diffusion, assimilation, and acculturation.
CO5	Assess the impact of social policies on different population groups.
CO6	Develop interest and evaluate the impact of globalization on local cultures and social practices

DETAILED SYLLABUS:

Module 1: Indian Society (8L)

Society and its types, Features of Tribal Society, Agrarian Society, Industrial Society

Module 2: Indian Culture (6L)

Culture – Features, Characteristics and Diversity. Differences with Western Culture, Human Values, Values in Work Life, Value Crisis in Contemporary Indian Society

Module 3: Social Stratification (8L)

Caste System, Class System, Communities, Ethnic Groups, Weaker Section and Minorities, Constitutional Provisions for Scheduled Castes, Scheduled Tribes and other Backward Classes

Module 4: Understanding Human Behaviour (8L) Nature, Meaning; Approaches for studying Human

Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach

Total: 30 hours

- 1. Nancy Lui: Psychology of Human Behavior: 5 Books in 1, IngramSpark
- 2. S. C. Dube: Indian Society, National Book Trust
- 3. Ahuja Ram: Society in India: Concepts, Theories and Recent Trends, Rawat Publication
- 4. J K Chopra: Indian Heritage and Culture, Unique Publisher

DATABASE MANAGEMENT WITH SQL-LAB

Course Code: BBA 491 Semester: IV
Course Category: Minor Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 0	End semester Exam: 0
Tutorial: 0	Attendance: 5
Practical: 2	Continuous Assessment: 0
Credit: 1	Practical/Sessional internal continuous evaluation: 35
	Practical/Sessional external examination: 60

Sl No.	Course Outcome
CO1	Identify various concepts related to Database Management, SQL
CO2	Explain various concepts related to Database Management, SQL and their applications
CO3	Apply different models of Database Management and SQL to solve related queries of users.
CO4	Illustrate the Database languages, models and SQL queries which can give the most effective results to the users.
CO5	Measuring the determinants of different parts of the used Database System for the organization.
CO6	Formulation of Database Management and SQL structure justifiable for real world problems.

DETAILED SYLLABUS:

Module 1: Introduction to Databases and SQL (10 hours)

Overview of Databases and DBMS; Basics of SQL: Data Definition Language (DDL) and Data Manipulation Language (DML); Creating, altering, and dropping tables; Inserting, updating, and deleting records; Understanding various SQL data types (INT, VARCHAR, DATE, etc.); Applying constraints: PRIMARY KEY, FOREIGN KEY, UNIQUE, NOT NULL, CHECK

Module 2: SQL Queries and Joins (10 hours)

Writing basic SELECT statements; Using WHERE clause for filtering data; Sorting data with ORDER BY; Using aggregate functions: COUNT, SUM, AVG, MAX, MIN; Grouping data with GROUP BY and filtering groups with HAVING; Understanding different types of joins: INNER JOIN, LEFT JOIN, RIGHT

JOIN, FULL OUTER JOIN; Writing subqueries and nested queries; Creating and using indexes to optimize query performance; Creating and managing views

Module 3: Transactions, Triggers and Projects (10 hours)

Understanding transactions and ACID properties; Using COMMIT and ROLLBACK; Understanding cursor and triggers; Creating and managing triggers for automated actions; Working on real-world case studies; Developing a mini project using SQL and database concepts

- 1. Ramakrishnan, R. and J. Gehrke: Database Management Systems, McGrawHill, Company, Higher Education
- 2. Abraham Silberschatz, Henry F. Korth, S. Sudarshan: Database System Concepts, McGraw-Hill.
- 3. J. D. Ullman: Principles of Database and Knowledge Base Systems, Computer Science Press.
- 4. R.P. Mahapatra: Database Management Systems, Khanna Publishing House, New Delhi (AICTE Recommended Textbook 2018)

5th Semester

ENTREPRENEURSHIP DEVELOPMENT

Course Code: BBA 501 Semester: V

Course Category: Major Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 4	End Semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Remember all basic concepts.
CO2	Understand the concept of entrepreneurship and role of entrepreneur in economic development.
CO3	Apply various tools and techniques to solve real life problem.
CO4	Analyze the scope and policies regarding entrepreneurship development in India.
CO5	Take critical decision for the benefit of the organization.
CO6	Produce/develop something new which is value addition to the common people.

DETAILED SYLLABUS

Module 1: Introduction to Entrepreneurship (12L)

Definition of Entrepreneur, Entrepreneurial Traits, Entrepreneur vs Manager, Decision making process in Entrepreneurship, Role of Entrepreneurship in Economic Development, Ethical and Social Responsibility, Opportunities in India

Module 2: Entrepreneurial Behavior (6L)

Entrepreneurial Motivation, Need for Achievement Theory, Risk Taking Behavior, Innovation & Entrepreneurship

Module 3: Entrepreneurial Talent (7L)

Characteristics of Entrepreneurs, Functions of Entrepreneurs, Entrepreneurial types

Module 4: Entrepreneurial Development & Start-Ups & Govt. Policy in India (10L)

History, Objectives, Stages of Growth, Target Group, Govt. Policy towards SSI; Start-Ups & Govt. Policy to encourage it, New Ventures, Industrial Park, SEZ, Financial & Technical Assistance by Different Govt. Bodies (SIDBI, TCO, SSIDC)

Module 5: Entrepreneurial Strategy (5L)

New Entry, Strategy at Entry Level, Risk Level Reduction Strategy

Module 6: Sick Industry (5L)

Conceptual Framework for Detecting Sickness in SSI, Status & Dimensions of SSI, Symptoms for Detecting Sickness, Reasons for Sickness, Govt. Policy for Recovery from Sickness

Module 7: Business Plan & Case Studies (15L)

- 1. Robert Hisrich, Micheal P. Peters, Dean A. Shepherd: Entrepreneurship, McGraw Hill Edu.
- 2. Arya Kumar: Entrepreneurship, Pearson
- 3. Lall & Sahani: Entrepreneurship, Excel Books
- 4. Chakravorty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency
- 5. Manimala, M J: Entrepreneurial Policies & Strategies, TMH
- 6. S.S.Khanka: Entrepreneurial Development, S. Chand

SALES & DISTRIBUTION MANAGEMENT

Course Code: BBA 502A Semester: V

Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End Semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Remember the fundamental concepts.
CO2	Explain the ideas.
CO3	Apply the basic strategies in the field.
CO4	Analyze the situation in the concerned market (local/regional/national)
CO5	Take the decision as per the situation.
CO6	Create market space for the organization.

DETAILED SYLLABUS:

Module 1: Personal Selling (10L)

Nature & Importance, Functions of a Salesman, Personal selling as a career, Salesmanship and Qualities of a Salesman, Buying Decision Making Process, Types of Buying Situation, Buyer-Seller Dyads, Buying Motive & Selling Points

Module 2: Sales Management & Training & Motivating Sales Force (10L)

Market Potential, Sales Potential, Sales Forecasting & Budgeting, Approaches to Sales Forecasting, Sales Budget, Sales Quota; ACMEE Method, Motivating & Compensating Sales Force, Sales Territory

Module 3: Theories of Selling (6L)

AIDAS Theory, Buying Formula Theory

Module 4: Selling Process (12L)

Steps in Selling Process (Prospecting-Pre-approach-Approach-Presentation-Handling Objections-Closing-Follow Up)

Module 5: Distribution Channel & Strategy (6L)

Distribution/Trade Channel, Types of Intermediaries, Function of Trade Channel, Channel Design Decisions

Module 6: Integrated Logistics & SCM (6L)

Order to Payment Cycle, Inventory, Warehousing, Transportation

- 1. Tapan K. Panda, Sunil Sahadev: Sales & Distribution Management Oxford University Press
- 2. Rajan Saxena: Marketing Management, TMH
- 3. Sahu P.K: Salesmanship & Sales Management, Vikash Publication
- 4. Venugopal P: Sales & Distribution Management, SAGE

FINANCIAL MARKET, INSTITUTION AND SERVICES

Course Code: BBA 502B Semester: V

Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Define the structure and functions of different financial markets, including equity, debt, derivatives, and foreign exchange markets.
CO2	Understand various financial instruments such as stocks, bonds, derivatives, and mutual funds, understanding their risk-return profiles
CO3	Demonstrate various issues in a financial market context and their significance from the perspective of business decision making.
CO4	Examine the roles and operations of key financial institutions, including banks, insurance companies, mutual funds, pension funds, and non-bank financial institutions.
CO5	Develop real-world projects enabling them to apply financial concepts and tools in professional scenarios.
CO6	Create financial plan for a startup company. Propose innovative financial products or services to meet emerging market needs

DETAILED SYLLABUS:

Module 1: Introduction (5L)

Introduction to Financial System, its Components – Financial Markets, and Institutions. Financial Intermediation. Coverage: Concept, Functions, and Components/Structure/Classification of Financial System. Financial System and Economic Development

Module 2: Money Market (8L)

Definition, Money Market and Capital Market and their Features, Objectives, Features of a Developed

Money Market, Importance of Money Market, Composition of Money Market, Money Market Instruments, Structure of Indian, Organization of Money Market, Role of central bank in money market

Module 3: Capital Market (10L)

New Issue Market: Relationship between New Issues Market and Stock Exchange, Functions of New Issue Market, methods of floating of new Issues. Instruments of Capital Markets Secondary, Control Over Secondary Market, Listing of securities. Methods of Capital Issue in New Issues Market – Initial Public Offer (IPO), Right Issue, Follow on Public Offer (FPO), Private Placement, Qualified Institutional Placement (QIP), Offer For Sale (OFS). Indian Depository Receipt (IDR), American Depository Receipt (ADR), and Global Depository Receipt (GDR). Significance, Structure, Participants, and Instruments of Indian Debt Market. Depository (NSDL, CDSL). Primary and Secondary Markets – NSE, BSE, NIFTY, SENSEX. Description and Analytics Role of Stock Exchanges in India

Module 4: Financial Services Industry (12L)

Introduction/Concept of Financial Services, and Types of Financial Services. Focus on fee based financial services only. Merchant Banking – pre and post issue management, underwriting. Regulatory framework relating to Merchant Banking in India. Underwriting: role and purpose of Underwriting. Regulatory Framework relating to Merchant Banking in India. Leasing - Coverage: Concepts and Types (Operating Lease Vs Financial Lease Only) of Leasing. Hire Purchase - Coverage: Concept, Difference between Hire Purchase and Instalments, Difference between Hire Purchase and Leasing. Consumer Finance - Coverage: Concept and Types of Consumer Finance/Credit Housing. Venture Capital Finance - Coverage: Concept, Features, and Types of Venture Capital Finance. Concept of private Equity. Factoring Services - Coverage: Concept, Functions, and Types of Factoring. Concept and Importance of Portfolio Management Services. Guidelines of SEBI for PMS schemes in India

Module 5: Credit Management and Credit Rating Agencies (5L)

Concept – Functions – Different Credit Rating Agencies – Popular Symbols – SEBI & Credit Rating Credit cards – Business credits – NAV role in the economy. Regulatory Bodies in Financial Services: SEBI – RBI – IRDA – AMFI

Module 6: Financial Services Institution (10L)

Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions; Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role; General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions. Mutual Funds – Introduction and their role in capital market development. Types of mutual fund schemes (open ended vs close ended, Equity, Debt, Hybrid schemes and ETFs. Non-banking financial companies (NBFCs). Coverage: Concept/Overview and Classification/Types of NBFCs

Suggested text book

- 1. Pathak, Bharati: Indian Financial System, Pearson.
- 2. Khan, M.Y.: Indian Financial System, McGraw-Hill Education.
- 3. Clifford Gomez: Financial Markets, Institutions and Financial Services, PHI Learning
- 4. Singh, J.K: Venture Capital Financing in India, Dhanpat Rai and Company, New Delhi.

INDUSTRIAL RELATIONS

Course Code: BBA 502C Semester: V
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Cognitive	Course Outcome
	Abilities	
BBA 502C.1	Remembering	Enumerate the key concepts of subject matter.
BBA 502C.2	Understanding	Describe the key aspects of Industrial relation in the country.
BBA 502C.3	Applying	Apply the provisions and legislations of Industrial Relations to the
		variety of real-world organization and resolve the dispute.
BBA 502C.4	Analyzing	Examine the concepts of Industrial Relations.
BBA 502C.5	Evaluating	Evaluate the conditions of labour and organization in context of
		Industrial Relations.
BBA 502C.6	Creating	Elaborate upon the perspective of an organization with respect to
		Grievance and Discipline, Dispute, Collective Bargaining, Trade
		Unionism and Employee Participation and Empowerment

DETAILED SYLLABUS:

M1: Industrial Relations [10L]

Overview, importance, Approaches to IR, Parties to IR, System Model of IR, Industrial Employees of India, Problems of Industrial Workers (absenteeism, commitment, Work Ethics), Contemporary and emerging issues in Employee Relations, Silent Provisions of Industrial Disputes Act.

M:2 Employee Discipline [10L]

Types, Misconduct, Disciplinary Action, Disciplinary Enquiry and Procedures, Grievance Handling and Redressal. Salient provisions of Industrial Employment (Standing Orders) Act, 1946.

M3: Collective Bargaining [10L]

Theories, Prerequisites, Process, Negotiating Skills and Strategies, Agreement – content, Validity, Implementation, Productivity Bargaining, Growth of Collective Bargaining in India

M4 Trade Unionism in India: [10L]

Introduction, Trade Unions, Reasons for Joining Trade Unions, Types and Functions of Trade Unions, Type of Trade Union Agitations, Trade Unions in India and its Problems, Employers' Organizations in India. Salient features of Trade Unions Act, 1926, Managerial Associations. Trade. Unions Act, 1926.

M5: Employee Participation and Empowerment [10L]

Advantages, Employee Participation in India- WPM, EPM, Quality Circles

- 1. A. Monappa: Industrial Relations in India, Tata McGraw Hill
- 2. C.B. Memoria and S. Memoria: Dynamics of Industrial Relations in India, Himalaya.
- 3. V.S.P. Rao: Human Resources Management: Text & Cases, Excel Books.
- 4. G. Dessler: Human Resource Management, Pearson.
- 5. D. Yoder: Personnel Management and Industrial Relations, Prentice Hall.

CONSUMER BEHAVIOUR

Course Code: BBA 503A Semester: V

Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 100

SI No.	Course Outcome
CO1	Recall the strategies used within each of the marketing mixes
CO2	Understand the theories and concepts of Buyer Behaviour
CO3	Apply buyer behaviour concepts in the context of what customers do in "the real world"
CO4	Analyze consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviour
CO5	Criticize best practices for responsible marketing and how to manage marketing efforts

DETAILED SYLLABUS:

M1: Introduction to Consumer Behaviour and Consumer Research [6L]

Introduction, Consumer Behaviour –Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process

M2: Marketing Segmentation and Positioning [6L]

Introduction, Requirements for Effective Segmentation, Bases for Segmentation, Determining How Many Segments to Enter, Product Positioning: An Introduction, Positioning Strategy, Positioning Approaches, Positioning

M3: Consumer Motivation [6L]

Introduction, Needs and Goals, Motivational Conflict, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research

M4: Consumer Personality and Perception [6L]

Introduction, Self-concept, Personality Theories, Brand, Personality, Emotions, Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception

M5: Consumer Learning, Memory and Involvement [6L]

Introduction, Components of Learning, Behavioural Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement

M6: Consumer Attitudes [6L]

Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies

M7: Social Class and Group Influences on Consumer Behaviour [8L]

Introduction, Nature of Social Class, Social Class Categories, Money and Other Status Symbols, Source of Group Influences, Types of Reference Groups, Nature of Reference Groups, Reference Group Influences, Applications of Reference Group Influences, Family Life Cycle Stages, Husband-wife Influences, Parent-child Influences, Consumer Socialization of Children, Word-of-Mouth Communications within Groups, Opinion Leadership

M8: Consumer Decision-making Process [6L]

Problem Recognition, Information Search and Evaluation of Alternatives; Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour

- 1. Rajneesh Krishna: Consumer Behaviour 1st Edition: Oxford HED
- 2. Batra, Kazmi: Consumer Behavior, Excel Books
- 3. Suja R. Nair: Consumer Behavior In Indian Perspective, Himalaya Publishing House.
- 4. Das Gupta. Consumer behavior, Wiley
- 5. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia.
- 6. Assel, Consumer Behavior A Strategic Approach, Biztranza

ELEMENT OF TAXATION

Course Code: BBA 503B Semester: V
Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO.1	Define the concept, nature, scope of Direct and Indirect Taxation.
CO.2	Explain the key concept of Capital Receipts, Revenue Receipts, Residential Status and Comparison between Direct and Indirect Taxation.
CO.3	Show the five heads of income, supply, charges, levy, exemption, ITC, computation, registration under GST and Custom Duty.
CO.4	Illustrate the valuation, refund and payment under GST and Custom Duty.
CO.5	Assessing the TDS, TCS, deductions from total income and Gross total income.
CO.6	Formulation of strategy for Tax Management to avoid Tax Evasion.

DETAILED SYLLABUS:

M1: Introduction [2L]

Basic Concept Basis of Charges and Capital and Revenue Receipts, Residential Status and Scope of Total Income, Income which do not part of Total Income

M2: Heads of Income [18L]

Income from Salaries, Income from House, Property Profit and Gains of Business or Profession, Capital Gains, Income from Other Sources

M3: Deductions and Assessment Procedure [7L]

Agricultural Income Set-off and Carry Forward of Losses, Deductions from Gross Total Income, Computation of Total Income and Tax Payable, Advance Tax, Tax Deduction at Sources and Introduction to Tax Collection at Sources

M4: Introduction [2L]

Concept Features and Background of Indirect Taxation, Difference between Direct Taxation and Indirect Taxation

M5: Goods and Service Tax Laws [18L]

Introduction to GST Law, Supply under GST, Charges of GST and Exemption from GST, Place Time and Value of Supply, Input Tax Credit, Computation of GST Liability, Registration, Tax Invoice e-Way Bill, Returns and Payment of Tax

M6 Custom Law [8L]

Introduction to Custom Law, Levy and Exemptions, Types of Duty, Valuation under Custom Act 1962, Importation Exportation and Transportation of Goods, Warehousing, Duty Drawback, Refund

Suggested Readings:

- Dr. Vinod K Singhania and Dr. Monica Singhania: Students' Guide to Income Tax Including GST, Taxmann's
- 2. T.N Manoharan & G.R Hari: Students Handbook on Taxation (Includes Income Tax and GST), Snow White.
- 3. Raj K Agarwal: Hand Book on Income Tax, Bharat Law House.
- 4. V.S Datey: GST Ready Reckoner, Taxmann's
- 5. Dr. Vinod K Singhania: Students' Guide to GST & Customs Law, Taxmann's

LABOUR LAWS

Course Code: BBA 503C Semester: V
Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam:70
Tutorial: 1	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 4	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

Sl. No.	Course Outcome
CO1	Identify the fundamental principles, key concepts, and terminology of labour laws.
CO2	Familiarize with the main sources of labour laws, including statutes, case law, and international conventions.
CO3	Integrate the knowledge of Labour Law in General HRD Practice.
CO4	Develop implementation skills of various Industrial and labour laws.
CO5	Examine case studies on discrimination and apply relevant legal principles to hypothetical scenarios.
CO6	Critically Analyze current labor law policies and Propose evidence-based reforms for the betterment of an organization.

DETAILED SYLLABUS:

M1: Industrial Revolution and Development of Labour Laws [8L]

Industrial Revolution in India – Causes & it's impact, Significance of Industrial Relations, Industrial Peace and Industrial Harmony, Concept of 'Collective Bargaining', Recent Development in Labour Codes

M2: Trade unions act, 1926 [8L]

Nature, scope & object of the act, Registration of trade unions, Cancellation & dissolution of trade union, Rights & liabilities of registered trade unions

M3: Industrial Dispute Act, 1947 [8L]:

Nature, Scope & Objectives of the Act, Important Definitions –Industrial Disputes, Award & Settlement,
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Settlement Authorities of Industrial Disputes, Procedure, Powers and Duties of Settlement Authorities

M4: Payment of Wages Act, 1936 [7L]

Nature, Scope & Object of the Act, Payment of Wages and Deductions from Wages, Authorities under the Act, Penalty & Trial Procedure

M5: Employees Provident Fund Act, 1952[10L]

Definitions of Pension fund, Pension Scheme, Superannuation, Employees' Pension Fund Scheme and Fund, Employees Provident Fund Scheme, Employees Deposit Linked Insurance Scheme. Determination and Recovery of money due from employer, Penalties under the Act

M6: The Maternity Benefit Act, 1961[10L]

Objective, Coverage, Benefits, penalties The Employees' State Insurance Act, 1948: objective, scope, coverage, benefits, The role of ESI Corporation and ESI Hospitals

- 1. K. C. Garg, Mukesh Sharma and V.K Sareen: Commercial and Labour Laws, Kalyani Publishers.
- 2. Dr. Parul Gupta: Taxmann's Industrial Relations & Labour Law for Managers, Taxmann Publications Private Limited
- 3. R. Sharma: Industrial relations and labour legislation. PHI Learning Pvt.
- 4. Reshma Arora: Labour Law, Himalaya Publication House.
- 5. P.L. Malik: Handbook of Labour and Industrial Law, SCC Editorial
- 6. H L Kumar: Practical Guide to Labour Management, Universal Law Publishing

CLOUD COMPUTING

Course Code: BBA 504 Semester: V
Course Category: Major Maximum Marks: 100

Total Course Hours: 45

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam:70
Tutorial: 1	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 3	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

Sl. No.	Course Outcome
CO1	Identify the fundamental concepts and terminology of cloud
	computing.
CO2	Explain the core principles and models of cloud computing.
CO3	Demonstrate the ability to use cloud services and tools
CO4	Organizing the requirements and select appropriate cloud solutions for specific business needs.
CO5	Rating the performance, security, and cost-efficiency of cloud solutions.
CO6	Managing a cloud-based solution to solve a complex problem.

DETAILED SYLLABUS:

M1: Cloud [12L]

Definition; Cloud Types – NIST model, Cloud Cube model, Deployment models (Public, Private, Hybrid and Community Clouds), Cloud Computing: Definition, Evaluation, Benefits, Types, Characteristics SaaS: Basic concept and characteristics, Open SaaS and SOA, examples of SaaS platform Identity as a Service (IDaaS) Compliance as a Service (CaaS)

M2: Platforms [15L]

Use of Platforms in Cloud Computing; Concepts of Abstraction and Virtualization technologies; Types of virtualizations; Mention of The Google Cloud as an example of use of load balancing Hypervisors; Porting of applications in the Cloud; Use of PaaS Application frameworks, Discussion of Google Applications Portfolio; Windows Azure platform; Overview of Windows Azure App Fabric; Content Delivery Network; Windows Live services

M3: Infrastructure [10L]

Introduction of Cloud Infrastructure; Cloud Management, Lifecycle management of cloud services (six stages of lifecycle); Concepts of Cloud Security; Overview of security mapping Security of data

M4: Services [8L]

Concepts of Services and Applications; Service Oriented Architecture; Applications in the Cloud; Cloud-based Storage; Webmail Services

- 1. Barrie Sosinsky: Cloud Computing Bible, Wiley India Pvt. Ltd.
- 2. Rajkumar Buyya: Mastering Cloud Computing, McGraw Hill Edu. (India) Private Limited
- 3. Anthony T. Velte: Cloud Computing: A practical approach, Tata McGraw-Hill
- 4. Miller: Cloud Computing, Pearson

GRAPHIC DESIGN WITH PHOTOSHOP & ILLUSTRATOR

Course Code: BBA 505 Semester: V

Course Category: Major Maximum Marks: 100

Total Course Hours: 45

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 0	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 3	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Recall the concept of graphic designing, its essentials and various tools used for
	designing
CO2	Understand the principles and process of designing
CO3	Navigate the Photshop Interface and Illustrator Workspace for visually appealing and
	readable designs
CO4	Differentiate among the ethical and non-ethical side in a graphic
	design.

DETAILED SYLLABUS:

M1: Introduction to Graphic Design [5L]

Concept, Types of graphics; Software used for graphics designing; Ethical and Non-Ethical side of graphic design; Copyright law; Responsibility of the designer, Application of graphic; Career and Opportunities as graphic designer

M2: Graphic Designing Essentials [10L]

Introduction to Drawing; Types and Virtues of Drawings; Importance of Colour; Colour Theories; RGB and CMYL Model; Fundamentals of Visual Compositions; Typography; Designing Principles

M3: Photoshop [15L]

Photoshop Interface; Raster graphics & vector graphics, Image formats, Operations on image; Menus and Tools; Application of Photoshop

M4: Illustrator [15L]

Workspace; Understanding the work environment; Menus and Tools; Opportunities for Illustrator designer; Application of Illustrator

- 1. Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- 2. Evans, Poppy, Sherin Aaris: The Graphic Design: Reference & Specification Book, US: Rockport Publishers.
- 3. Ellen, Phillips & Jennifer, C. P.: Graphic Design: The New Basics, UK: Princeton Architectural Press
- 4. The story of Graphic Design, NCERT Publications.

GRAPHIC DESIGN WITH PHOTOSHOP & ILLUSTRATOR - LAB

Course Code: BBA 591 Semester: V

Course Category: Major Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 0	End semester Exam: 0
Tutorial: 0	Attendance: 5
Practical: 2	Continuous Assessment: 0
Credit: 1	Practical/Sessional internal continuous evaluation: 35
	Practical/Sessional external examination: 60

SI No.	Course Outcome		
CO1	Identify the essentials and tools of graphic designing software		
CO2	Explain the functioning of graphic designing software		
CO3	Gain proficiency in industry-standard graphic design software such as Photoshop and Illustrator and their relevant tools so that to use them effectively to create		
	various types of designs		
CO4	Acquire skills in designing for both print and digital platforms, considering the specific requirements and constraints of each medium		
CO5	Compare the elements of drawing and designing created suing graphic designing tools.		
CO6	Compile a strong portfolio showcasing a variety of design projects that demonstrate skills, creativity, and versatility		

DETAILED SYLLABUS:

M1: Graphic Designing with Photoshop [10L]

Installation; Creating a new document-Size, Color Mode, Resolution; File, Edit, Image, Layer Menu; Select, Filter, View, Window Menu; Layer, Layer Style and Alignment; Typographic Basic, Character & Paragraph, Working with Blending Option; Working with Pen Tool and Path Palette; Working with Selection; Coloring and Painting; Basic Image Editing, Retouching and Correcting

M2: Graphic Designing with Illustrator [10L]

File, Edit, Object; Type Menu, Select & Swatch Palette; Effect, View & Window Menu; Working with Layer & Transparency Palette; Typographic Basic; Working with Pen tool & Pathfinder Palette; Working with Selection and Rectangle, Shape builders & Free Transform Tool; Working with Brush, Mesh tool &

Symbols; Working the basic tools

M3: Project, Photoshop, Illustrator [10L]

Photoshop: Business Card/Id Card; Flyer and Preview Mockup; Web Header; Facebook Timeline; Web Banner

Illustrator: Business Card/Id Card; Flyer; Logo and Icon; Presentation Folder; Web Banner 10

- 1. Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- 2. Evans, Poppy, Sherin Aaris: The Graphic Design: Reference & Specification Book, US: Rockport Publishers.
- 3. Ellen, Phillips & Jennifer, C. P.: Graphic Design: The New Basics, UK: Princeton Architectural Press
- 4. The story of Graphic Design, NCERT Publications.

6th Semester

BUSINESS RESEARCH METHODS

Course Code: BBA 601 Semester: VI
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome		
CO1	Retrieve the research methodology and the technique of defining a research problem.		
CO2	Understand relevant scaling & measurement techniques and should use appropriate sampling techniques.		
CO3	Apply relevant research technique to achieve a conclusion of a specified research problem.		
CO4	Organize and conduct research in a more appropriate manner.		
CO5	Evaluate statistical analysis which includes various research technique.		
CO6	Create research report and dissertation.		

DETAILED SYLLABUS:

M1: Meaning, scope and significance of social research [8L]

Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis. Concept of scaling and measurement techniques.

M2: Literature Review [8L]

Concept, necessity, research gap, reference, and plagiarism. Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism. Methods of research: (a) Quantitative and Qualitative (Characteristics and Differences Sources of Data: Primary & Secondary.

M3: Techniques of Data Collection [7L]

Survey, Observation, Questionnaire & Scheduled, Interview, Case Study.

M4: Sampling & Sampling Design [6L]

Types, Advantages and Limitations.

M5: Classification & presentation of Data [7L]

Coding, Tables, Graphs, Measures of Central Tendency & Dispersion.

M6: Hypothesis Testing [8L]

Definition, Concepts, Types of hypothesis, Test Statistics, Critical Value, Decision Rule, Procedure, Hypothesis testing for mean, proportion etc.

M7: Data Ethics & Report Writing [6L]

Concept, business benefits, Principles, ethical use of algorithms, steps to write a research report.

- 1. C.R. Kothari: Research Methodology Methods and Techniques, New Age International Ltd.
- 2. Naresh K Malhotra and Satyabhushan Das: Marketing Research-An Applied Orientation, Pearson.
- 3. P. Mishra: Business Research Methods, Oxford University Press.
- 4. C. Murthy: Research Methodology, Vrinda Publications.
- 5. Saunders: Business Research Methods, Pearson.
- 6. R.K. Verma and Gopal Verma: Research Methodology, Common Wealth Publications. Rao

PROJECT MANAGEMENT

Course Code: BBA 602 Semester: VI
Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Identify the elements of project and project management
CO2	Explain about the project and their linkage with productivity and competitiveness.
CO3	Apply the dimension of project management in solving and executing a project.
CO4	Examine the procedure adopted for dimensions of project management
CO5	Evaluate a project report and key performance indicators of projects
CO6	Design dashboards for Project Scheduling and Develop and Execute a Project covering areas like Scope, Cost, Resource and Team Management in manufacturing and services organizations.

DETAILED SYLLABUS:

M1: Introduction to Project Management [10L]

Project and its characteristics; Importance of Project Management; Relationship of Project and Operations; Project Life Cycle; Project Management Knowledge Area; Skills, Competencies and Roles of Project Manager.

M2: Project Feasibility & Project Environment and Organization System [5L]

Project Feasibility: Screening of the Project, Detailed Feasibility Study Reports

Project Environment and Organization System: EEF and OPA; Organizational System; Influence of Organizational Structures on project; Project Management Office (PMO)

M3: Project Integration Management [5L]

Key Aspects of Project Integration Management; Project Charter, Project Management Plan and Project Documents; Trends and Modern Practices of Project Integration Management

M4: Project Scope Management Project Feasibility [5L]

Concept of Project Scope, Collection of Information, Definition of Scope, WBS, Validation of Scope, Controlling of Scope

M5: Project Schedule Management [10L]

Project Scheduling Method; Sequencing Activities (Precedence Diagramming Method); Gantt Chart; Network Diagram: CPM, PERT; Crashing and Resource Optimization; Problems; Scheduling in MS-Project

M6: Project Cost Management [10L]

Estimation of Project Cost; Capital Budgeting – Tools and Technique; Problems

M7: Project Resource Management & Project Risk Management [10L]

Project Resource Management: Concept; RACI; Team Type and Team Building; Conflict Management for Team; Communication Management for Team

Project Risk Management: Types of Project Risks; Identification of Risks; Risks Mitigation Strategies

- 1. K.Nagarajan: Project Management, New Age International Publications
- Prasanna Chandra: Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill
- 3. Erik Larson and Clifford Gray: Project Management: The Managerial Process, Tata McGraw Hill
- 4. R. Lewis: Project Management, McGraw-Hill
- 5. Sitangshu Khatua: Project Management and Appraisal, Oxford

DATA ANALYTICS SKILLS FOR MANAGER

Course Code: BBA 603 Semester: VI
Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Describe the basic concepts in Data Analytics and its various tools and techniques.
CO2	Explain the process of Data Analytics in multiple business domains and scenario.
CO3	Apply the Exploratory, Descriptive, Diagnostic, Predictive, Perspective Data Analytics tools in solving managerial problems.
CO4	Analyse output of data analytics like different plots and visualisation
CO5	Select a right tool for the given analytical task.
CO6	Combine various tools and functions of data analytics tools like Excel, Power Bi, R and Python and use them in live analytical projects in multiple business domains and scenarios.

DETAILED SYLLABUS:

M1: Introduction to Data Analytics [5L]

Definition, Data Analytics Life Cycle; Types of Data Analytics; Tools used in data analytics, Application of analytics in business

M2: Classification of Data [5L]

Data Collection: Data Collection Strategies

Data Preparation: Data Pre-Processing Overview; Data Cleaning; Data Integration and Transformation;

Data Reduction; Data Discretization

M3: Descriptive Data Analytics & Exploratory Data Analytics [15L]

Measurement of Frequency (Frequency Table); Measurement of Central Tendency (Mean, Mode, Median); Measurement of Dispersion (Range, Variance, Standard Deviation); Measurement of Position (Quartile and Percentile)

Exploratory Data Analytics: Concept; Tools and Techniques – Histogram, Stem and Leaf Plot, Boxplot, Q-Q Plot; Scatterplot, Run Chart, Heat Map, Bubble Chart; ANNOVA; Difference between Descriptive and Exploratory Data Analytics; Real Life Applications of Descriptive and Exploratory Data Analytics

M4: Diagnostic Data Analytics [6L]

Concept; Tool and Techniques – Root Cause Analysis, Correlation Analysis, Linear Regression Analysis, Fishbone Analysis, Pareto Analysis

M5: Predictive Data Analytics [10L]

Concept; Tool and Techniques – Decision Tree, Multiple Regression, Logistic Regression, Cluster Analysis, Discriminant Analysis

M6: Prescriptive Data Analytics [10L]

Concept; Tool and Techniques – Decision Making using MCDM Techniques, AHP, TOPSIS, What-If Analysis

M7: Data Analytics Tools [4L]

MS-Excel, Power BI, R and Python (2 Projects from each)

- 1. Anil Maheswari: Data Analytics Made Accessible, Amazon.com Services LLC.
- 2. Joseph F. Hair et. al: Multivariate Data Analysis, Pearson
- 3. N. D. Vohra: Quantitative Techniques in Management, Tata McGraw Hill Education
- 4. Seema Acharya: Data Analytics using R, TMGH

WEB DEVELOPMENT WITH HTML AND CSS

Course Code: BBA 604 Semester: VI
Course Category: Minor Maximum Marks: 100

Total Course Hours: 45

Teaching Scheme:	Examination Scheme:
Lecture: 3	End Semester Exam: 70
Tutorial: 0	Attendance: 5
Practical:0	Continuous Assessment: 25
Credit: 3	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Identify different terminology related with Web Development,
	HTML and CSS
CO2	Understand the roles and functions of different aspects of web development
CO3	Apply different web development and web hosting techniques by using HTML and CSS Framework and
CO4	Analyse the Web Application Development Ecosystem and terminology.
CO5	Discuss web content using HTML and CSS tags and elements effectively
CO6	Create dynamic web-pages using HTML and CSS

DETAILED SYLLABUS:

M1: Introduction to Web Design [5L]

Introduction of Internet, WWW, Website, Working of Websites, Web pages, Front End, Back End, Client and Server Scripting Languages, Responsive Web Designing, Types of Websites (Static and Dynamic Websites), representation of URL format, port number, Http and https protocol, IP addressing Internet Applications: Internet services, Electronic Mail (E-Mail), File Transfer, Real-Time User Communication, Remote Login

M2: HTML [10L]

Introduction, Basic Structure of HTML, Head Section and Elements of Head Section, Formatting Tags: Bold, Italic, Underline, Strikethrough, Div, Pre Tag Anchor links and Named Anchors Image Tag, Paragraphs, Comments, Tables: Attributes –(Border, Cellpadding, Cell spacing, height, width), TR, TH,

TD, Rowspan, Colspan Lists: Ordered List, Unordered List, Definition List, Forms, Form Elements, Input types, Input Attributes, Text Input Text Area, Dropdown, Radio buttons, Check boxes, Submit and Reset Buttons Frames: Frameset, nested Frames. HTML 5 Introduction, HTML5 New Elements: Section, Nav, Article, Aside, Audio Tag, Video Tag, HTML5 Form Validations: Require Attribute, Pattern Attribute, Autofocus Attribute, email, number type, date type, Range type, HTML embed multimedia, HTML Layout, HTML

M3: CSS [12L]

Introduction to CSS, Types of CSS, CSS Selectors: Universal Selector, ID selector, Tag Selector, Class Selector, Sub Selector, Attribute Selector, Group Selector, CSS Properties: Back Ground properties, Block Properties, Box properties, List properties, Border Properties, Positioning Properties, CSS Lists CSS Tables, CSS Menu Design CSS Image Gallery

M4: CSS Framework [10L]

Web Site Development using W3.CSS Framework, W3.CSS Intro, W3.CSS Colors, W3.CSS Containers, W3.CSS Panels, W3.CSS Borders, W3.CSS Fonts, W3.CSS Text, W3.CSS Tables, W3.CSS List, W3.CSS Images, W3.CSS Grid

M5: Web hosting Basics, Documents Interchange Standards, Components of Web Publishing, Document management, Web Page Design Considerations and Principles, Search and Meta Search Engines, WWW, Browser, HTTP, Publishing Tools [8L]

- 1. Ramesh Bangia: Learning Web Designing, Khanna Book Publishing Co.
- 2. Julie C. Meloni and Jennifer Kyrnin: HTML, CSS, and JavaScript All in One: Covering HTML5, CSS3, and ES6, BPB Publications
- 3. Jennifer Niederst Robbins: Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, O'Reilly Media
- 4. Jon Duckett: HTML and CSS: Design and Build Websites, Wiley India Pvt. Ltd.
- Jon Duckett: JavaScript and JQuery: Interactive Front-End Web Development, Wiley India Pvt. Ltd.
- 6. Jon Duckett: Web Design with HTML, CSS, JavaScript and jQuery Set, Wiley India Pvt. Ltd.

E-COMMERCE AND APPLICATION

Course Code: BBA 605 Semester: VI
Course Category: Minor Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam:70
Tutorial: 1	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 3	Practical/Sessional internal continuous evaluation:0
	Practical/Sessional external examination:0

Sl. No.	Course Outcome	
CO1	Recall fundamental concepts, terminology, and history of e- commerce.	
CO2	Explain the components and infrastructure of e-commerce systems, including technical, security, and business aspects.	
CO3	Demonstrate the use of digital marketing tools and techniques, and social media marketing, in practical e-commerce scenarios.	
CO4	Conduction of various e-commerce business models.	
CO5	Assess the effectiveness and security of different online payment systems and protocols.	

DETAILED SYLLABUS:

M1: Introduction to E-Commerce [10L]

Definition of E-Business, Origin of E-Business, History of the E-Commerce, E-Business Opportunities for Businesses, Types of E-Commerce, Working of E-Business, E-Business Vs the Traditional Business Mechanism, Advantages and Disadvantages of E-Business, Main Goals of E-Business

M2: Network Infrastructure for E-Commerce [5L]

Local Area Network (LAN), Ethernet: IEEE 802.3: Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet: TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML

M3: E-Business - Requirements and Architecture [8L]

Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or

Information Highway. Business Models: Evolution of Internet Business Models, Business Models in Practice, Business Model Components

M4: Security in Electronic Business[5L]

Intranet and Extranet Security, Threats and Protection, Protection Methods, Data and Message Security, Firewalls. Encryption: Cryptography, Encryption, Digital Signature, Virtual Private Network

M5: Electronic Payments [14L]

Overview of Electronics payments, Digital Token based Electronics payment System, Smart Cards, Credit Card/Debit Card based EPS, Emerging financial Instruments, Home Banking, Online Banking. E-Marketing: Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet, E-Business for Service Industry. EDI, E-CRM and E-SCM

M6: Mobile Commerce [8L]

Overview of M-Commerce, Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

- 1. Joseph, P.T.: E-Commerce an Indian Perspective (2e), New Delhi Prentice-Hall of India
- 2. O'Brien, J.: Management Information Systems Managing Information Technology in The Business Enterprise, New Delhi Tata McGraw-Hill.
- 3. Rayport, J. F. & Jaworski, B. J.: Introduction to E-Commerce, New York McGraw-Hill Irwin.

BUSINESS RESEARCH METHODS-LAB

Course Code: BBA 691 Semester: VI
Course Category: Major Maximum Marks: 100

Total Course Hours: 30

Teaching Scheme	Examination Scheme
Lecture: 0	End semester Exam: 0
Tutorial: 0	Attendance: 5
Practical: 2	Continuous Assessment: 0
Credit: 1	Practical/Sessional internal continuous evaluation: 35
	Practical/Sessional external examination: 60

Sl No.	Course Outcome
CO1	Retrieve the research methodology and the technique of defining a research problem.
CO2	Understand about various research tools and statistical techniques.
CO3	Apply tools like SPSS, Advance Excel and R for data analysis.
CO4	Analyze quantitative data through execution of various statistical tests and data and Interpret results.

DETAILED SYLLABUS:

M1: Introduction [10L]

Classification & presentation of Data, Frequency distribution, Sampling distributions, Central tendency, variance

M2: Data types and Control structures [8L]

Operators (unary, arithmetic, etc.) - Data types, variables, expressions, and statements - Assignment statements - Strings and string operations - Control Structures: loops and decision

M3: Introduction to Hypothesis Testing using Python/R/SPSS [12L]

Large sample tests, Small sample tests, F distribution, Test for Normality, Test for correlation co-efficient, ANOVA, Parametric and Non-Parametric Tests

- 1. Dr Sharma Pooja: Programming in Python, BPB.
- 2. Gaur, A. S. and Gaur, S. S., Statistical methods for practice and Research, Sage Publications.
- 3. Biswas & Giri, Research Methodology for Social Sciences, Sage.

WEB DEVELOPMENT WITH HTML AND CSS-LAB

Course Code: BBA 692 Semester: VI
Course Category: Minor Maximum Marks: 100

Total Course Hours: 36

Teaching Scheme	Examination Scheme
Lecture: 0	End semester Exam: 0
Tutorial: 0	Attendance: 5
Practical: 2	Continuous Assessment: 0
Credit: 1	Practical/Sessional internal continuous evaluation: 35
	Practical/Sessional external examination: 60

Sl No.	Course Outcome
CO1	Identify different terminology related with Web Development, HTML and CSS
CO2	Understand the roles and functions of different aspects of web development
CO3	Apply different web development and web hosting techniques by using HTML and CSS Framework and
CO4	Analyse the Web Application Development Ecosystem and terminology.
CO5	Discuss web content using HTML and CSS tags and elements effectively
CO6	Create dynamic web-pages using HTML and CSS

DETAILED SYLLABUS:

M1: [12L]

- 1. Home Page: Create an attractive and informative home page that introduces yourself and includes a brief summary of your background, skills, and interests.
- 2. About Me Page: Design an "About Me" page that provides more detailed information about your education, work experience, and personal interests.
- **3. Projects Page:** Showcase your projects with descriptions and images. Use a grid or card layout to present the projects neatly.
- **4. Contact Page:** Include a contact form or your contact information (email, phone number, LinkedIn profile, etc.) to allow visitors to reach out to you.

M2: [12L]

- **5. Responsive Design:** Ensure that your website is responsive and displays correctly on various devices, including desktops, tablets, and mobile phones.
- **6. Navigation:** Implement a navigation bar or menu that allows visitors to easily navigate between different pages of your website.
- **7. CSS Styling:** Apply CSS styles to enhance the overall appearance of your website, including fonts, colors, backgrounds, and layout.

M3 [12L]

- **8. External Resources:** Utilize external resources, such as Google Fonts or Font Awesome icons, to enhance the design and functionality of your website.
- **9. Code Organization:** Organize your HTML, CSS, and JavaScript code into separate files and link them appropriately in your web pages.
- 10. Valid HTML and CSS: Ensure that your HTML and CSS code is valid, following W3C standards.

- 1. Ramesh Bangia: Learning Web Designing, Khanna Book Publishing Co.
- 2. Julie C. Meloni and Jennifer Kyrnin: HTML, CSS, and JavaScript All in One: Covering HTML5, CSS3, and ES6, BPB Publications
- 3. Jennifer Niederst Robbins: Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, O'Reilly Media
- 4. Jon Duckett: HTML and CSS: Design and Build Websites, Wiley India Pvt. Ltd.
- Jon Duckett: JavaScript and JQuery: Interactive Front-End Web Development, Wiley India Pvt. Ltd.
- 6. Jon Duckett: Web Design with HTML, CSS, JavaScript and jQuery Set, Wiley India Pvt. Ltd.

7th Semester

MANAGEMENT ACCOUNTING

Course Code: BBA 701 Semester: VII

Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture:3	End Semester Exam:70
Tutorial:1	Attendance:5
Practical:0	Continuous Assessment:25
Credit:4	Practical/ Sessional Internal Continuous Evaluation: 0
	Practical/ Sessional External Examination: 0

Sl No.	Course Outcome
CO1	Define the key terms in Management Accounting, various performance
	measurement systems, including balanced scorecards,
	Key performance indicators(KPIs), and variance analysis.
CO 2	Explain the fundamental principles and concepts of management
	accounting, including cost behaviors, cost structures, and the role of management
	accounting in organizations.
CO 3	Identify the various issues in a Management Accounting and
	Demonstrate management accounting techniques to make informed
	Business decisions, such as pricing, product mix, and investment decisions.
CO 4	Examine the ethical issues related to management accounting, including the
	importance of accuracy, transparency, and integrity in financial reporting.
CO 5	Develop the ability to effectively communicate financial information and insights to
	stakeholders, including managers, investors and other
	decision-makers.
CO 6	Anticipate how contemporary management accounting practices,
	Such as lean accounting and activity-based costing, to improve cost management
	and decision-making processes.

DETAILED SYLLABUS:

M1: Management Accounting [10L]

Definition, Objectives, Scope, Functions, Advantages, Limitations, Techniques and need – Comparison with Financial Accounting and Cost Accounting –Role of Management Accountant.

M2: Financial Statement Analysis [11L]

Fund Flow Statement, Cash Flow Statement (AS 3), Comparative Statement, Common Size Statement.

M3: Ratio Analysis [12L]

Meaning, Objectives, Advantages and Limitations – Classification of Accounting Ratios from Different Viewpoints – Important Accounting Ratios Used in Analyzing Liquidity, Solvency, Profitability, Managerial Efficiency, Capital Structure – Computation and Interpretation of Important Accounting Ratios - Preparation of Financial Statements and Statements of Proprietors' Fund from the Given Ratios.

M4: Break-Even Analysis & Marginal Costing [10L]

Break-Even Analysis, Marginal Costing, Margin of Safety, Marginal Costing as a Tool for Decision Making – Make or Buy Decision; Change of Product Mix; Shutdown Decision.

M5: Budget and Budgetary Control [12L]

Budgeting and Budgetary Control: Concept of Budget, Budgeting and Budgetary Control; Objectives, Merits, and Limitations; Budget Administration; Functional Budgets; Fixed and Flexible Budgets; Zero-Based Budgeting.

- 1. Khan, M.Y. and Jain, P.K. *Management Accounting*, Tata McGraw-Hill (TMH).
- 2. Kaplan, R.S. and Atkinson, A.A. Advanced Management Accounting, Prentice Hall of India.
- 3. Arora, M.N. *Cost Accounting: Principles and Practices*, Vikas Publishing House.
- 4. Jain, S.P. & Narang, K.L. *Cost Accounting*, Kalyani Publishers, New Delhi.
- 5. Bhabatosh Banerjee Financial Policy & Management Accounting, Prentice Hall of India Ltd.
- 6. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg *Introduction to Management Accounting*, Pearson Education.
- 7. Saxena and Vashisth Advanced Cost and Management Accounting, Sultan Chand & Sons.
- 8. A.K. Bhattacharyya *Principle and Practice of Cost Accounting*, Prentice Hall.
- 9. Horngren, Datar, Rajan Cost Accounting: A Managerial Emphasis, Pearson.

STRATEGIC MANAGEMENT

Course Code: BBA 702 Semester: VII

Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture:3	End Semester Exam: 70
Tutorial:1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:4	Practical/ Sessional Internal Continuous Evaluation: 0
	Practical/ Sessional External Examination: 0

Sl No	Course Outcome	
CO 1	Identify the basic terms and concepts in Strategic Management.	
CO 2	Explain the various facets of Strategic Management in a real-world context and Describe the trade-offs within and across strategy formulation, implementation, appraisal.	
CO 3	Integrate the aspects of various functional areas of management to develop a strategic perspective.	
CO 4	Explain the nature of the problems and challenges confronted by the top management team and the approaches required to function Effectively as strategists.	
CO 5	Evaluate the strategy considering the nature of business.	
CO 6	Develop the capability to view the firm in its totality in the context of its environment.	

DETAILED SYLLABUS:

M1: Understanding Strategy and Strategic Intent [8 L]

Understanding Strategy- Concept of strategy, Levels of Strategy - Corporate, Business and Functional, Strategic Management – Meaning and Characteristics, Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management.

Strategic Intent- Meaning, Hierarchy, Attributes, Concept of Vision & Mission – Process of envisioning, Difference between vision & mission, Characteristics of good mission statements, Business definition using Abell's three dimensions, Objectives and goals, Linking objectives to mission & vision. Critical success

factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA), Components of a strategic plan.

M2: Analyzing Company's External Environment [6 L]

Environmental Appraisal, Scenario Planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis – Porter's Five Forces Model of competition, Entry & Exit Barriers.

M3: Analyzing Company's Internal Environment [6 L]

Resource-based view of a firm, Analyzing Company's Resources and Competitive Position – Meaning, Types & Sources of Competitive Advantage, Competitive Parity & Competitive Disadvantage. VRIO Framework, Core Competence, Characteristics of Core Competencies, Distinctive Competitiveness. Benchmarking as a Method of Comparative Analysis.

M4: Value Chain Analysis, Organizational Capability Profile and Portfolio Analysis [5 L]

Value Chain Analysis- Porter's Model – Primary & Secondary Activities.

Organizational Capability Profile- Strategic Advantage, Profile, Concepts of Stretch, Leverage and Fit, Ways of Resource Leveraging – Concentrating, Accumulating, Complementing, Conserving, Recovering.

Portfolio Analysis - Business Portfolio Analysis - BCG Matrix - GE 9 Cell Model.

M5: Generic Competitive Strategies and Grand Strategies [12 L]

Generic Competitive Strategies- Meaning of generic competitive strategies – Low Cost, Differentiation, Focus – when to use which strategy.

Grand Strategies- Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies.

M6: Strategy Implementation, Organization Structures for Strategy Implementation, Changing Structures & Processes, Corporate Culture and Strategy Evaluation [10 L]

Strategy Implementation- Barriers to implementation of strategy, Mintzberg's 5 Ps – Deliberate & Emergent Strategies. McKinsey's 7s Framework.

Organization Structures for Strategy Implementation- Entrepreneurial, Functional, Divisional, SBU, Matrix, Network Structures, Cellular/Modular Organization, Matching Structure to Strategy, Organizational Design for Stable vs. Turbulent Environment, Business Continuity Planning.

Changing Structures & Processes- Reengineering & Strategy Implementation – Principles of Reengineering.

Corporate Culture- Building Learning Organizations, Promoting Participation through Technique of Management by Objectives (MBO).

Strategy Evaluation- Operations Control and Strategic Control – Symptoms of Malfunctioning of Strategy – Concept of Balanced Scorecard for Strategy Evaluation.

M7: Contemporary Strategies [8 L]

Blue Ocean Strategy – Difference between Blue & Red Ocean Strategies, Principles of Blue Ocean Strategy; Strategy Canvas & Value Curves, Four Action Framework.

Business Models – Meaning & Components of Business Models, New Business Models for Internet Economy – E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business – Virtual Value Chain.

Sustainability & Strategic Management – Startups: Growth and Reasons for Decline, Threats to Sustainability, Integrating Social & Environmental Sustainability Issues in Strategic Management, Meaning of Triple Bottom Line – People, Planet, Profits.

- 1. Azhar Kazmi Strategic Management and Business Policy, Tata McGraw-Hill
- 2. Ireland, Hoskisson & Hitt Strategic Management, Indian Edition, Cengage Learning
- Thompson, Strickland, Gamble & Jain Crafting and Executing Strategy: The Quest for Competitive Advantage, Tata McGraw-Hil

AI IN MARKETING

Course Code: BBA 703A Semester: VII

Course Category: Minor Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme:	Examination Scheme:
Lecture:3	End Semester Exam:70
Tutorial:1	Attendance:5
Practical:0	Continuous Assessment:25
Credit:4	Practical /Sessional Internal Continuous Evaluation: 0
	Practical/Sessional External Examination: 0

SL No	Course Outcome
CO1	Identify different terms and techniques for marketing using AI
CO2	Comment on different applications and innovative of AI in marketing.
CO3	Experiment with different marketing strategies considering AI
CO4	Discuss changes brought in traditional marketing due to AI

DETAILED SYLLABUS:

M1: Basics [10L]

Understanding the basics of AI in Marketing, Introduction to AI Algorithms, Designs of AI, Transition Process and AI Matrix, Customer Value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI, Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components.

M2: Consumer Behaviour [10L]

Marketing Research, Individual Dynamics and its Influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey, Customer Experience: Meaning & Characteristics, Personalization: Going Beyond Segmentation, Avatar Marketing.

M3: Value Creation and Brand Management [10L]

Standardization, Personalization & Renationalization of Brands using AI, Understanding Networks and Brand Network Effect, Understanding the Use of AI for Addressing Competition, AI and Brand Equity, AI and New Brand Realities, AI for Value Creation and Product Development: Personalization and Hyper-Personalization Using AI, Implementation of AI by Product Managers, AI in Service.

M4: Pricing [3L]

Pricing Strategies Using AI

M5: Promotion [7L]

Role of AI in Advertising, AI in Sales Promotion and Direct Marketing, AI in PR and Publicity and Social Media Marketing, Personal Selling using AI, Sales Management using AI.

M6: Marketing Channel and Ethics [10L]

AI and Marketing Channel Management, Omni channel Marketing and Retailing, Changing Face of Retailing in the Age of AI, AI in Logistics Management, Navigating Ethical Challenges in AI, AI and Sustainability.

- 1. Sterne J. Artificial Intelligence for Marketing: Practical Applications, John Wiley & Sons
- 2. Venkatesan, R., and Lecinski J. The AI Marketing Canvas: A Five-Stage Road Map to Implementing Artificial Intelligence in Marketing, Stanford University Press

AI IN FINANCE

Course Code: BBA703B Semester: VII

Course Category: Minor Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme:	Examination Scheme:
Lecture:3	End Semester Exam:70
Tutorial:1	Attendance:5
Practical:0	Continuous Assessment:25
Credit:4	Practical/ Sessional Internal Continuous Evaluation: 0
	Practical/Sessional External Examination: 0

Sl No	Course Outcome
CO1	Identify different terms and techniques for Finance using AI
CO2	Comment on different applications and innovative of AI in finance.
CO3	Experiment with different financial strategies considering AI
CO4	Discuss changes brought in traditional finance due to AI

DETAILED SYLLABUS:

M1: Introduction [8 L]

Motivating Applications of AI/ML in Economics & Finance, Basic Ideas of AI/ML, Formulating / Deciphering Real-Life Problems Using These Techniques; Integration of AI at a Strategic Level; Infrastructure of AI.

M2: Management Science [12 L]

Optimization and Search Techniques (Unconstrained and Constrained Optimization, Concept of Pareto-Optimality, Heuristic Search, Game Tree), Basic Predictive Algorithms (Linear Regression, Decision Trees, Random Forests, Bayesian Classifier), Neural Networks, Time Series Prediction.

M3: Domains of AI in Finance [15L]

Compliance: Fraud detection and ALM (Asset Liability Management) monitoring

Risk Management: Alerting risk managers to potentially unacceptable risks

Consumer Banking: Improve time and cost efficiency through chatbots

Wealth Management: Helping wealth managers create tailored solutions for clients

Investment Banking: Identifying companies that need to raise capital or are candidates for acquisitions **Trading**: Algorithmic trading strategies or generating signals through sentiment analysis

M4: Case Studies on Application of AI in Finance [15 L]

Wealth and Asset Management, Insurance, Customer Services, Robotic Process Automation, Credit Scoring, Compliance and Fraud Detection, Multi-agent Simulation of Economic Systems

- 1. Edward P. K. Tsang AI for Finance, CRC Press
- 2. A. L. Naqvi Artificial Intelligence for Asset Management and Investment: A Strategic Perspective, Wiley
- 3. Tony Bobier AI and the Future of Banking, Wiley

AI IN HR

Course Code: BBA703C Semester: VII

Course Category: Minor Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme:	Examination Scheme:
Lecture:3	End Semester Exam:70
Tutorial:1	Attendance:5
Practical:0	Continuous Assessment:25
Credit:4	Practical/ Sessional Internal Continuous Evaluation: 0
	Practical/ Sessional External Examination: 0

Sl No	Course Outcome
CO1	Identify different terms and techniques for FHR using AI
CO2	Comment on different applications and innovative of AI in HR.
CO3	Experiment with different HR strategies considering AI
CO4	Discuss changes brought in traditional HR due to AI

DETAILED SYLLABUS:

M1: Introduction [10 L]

Definition of AI, Brief Overview of HRM, Implementation of Artificial Intelligence in Optimizing Decision-Making, Understand the Concepts Behind Artificial Intelligence, Rule-Based Systems, and How Data Science Has Changed HR Management, Managing HR Functions Through AI.

M2: Recruitment and Selection [12L]

Role of AI in Recruitment and Selection Process, Use of AI Algorithms to Analyze Resumes and Job Applications, How Artificial Intelligence Algorithms Can Be Used in Various Scenarios and How Data Can Be Used to Make Predictions, AI-Powered Chatbots for Initial Candidate Interviews, Changing Trends in Hiring and How That Factors into Finding the Right Applicants, and How to Best Apply AI in Hiring Decisions.

M3: Training and Development [10L]

Impact of AI on Employee Training and Development, Utilization of Virtual Reality (VR) and Augmented Reality (AR) Technologies for Immersive Training Experiences, Personalized Learning Paths through AI-Driven Platforms.

M4: Performance Evaluation and Feedback Mechanism [8 L]

Contribution of AI in Performance Evaluation, Benefits of AI in Feedback Mechanism, Integration of AI Systems to Monitor Employee Performance Metrics Continuously, Prospects of AI in HRM.

M5: Case Studies on Application of AI in HR [10L]

Recruitment and Selection, Performance Evaluation, Feedback Process, Training and Development, Employee Attrition

- 1. Amelia Underwood AI in HR: Enhancing Talent Acquisition and Employee Satisfaction
- Dr. Nisha Sharma, Dr. Vishal Dattana, et al. Artificial Intelligence in Human Resource Management: Revolutionize Your HR Management with AI

INTEGRATED MARKETING COMMUNICATION

Course Code: BBA 704 Semester: VII

Course Category: Minor Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme:	Examination Scheme:
Lecture:3	End Semester Exam:70
Tutorial:1	Attendance:5
Practical:0	Continuous Assessment:25
Credit:4	Practical/ Sessional Internal Continuous Evaluation:0
	Practical/Sessional External Examination:0

Sl No	Course Outcome
CO1	Remember the fundamental concepts
CO2	Examine the role of integrated marketing communications in building brand
	identity, brand equity
CO3	Apply the basic strategies in marketing communication
CO4	Analyze the situation in the market
CO5	Evaluate the communications effects and results of an IMC campaign to
	determine its success for a variety of brands.

M1: Introduction [8 L]

Basic Concepts of IMC – Factors Leading to Its Growth, Marketing Communications & Promotions, Marketing Communication Process, The Promotion Mix, IMC Planning Process.

M2: Advertising & Copywriting [14 L]

Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement, Advertising Design: Appeals, Message Strategies & Execution Framework – Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive Strategies, Execution Strategies, Creating an Advertisement, Advertising Effectiveness. Copywriting: Meaning and Definition of Copywriting, the Copywriter, Copywriting for Print, Copywriting Guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for Writing Good Web Content.

M3: Sales Promotion [10L]

Meaning, Nature and Functions, Comparison Between Advertising and Sales Promotion, Types of Sales Promotion, Advantages and Limitations of Sales Promotion, Varieties of Sales Promotion Methods and Schemes.

M4: Public Relations [12L]

Definition, Publicity and Corporate Advertising; Difference Between Public Relations and Advertising, Functions of Public Relations; Creating Positive Image Building Activities; Preventing or Reducing Image Damage; Sponsorship and Event Marketing; Role of Internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity.

M5: Broadcast and Internet Media [6 L]

Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.

- 1. Kazmi & Batra: Advertising and Sales Promotion, Excel
- 2. Aaker David & Myers John: Advertising Management, PHI
- 3. R. Saxena: Marketing Management, TMH
- 4. Kotler P. & Keller K.L.: Marketing Management, Pearson

8th Semester

SERVICE MARKETING

Course Code: BBA 801A Semester: VII

Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Recall the key concepts in services marketing
CO2	Explain the role of Extended Marketing Mix in Services
CO3	Examine the new Paradigm and Perspectives in Marketing of Services
CO4	Analyse the significance of services marketing in the Indian and global economy
CO5	Evaluate Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO6	Direct marketing mix for various services offering

DETAILED SYLLABUS:

M1: Marketing Services [11L]

Introduction and growth of the service sector, the concept of service, characteristics of service, classification of service, designing of the service, blueprinting, using technology, developing human resources, building service aspirations

M2: Marketing Mix in Service Marketing[12L]

The seven Ps—product decision, pricing strategies and tactics, promotion of services, and distribution methods for services. Additional dimensions in services marketing: people, physical evidence, and process

M3: Effective Management of Service Marketing [12L]

Marketing demand and supply through capacity planning and segmentation, internal marketing of services,

external versus internal orientation of service strategy

M4: Delivering Quality Service [12L]

Causes of service quality gaps, customer expectations versus perceived service gap, factors and techniques

to resolve this gap, customer relationship management. Gaps in service quality standards: factors and

solutions, the service performance gap, key factors and strategies for closing the gap, external

communication to customers—promise versus delivery gap, developing appropriate and effective

communication about service quality

M5: Marketing of Service with Special Reference To [8L]

Financial services, Health services, Hospitality services including travel, hotels, and tourism, Professional

services, public utility services, educational services

Suggested Text Books:

1. S.M. Jha: Services marketing, Himalaya Publishers, India

2. Dr. L. Natarajan: Services Marketing, Margham Publications, Chennai.

3. G.S. Thakur: Sandhu Supreet & Dogra Babzan, Services marketing, Kalyanni Publishers

COMPANY ACCOUNTS AND AUDIT

Course Code: BBA 801B

Course Category: Major

Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome			
CO1	Define the key terms of Auditing, Standard of Auditing, Objective, scope and limitation of auditing.			
CO2	Explain the key terms of Auditors' Independence, Audit Evidence, Materiality			
	Disclosure Policies, Issue of Share and Debenture			
CO3	Preparation of the audit process, technique and plan for Statutory Audit and			
	Internal Audit AND Show the SEBI guidelines to issue Equity Share, Bonus Share,			
	Right Share, Issue and Redemption of Debenture AND Apply the specific provision			
	of Company Act 2013			
	for Audit Purpose.			
CO4	Categorising various transaction like Cash & Bank, Purchase & Sales and other			
	Payment, Assets & Liabilities.			
CO5	Estimating the valuation of Assets & Liabilities and Assessing			
	Payment, various Assets & Liabilities in a company.			
CO6	Preparation of tools for creating Audit Report of Statutory Audit as well as Internal			
	Audit.			

DETAILED SYLLABUS:

Section A – Auditing

M1: Introduction [2L]

Definition of Auditing, Standards of Auditing, Objectives of Auditing, Principles governing an Audit, Scope of Audit, Limitations of Auditing, Types of Audit

M2: Basic Concepts of Auditing [2L]

Concept of Auditor's Independence, Audit Evidence, Concept of Materiality, Concept of True and Fair View, Disclosure of Accounting Policies

M3: Preparation for an Audit [3L]

Auditor's Engagement, Audit Process, Audit Techniques, Audit Planning, Audit Program, Methods of Work, Continuous and Final Audit, Audit Planning and Materiality, Audit Working Papers, Quality Control for Audit Work, Elements of Statistical Sampling, Audit Risk, Surprise Checks

M4: Internal Control [6L]

Concept of Internal Control, Understanding the Entity and its Environment, Accounting and Financial Control, Internal Control and Management, Internal Control and the Auditor, Review of Internal Control by the Auditor, Examination in Depth, Internal Control in Small Businesses, Internal Control and the Computerized Information System (CIS) Environment, Internal Check, Internal Audit, Relationship between the Statutory and Internal Auditors

M5: Vouching [5L]

Audit of Cash Transactions, Audit of Payments and Receipts, Verification of Bank Balance and Cash in Hand, Audit of Trading Transactions, Audit of Purchase and Sales, Cut-off Arrangements, Audit of Ledgers, Outstanding Liabilities and Assets, General Scrutiny of Expense Accounts, Income Accounts, Assets Accounts, Liabilities, Balance Sheet Audit, Analytical Procedure

M6: Verification of Assets and Liabilities [5L]

Capital and Revenue Expenditure, Depreciation, Reserves, Verification of Fixed Assets, Verification of Current Assets, General Principles of Verification of Assets, Verification of Specific Assets, Verification of Liabilities – Long-term and Short-term, Contingent Liabilities, Events Occurring After the Balance Sheet Date

M7: The Company Audit [9L]

Appointment, Removal, and Resignation of Auditors, Special Notice, Eligibility, Qualifications and Disqualifications, Remuneration, Powers and Duties, Auditing Standards, Services Excluded, Auditor's Signature on Audit Report, Auditors in General Meeting, Punishment for Contraventions, Cost Audit for Certain

Companies. Includes specific provisions under the Companies Act, 2013 (Sections 128, 129, 133, 134 (Subsections), 179).

Additional topics: Audit of Share Capital, Option on Share Capital, Share Transfer Audit, Verification of Bonus Shares Issue, Audit of Debentures, Audit of Dividends

Section B – Company Accounts

M8: Accounting for Issue of Shares [7L]

Share Capital of a Company, Shares vs. Stock, Issue of Shares, SEBI Guidelines, Shares Payable by Installments, Forfeiture and Re-issue of Shares, Issue of Shares for Consideration Other Than Cash, Over-subscription and Prorata Allotment

M9: Issue of Bonus and Right Shares [3L]

Bonus Shares, Latest SEBI Guidelines, Determining Maximum Amount of Bonus Issue, Right Share Issue.

M10: Redemption of Preference Shares [2L]

Methods of Redemption, Premium on Redemption, Capital Redemption Reserve.

M11: Issue and Redemption of Debentures [6L]

Issue of Debentures, Authorization, Latest SEBI Guidelines, Debentures Payable by Installment, Issue as Collateral Security, Issue for Consideration Other Than Cash, Debenture Stock, Interest, Redemption Methods, Market Price, Debenture Trust Deed, Insurance Policy Method, Convertible Debentures

Suggested Readings:

- 1. A Mutherjee and M Hanif: Modern Accountance Volume-I, Tata McGraw Hill.
- 2. G Sekar & B Saravana Prasath: Students Handbook on Auditing and Assurance, Commercial Law House.
- 3. Dinkar Pagare: Principles and Practice of Auditing, Sultan Chand & Sons.
- 4. Ravi Kant Miriyala & Sunitanjani Miriyala: Auditing & Assurance, Taxmann.

HUMAN RESOURCE DEVELOPMENT

Course Code: BBA 801C Semester: VIII
Course Category: Major Maximum Marks: 100

Total Course Hours: 55

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome			
CO1	Define the key terms HRD practices in a global context, including managing a diverse			
	workforce and adapting HRD strategies to			
	different cultural and organizational settings.			
CO2	Explain the fundamental concepts, theories, and principles of human			
	resource development, including training and development, career development, and			
	organizational development.			
CO3	Identify the various issues in a HRD context and Demonstrate their significance from			
	the legal and ethical considerations in HRD,			
	including compliance with labor laws, diversity and inclusion, and ethical practices in			
	training and development.			
CO4	Examine the insights into leadership development and the dynamics of team			
	building, including strategies for developing effective leadership and high-			
	performing teams.			
CO5	Develop critical thinking based on financial market, institution and financial services			
	for informed decision making.			
CO6	Anticipate how techniques for evaluating the effectiveness of HRD programs and			
	initiatives, using various measurement and assessment			
	tools.			

DETAILED SYLLABUS:

M1: Introduction to HRM [10L]

Concept and importance of Human Resource Management (HRM), history of HRM, trends shaping HRM, important contemporary trends, theories and models of HRM (including Hard and Soft HRM), functions and significance of HRM, role, skills, and challenges of an HR manager. Includes HR policies, Human Resource Information Systems (HRIS), International HRM (IHRM), Human Capital Management (HCM), knowledge management, Corporate Social Responsibility (CSR), IHRM toolkits, and the use of Artificial Intelligence in HR functions.

M2: Human Resource Planning [10L]

Objectives and process of HR planning, job analysis methods, recruitment goals, sources and steps, selection process, employment tests, interviews, placement, and induction (including digital onboarding). Covers job analysis concepts, uses, job descriptions and specifications, methods of collecting job analysis data, and job evaluation

M3: Talent Acquisition and Training [10L]

Recruitment—definition, sources, and selection process; differences between recruitment and selection. Training—definition, differences between training, development, and education; various methods of training

M4: Performance Appraisal and Development [10L]

Objectives and techniques of performance appraisal, employee training methods, identifying training needs, employee development methods, evaluating training programs, career planning, succession planning, talent management, and contemporary issues in employee engagement

M5: Human Resource Development (HRD) [10L]

Integrated HRD systems, HRD climate in organizations, impact of technology on HRD, implications of technological changes, and issues in marketing HRD

M6: Theories of Wages and Reward Management [15L]

Theories of wages and salary, pay and social class, wage fixation machinery, statutory provisions related to

reward systems, wage components, salary benchmarking, designing KRAs (Key Result Areas) and KPIs (Key Performance Indicators). Includes reward management concepts, aims, components, strategic perspectives, reward as a motivational tool, psychological contract, and reward policies. Discusses factors determining pay rates, strategic and tactical pay-related issues, job value establishment, internal and external equity, job evaluation schemes, internal pay structure, reward surveys, designing pay levels, pay mix and structures, grades and pay structures (types, design, and implementation), and individual/group incentive scheme design.

Suggested Text Books:

- 1. T. V. Rao: Readings in Human Resource Development, Oxford & IBH.
- Joseph J. Martocchio: Strategic Compensation A Human Resource Management Approach, Pearson.
- 3. Richard I Henderson: Compensation Management in a Knowledge—Based World, Pearson Education.
- 4. Debasish Biswas: Compensation Management, Abhijeet Publications.
- 5. D. A.Decenzo and S. P. Robbins: Human Resource Management, Prentice Hall of India.
- 6. Garry Dessler and Biju Varkkey: Human Resource Management, Pearson Education
- 7. Michael Armstrong: Handbook of Human Resource Management, Kogan Page.
- 8. V.S.P Rao: Human Resource Management, Text and Cases, Excel Books
- 9. A. K. Ghosh: Human Resource Management (with cases), Manas Publications

MARKETING ANALYTICS

Course Code: BBA 802A Semester: VIII
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam:70
Tutorial: 1	Attendance:5
Practical: 0	ContinuousAssessment:25
Credit: 4	Practical/Sessionalinternalcontinuousevaluation:0
	Practical/Sessionalexternalexamination:0

Sl No.	Course Outcome		
CO1	Understand the basic concepts and Familiarize with key terms and metrics		
	used in marketing analytics.		
CO2	Explain various marketing analytics tools		
CO3	Apply analytics to overcome challenges, and issues of marketing in a changing		
	technological landscape.		
CO4	Examine & Utilize analytics to boost apply analytics to overcome challenges,		
	and issues of marketing in a changing technological landscape.		
CO5	Develop skills to create and interpret marketing dashboards and reports using		
	tools like Excel, Tableau, or Power BI.		
CO6	Work on a comprehensive capstone project that involves real-		
	world data analysis and the application of learned techniques to solve a		
	marketing problem.		

DETAILED SYLLABUS:

M1: Introduction to Marketing Analytics [5L]

Introduction, Using excel to summarize data

M2: Forecasting [5L]

Simple Linear Regression, Multiple Linear Regression to forecast sales

M3: Pricing [10L]

Estimating Demand Curves, Price Bundling, Nonlinear Pricing, Price Skimming, Revenue Management

M4: Consumer Analytics [10L]

Calculation of customer lifetime value, using Monte Carlo Simulation to calculate customer value

M5: Retailing [10L]

Market Basket Analysis, Lift, RFM Analysis, Allocating Retail Space and Sales Resources

M6: Advertising[10L]

Measuring the effectiveness of advertisements, Pay Per Click Online Advertising

Suggested Text Books:

- Mike Grigsby: Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, Kogan Page
- 2. Moutusy Maity & Pavankumar Gurazada: Marketing Analytics, Oxford University Press
- Sandhya Kuruganti & Hindol Basu: Business Analytics: Applications to Consumer Marketing, McGraw Hill Education

FINANCIAL ANALYTICS

Course Code: BBA 802B Semester: VIII
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome
CO1	Define the concept of advance financial management and risk analysis.
CO2	Interpret the analysis of financial data using different statistical tools.
CO3	Articulate the financial services on the basis of machine learning and artificial intelligence.
CO4	Illustrate the model on optimal portfolio selection and Risk-Return Trade-off & Quadratic Utility.
CO5	Assessing the risk in Capital Budgeting in the contest of Sensitivity Analysis. Scenario Analysis, Simulation Analysis. Decision Tree for Investment Decision
CO6	Develop financial model using various software tools like Excel, Python, Power BI.

DETAILED SYLLABUS:

M1: Introduction to Financial Analytics [3L]

Meaning of Financial Analytics. Role of a financial Analyst in an organization. News Analytics and Sentiment analysis in Finance. Data Driven Financial Decision

M2: Portfolio Analysis [11L]

Meaning of Portfolio, Portfolio Management. Portfolio Return and Risk in two asset case. Portfolio Risk-Return Analysis in two asset case. Optimal Portfolio, Minimum Variance Portfolio. Efficient Portfolio, Markowitz Model, Efficient Frontier Curve. Capital Allocation Line (CAL). Lending and Borrowing at CAL. CAPM model- Assumption, Characteristics Line, Security Market Line (SML). CML v/s SML

M3: Risk Analysis in Capital Budgeting [5L]

Nature of Risk, Statistical Technique for Risk Analysis. Conventional Technique for Risk Analysis. Sensitivity Analysis. Scenario Analysis, Simulation Analysis. Decision Tree for Investment Decision

M4: Analysis of Financial Data Using Statistical Tools [11L]

Application of Statistical tools in finance. Application of Probability in Finance. Application of Time Series in finance. Normal, Lognormal distribution properties Data visualization, Understanding data in finance, cleaning and pre-processing of data, Application of software on different forms of financial data set- Time Series and Cross-Sectional Data

M5: Financial Modelling [10L]

Introduction to Basic Financial Functions in Excel, Discounted Cash flows, Annuity, PMT, PV, NPV, IRR, Financial modelling using Ratios, income statement and financial statements using Excel

M6: Application of Data Science across Financial Services [10L]

Learn about Financial Data Analytics with respect to Data Science in Financial Services, Artificial Intelligence and Machine Learning in Financial Services, Usage of AI in Algorithmic Stock Trading, Automated Robo-Advisors, Fraud Detection and Prevention

Suggested Text Book:

- 1. M. J., & Hugen, D. L.: Financial analytics with R: building a laptop laboratory for data science Bennett, Cambridge University Press.
- 2. Y. Hilpisch: O'Reilly Python for Finance: Analyze big financial data, Media, Inc.".
- 3. Consoli, S., Reforgiato Recupero, D., & S.: Data Science for Economics and Finance. Methodologies and Applications, Springer Nature.
- 4. I. Aldridge, and Avellaneda, M. John: Big data science in finance- Wiley & Sons.
- 5. J. Lukomnik and J.P. Hawley: Moving Beyond Modern Portfolio Theory- Investing that Matters, Routledge.

HUMAN RESOURCE ANALYTICS

Course Code: BBA 802C Semester: VIII
Course Category: Major Maximum Marks: 100

Total Course Hours: 50

Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Sessional internal continuous evaluation: 0
	Practical/Sessional external examination: 0

Sl No.	Course Outcome		
CO1	Finding the fundamental concepts and terminology related to HR analytics		
CO2	Describe how HR analytics can be used to improve employee engagement and retention.		
CO3	Demonstrate the ability to apply HR analytics tools and techniques to real-world scenarios.		
CO4	Conduct a detailed analysis of employee turnover data to identify root causes and suggest interventions.		
CO5	Assess the impact of a new training program on employee performance and satisfaction using statistical methods.		
CO6	Develop a predictive model to forecast future hiring needs based on organizational growth and employee turnover rates.		

DETAILED SYLLABUS:

M1: Understanding HR analytics [8L]

Definition, Understanding the need, Human capital data storage, Current state of HR analytic professional and academic training, HR analytics and HR people strategy, Becoming a persuasive HR function, Usage, ethics and limitations

M2: [8L] Basic concepts, module and application of HR information systems and data

M3: Analysis strategies [8L]

From descriptive reports to predictive analytics, Statistical significance, Data integrity, Types of data, Concept of Independent-Dependent variable, When to use which test

M4: Employee attitude surveys – engagement and workforce perceptions [6L]

What is employee engagement. How do we measure employee engagement, Interrogating the measures, Cases

M5: Predicting employee turnover [6L]

Employee turnover and why it is such an important part of HR management information, Descriptive turnover analysis, measuring turnover at individual or team level, Exploring differences in both individual and team-level turnover, Cases

M6: Predicting employee performance [4L]

Method and measure to indicate performance, Cases

M7: Recruitment and selection analytics [4L]

Reliability and validity of selection methods, Human bias in recruitment selection, Cases

M8: HR Metrics [4L]

Defining metrics, Demographics, data sources and requirements, Types of data, tying data sets together, Difficulties in obtaining data, ethics of measurement and evaluation. Human capital analytics continuum

M9: [2L] Concepts of HR Dashboards, Statistical software used for HR analytics

Suggested Text Books:

- Dipak Kumar Bhattacharyya: HR Analytics: Understanding Theories and Applications, SAGE Publications India
- Martin Edwards, Kirsten Edwards: Predictive HR Analytics: Mastering the HR Metric, Kogan Page
- Shonna D. Waters, Valerie N. Streets, Lindsay McFarlane, and Rachael Johnson-Murray: The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR

GE BASKET (Inter Disciplinary)

Inter Disciplinary Baskets for 4 year UG programs (2023-24) (Updated on 18th July, 2024)

Basket No	Inter Disciplinary Basket	Course Code	Course Name			
For 1St Son	For 1 st Semester Basket A or D					
	Natural and	GE1B-01	Medical Microbiology			
	Physical Sciences	GE1B-02	Biochemistry & Nutrition			
		GE1B-03	Earth Science			
		GE1B-04	Fundamentals of space science			
		GE1B-05	Basics of Human Genetics			
		GE 1B-06	Fundamentals of marine science			
		GE 1B-07	Basics of Evolutionary Biology			
		GE 1B-08	Introduction to Interdisciplinary Health Science			
Basket D	Library, Information,	GE2B-01	A Hand on Study on Film			
	and	GE2B-02	Digital Photography Basics and Beyond			
	Media Sciences	GE2B-03	Cinema and Other Arts			
		GE2B-04	Understanding Visual Design Aesthetics			
		GE2B-05	Study of Performing Arts			
		GE2B-06	The Language of Graphic design: Basics and Beyond			
For 2 nd Semester Basket B or E						
Basket B	Mathematics,	GE3B-01	IT Literacy			
	Statistics, and	GE3B-02	Basic Mathematics & Statistics			
	Computer	GE3B-03	Business Research Methods: Tool & Techniques			
	Applications	GE3B-04	Mathematics for Computing			
		GE3B-05	Probability & Statistics			
		GE3B-06	Bio Statistics			
		GE3B-07	Data Analysis with R			
		GE3B-08	Learn Programming Fundamental with C			
		GE3B-09	Programming with Python			
		GE3B-10	Code in with Java			
		GE3B-11	Computer Graphics			
		GE3B-12	Computer Basics and Multimedia Software			
		GE3B-13	Data Analysis with SPSS			
Basket E	Commerce and	GE4B-01	Entrepreneurship Theory & Practice			
	Management	GE4B-02	Accounting			
		GE4B-03	Principles of Management & Organizational Behaviour			
		GE4B-04	Basics of Accounting & Finance in Healthcare			
			Management			
		GE4B-05	Marco Economics in Business			
		GE4B-06	Business Regulatory Framework			
		GE4B-07	Decision Support System			
		GE4B-08	Entrepreneurship: Launching an Innovative Business			
		GE4B-09	Handling Human Resources In Workplace			
		GE4B-10	Social Media management, Advertising & Marketing			
		GE4B-11	E-Commerce & M-Commerce			
		GE4B-12	Digital Transformation & Industry 4.0			

For 3 rd S	emester Basket C or F		
Basket C	Emerging Tech,	GE5B-01	Study of Textiles
	Innovation	GE5B-02	Introduction to Hospitality Industry and major
			Departments
	& Others	GE5B-03	Health Education & Communication
		GE5B-04	Hospital Support Services
		GE5B-05	Blockchain Technology
		GE5B-06	Introduction to 3D printing Technology
		GE5B-07	Advances in Medical Technologies
		GE5B-08	Fundamentals of IOT
		GE5B-09	Basics of Prescription reading and Medical
			transcription
		GE5B-10	Fundamental of Bioinformatics
Basket F	Humanities and	GE6B-01	Indian Constituency
	Social Sciences	GE6B-02	Economics
		GE6B-03	Mind and Measurement
		GE6B-04	Sustainability & Fashion
		GE6B-05	Indian History & Culture
		GE6B-06	Values & Ethics
		GE6B-07	Enhancing Linguistic Competence & Developing
			Literacy Skills
		GE6B-08	Medical Ethics, Law and Etiquette
		GE6B-09	Law and Ethics
		GE6B-10	Surface & Soft Furnishings Design Development
			Techniques
		GE6B-11	Design and Human Evolution

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