

# **Program and Course Structure**

**School of Business Studies  
BBA (International Business)**

**Batch (2018-2020)  
Programme Code- SBS0116**

## **1. Standard Structure of the Program at University Level**

This Document describes the BBA dual programs educational objectives, outcomes and mapping of the courses of 135 credits to be spread over a period of 3 yrs with compulsory industry internship.

### **1.1 Vision, Mission and Core Values of the University**

#### **Vision of the University**

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

#### **Mission of the University**

- Transformative educational experience
- Enrichment by educational initiatives that encourage global outlook
- Develop research, support disruptive innovations and accelerate entrepreneurship
- Seeking beyond boundaries

#### **Core Values**

- Integrity
- Leadership
- Diversity
- Community

## 1.2 Vision, Mission and Core Values of the School

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### **Vision of the School**

To be a globally respected center for learning of business and economics that fosters learning spirit, academic and leadership excellence, as well as innovation.

### **Mission of the School**

- Create a stimulating and flexible multicultural learning environment for students as well as faculty
- Leverage academic research to form strong industry linkages
- Develop a culture that strongly promotes innovation and entrepreneurship
- Develop deep disciplinary knowledge, problem solving ability, leadership, communication and interpersonal skills

### **Core Values**

- Integrity
- Leadership
- Diversity
- Community

### 1.3 Programme Educational Objectives (PEO)

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- PEO1:** To provide students with a basic theoretical knowledge and understanding of organizations, their management and the environment in which they operate
- PEO2:** To provide students with first-hand experience of a managerial and/or management-related role and of how organizations operate in practice.
- PEO3:** To provide students with an integrated understanding of the important functions within management and the way in which they interact and acquire new skills.
- PEO4:** To develop students' critical analysis of and reflection upon management issues and their ability to undertake serious, deep and well-rounded research in selected areas.
- PEO5:** To prepare students for a career in management or management-related fields and develop their capability to contribute to society at large.
- PEO6:** To enhance students' lifelong learning skills, communication skills and personal development.

#### 1.3.2 Map PEOs with Mission Statements:

| Statements   | School<br>Mission 1 | School<br>Mission 2 | School<br>Mission 3 | School<br>Mission 4 |
|--|---------------------|---------------------|---------------------|---------------------|
| To provide students with a basic theoretical knowledge and understanding of organizations, their management and the environment in which they operate        | 3                   | 1                   | 1                   | 3                   |
| To provide students with first-hand experience of a managerial and/or management-related role and of how organizations operate in practice.                  | 3                   | 3                   | 2                   | 1                   |
| To provide students with an integrated understanding of the important functions within management and the way in which they interact and acquire new skills. | 1                   | 1                   | 2                   | 3                   |

|   |   |   |   |   |
|---|---|---|---|---|
| To develop students' critical analysis of and reflection upon management issues and their ability to undertake serious, deep and well-rounded research in selected areas. | 1 | 2 | 3 | 3 |
| To prepare students for a career in management or management-related fields and develop their capability to contribute to society at large.                               | 3 | 1 | 3 | 1 |
| To enhance students' lifelong learning skills, communication skills and personal development.   | 3 | 1 | 2 | 3 |

### **1.3.3 Program Outcomes (PO's)**

**PO1:** Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context.

**PO2:** Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.

**PO3:** Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment.

**PO4:** Apply ethical policies and practices of the profession to be a socially responsible and ethical management professional.

**PO5:** Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning.

**PO6:** Apply and practice their entrepreneurial knowledge, skills and traits to become self employed and job creator.

**PSO1:** Students should exhibit their knowledge of International Business principles, theories and application.

**PSO2:** Students should demonstrate the knowledge export import policies, documentation and procedure.

**PSO3:** Students should prove an awareness of the concepts and applications of International Financial, International Marketing, Operations, IHRM, and Cross Cultural Understanding.

**PSO4:** The students should know the changing world trade order – history, present and future expectations and the forces of globalization.

### 1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 |
|--|------|------|------|------|------|
| Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context. | 3    | 2    | 3    | 2    | 2    |
| Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.                              | 3    | 3    | 2    | 3    | 1    |
| Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment.   | 3    | 1    | 3    | 1    | 3    |
| Apply ethical policies and practices of the profession to be a socially responsible and ethical management professional.   | 1    | 1    | 2    | 3    | 1    |
| Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning.   | 3    | 2    | 1    | 2    | 3    |
| Apply and practice their entrepreneurial knowledge, skills and traits to become self employed and job creator.   | 2    | 3    | 1    | 1    | 1    |

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**

### 1.3.5 Program Outcome Vs Courses Mapping Table<sup>1</sup>:

| Program Outcome Courses | Course Name  | Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context. | Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability. | Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment. | Apply ethical policies and practices of the profession to be a socially responsible and ethical management professional. | Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning. | Apply and practice their entrepreneurial knowledge, skills and traits to become self employed and job creator. |
|-------------------------|--|--|---|--|--|--|--|
| <b>Sem-1</b>            |  |  |   |  |  |  |  |
| Course 101.1            | Business Economics   | 2  | 2   | 2  | 1  |  | 3  |
| Course 101.2            | Financial Accounting   | 2  | 1   | 3  | 2  |  | 1  |
| Course 101.3            | Principles of Management   | 2  | 3   | 2  | 3  | 2  | 3  |
| Course 101.4            | Basic Business Mathematics   | 3  | 2   | 2  | 2  |  | 1  |
| Course 101.5            | Elective   |  |   | 2  | 1  | 2  | 2  |
| Course 101.6            | Functional English –I<br>Basic/ Functional English –<br>I Intermediate | 1  |   |  |  | 2  | 3  |
| <b>Sem-2</b>            |  |  |   |  |  |  |  |
| Course 201.1            | Economic Environment of  | 3  | 2   | 2  |  |  | 3  |

|              |  |   |   |   |   |   |   |
|--------------|--|---|---|---|---|---|---|
|              | Business   |   |   |   |   |   |   |
| Course 201.2 | Cost Accounting & Managerial Accounting  | 2 | 1 | 3 | 2 |   | 1 |
| Course 201.3 | Organisational Behaviour   | 2 | 3 | 2 | 3 | 2 | 3 |
| Course 201.4 | Marketing Management   | 3 | 2 | 2 | 2 | 3 | 1 |
| Course 201.5 | Computer Application in Business   | 1 | 2 | 2 | 1 | 3 | 2 |
| Course 201.6 | Elective   |   |   | 2 | 1 | 2 | 2 |
| Course 201.7 | Functional English –II<br>Basic/ Functional English –<br>II Intermediate   | 1 |   |   |   | 2 | 3 |
| <b>Sem-3</b> |  |   |   |   |   |   |   |
| Course 301.1 | Business Law   | 3 | 2 |   | 2 | 2 | 2 |
| Course 301.2 | Human Resource Management  | 2 | 1 |   | 1 | 1 | 3 |
| Course 301.3 | Business Research Methods  | 2 | 3 | 2 |   | 2 | 3 |
| Course 301.4 | Business Communication   | 1 |   | 1 | 1 | 2 | 3 |
| Course 301.5 | Business Statistics  |   |   |   |   |   | 1 |
| Course 301.6 | Elective   |   |   | 2 | 1 | 2 | 2 |
| Course 301.7 | Environmental Studies  |   |   |   |   |   |   |
| <b>Sem-4</b> |  |   |   |   |   |   |   |
| Course 401.1 | International Business   | 3 | 2 |   |   | 2 | 1 |
| Course 401.2 | Financial Management   | 3 | 3 |   |   | 3 | 2 |
| Course 401.3 | Total Personality Development  | 1 |   | 2 | 2 | 2 | 3 |
| Course 401.4 | E Business/Cross Cultural Management/Entrepreneurship /Production and Operation Management/Corporate Law *(Any one to be |   |   |   |   |   | 1 |



|              |   |   |   |   |   |   |   |
|--------------|---|---|---|---|---|---|---|
|              | chosen)   |   |   |   |   |   |   |
| Course 401.5 | Elective  |   |   | 2 | 1 | 2 | 2 |
| Course 401.6 | Computerized Accounting System                        |   | 1 |   | 2 |   | 1 |
| <b>Sem-5</b> |   |   |   |   |   |   |   |
| Course 501.1 | Corporate Strategy                                    | 2 | 2 |   | 1 | 2 | 1 |
| Course 501.2 | International Finance and Foreign Exchange Management | 2 | 3 |   |   |   | 2 |
| Course 501.3 | International Aspects of Business Operations          | 3 | 2 |   |   |   | 1 |
| Course 501.4 | Globalizing Indian Business                           | 2 | 1 |   |   |   | 3 |
| Course 501.5 | Management of Cross Cultural Issues                   |   |   | 2 | 2 | 2 | 3 |
| Course 501.6 | Summer Training                                       |   |   |   |   |   | 3 |
| <b>Sem-6</b> |   |   |   |   |   |   |   |
| Course 601.1 | Corporate Governance and Business Ethics              | 3 | 2 | 2 |   | 3 | 3 |
| Course 601.2 | International Trade Theory and Policy                 | 2 | 1 |   |   |   | 1 |
| Course 601.3 | Monetary Economics                                    | 1 | 1 |   | 1 |   |   |
| Course 601.4 | EXIM Policy & Procedures                              | 1 | 2 |   |   |   | 2 |
| Course 601.5 | Structure of Global Economy                           | 1 |   |   |   |   |   |
| Course 601.6 | Research Report                                       |   |   |   |   |   | 2 |

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**

**School of Business Studies**  
**BBA / IB**  
**Batch: 2018-2021**  
**TERM: I**

| S. No.                   | Paper ID | Subject Code | Subjects   | Teaching Load |   |   | Credits | Core/Elective Pre-Requisite/ Co Requisite | Type of Course <sup>2</sup> :<br>1. CC<br>2. AECC<br>3. SEC<br>4. DSE |
|--------------------------|----------|--------------|--|---------------|---|---|---------|---|---|
|                          |          |              |  | L             | T | P |         |   |   |
| THEORY SUBJECTS          |          |              |  |               |   |   |         |   |   |
| 1.                       |          | BBA 142      | Business Economics   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 2.                       |          |              | Financial Accounting   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 3.                       |          |              | Principles of Management   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 4.                       |          |              | Basic Business Mathematics   | 4             | 0 | 0 | 4       | Elective                                  | GE  |
| 5.                       |          |              | Elective   |               |   |   | 2       | Elective                                  |   |
| 6.                       |          |              | Functional English –I Basic/<br>Functional English –I Intermediate | 1             | 0 | 2 | 2       | AECC                                      | AECC  |
| Practical/Viva-Voce/Jury |          |              |  |               |   |   |         |   |   |
| 7.                       |          |              |  | 0             | 0 | 0 | 0       |   |   |
| TOTAL CREDITS            |          |              |  |               |   |   | 20      |   |   |

<sup>2</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**School of Business Studies**  
**BBA / IB**  
**Batch: 2018-2021**  
**TERM: II**

| S. No.                   | Paper ID | Subject Code | Subjects   | Teaching Load |   |   | Credits | Core/Elective Pre-Requisite/ Co Requisite | Type of Course <sup>3</sup> :<br>1. CC<br>2. AECC<br>3. SEC<br>4. DSE |
|--------------------------|----------|--------------|--|---------------|---|---|---------|---|---|
|                          |          |              |  | L             | T | P |         |   |   |
| THEORY SUBJECTS          |          |              |  |               |   |   |         |   |   |
| 1                        |          |              | Economic Environment of Business                                     | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 2                        |          |              | Cost Accounting & Managerial Accounting                              | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 3                        |          |              | Organisational Behaviour   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 4                        |          |              | Marketing Management   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 5                        |          |              | Computer Application in Business                                     | 0             | 0 | 4 | 2       | Elective                                  | GE  |
| 6                        |          |              | Elective   |               |   |   | 2       | Elective                                  |   |
| 7                        |          |              | Functional English –II Basic/<br>Functional English –II Intermediate | 1             | 0 | 2 | 2       | AECC                                      | AECC  |
| Practical/Viva-Voce/Jury |          |              |  |               |   |   |         |   |   |
|                          |          |              | NA   |               |   |   |         |   |   |
| TOTAL CREDITS            |          |              |  |               |   |   | 22      |   |   |

<sup>3</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**School of Business Studies**  
**BBA / IB**  
**Batch: 2018-2021**  
**TERM: III**

| S. No.                   | Paper ID | Subject Code | Subjects                  | Teaching Load |   |   | Credits | Core/Elective Pre-Requisite/ Co Requisite | Type of Course <sup>4</sup> :<br>1. CC<br>2. AECC<br>3. SEC<br>4. DSE |
|--------------------------|----------|--------------|---------------------------|---------------|---|---|---------|---|---|
|                          |          |              |                           | L             | T | P |         |   |   |
| THEORY SUBJECTS          |          |              |                           |               |   |   |         |   |   |
| 1                        |          |              | Business Law              | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 2                        |          |              | Human Resource Management | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 3                        |          |              | Business Research Methods | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 4                        |          |              | Business Communication    | 4             | 0 | 0 | 4       | Elective                                  | GE  |
| 5                        |          |              | Business Statistics       | 4             | 0 | 0 | 4       | Elective                                  | GE  |
| 6                        |          |              | Elective                  |               |   |   | 2       | Elective                                  |   |
| 7                        |          |              | Environmental Studies     | 2             | 0 | 0 | 2       | AECC                                      | AECC  |
| Practical/Viva-Voce/Jury |          |              |                           |               |   |   |         |   |   |
|                          |          |              | NA                        |               |   |   |         |   |   |
| TOTAL CREDITS            |          |              |                           |               |   |   | 24      |   |   |

<sup>4</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**School of Business Studies**  
**BBA / IB**  
**Batch: 2018-2021**  
**TERM: IV**

| S. No.                   | Paper ID | Subject Code | Subjects   | Teaching Load |   |   | Credits | Core/Elective Pre-Requisite/ Co Requisite | Type of Course <sup>5</sup> :<br>1. CC<br>2. AECC<br>3. SEC<br>4. DSE |
|--------------------------|----------|--------------|--|---------------|---|---|---------|---|---|
|                          |          |              |  | L             | T | P |         |   |   |
| THEORY SUBJECTS          |          |              |  |               |   |   |         |   |   |
| 1                        |          |              | International Business   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 2                        |          |              | Financial Management   | 4             | 0 | 0 | 4       | Core                                      | CC  |
| 3                        |          |              | Total Personality Development  | 0             | 0 | 8 | 4       | Elective                                  | GE  |
| 4                        |          |              | E Business/Cross Cultural Management/Entrepreneurship /Production and Operation Management/Corporate Law *(Any one to be chosen) | 4             | 0 | 0 | 4       | Elective                                  | GE  |
| 5                        |          |              | Elective   |               |   |   | 2       | Elective                                  |   |
| 6                        |          |              | Computerized Accounting System   | 0             | 0 | 6 | 3       | SEC                                       | SEC   |
| Practical/Viva-Voce/Jury |          |              |  |               |   |   |         |   |   |
| 7                        |          |              | NA   |               |   |   |         |   |   |
| TOTAL CREDITS            |          |              |  |               |   |   | 21      |   |   |

<sup>5</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**School of Business Studies**  
**BBA / IB**  
**Batch: 2018-2021**  
**TERM: V**

| S. No.                   | Paper ID | Subject Code | Subjects  | Teaching Load |   |   | Credits | Core/Elective Pre-Requisite/ Co Requisite | Type of Course <sup>6</sup> :<br>1. CC<br>2. AECC<br>3. SEC<br>4.DSE |
|--------------------------|----------|--------------|---|---------------|---|---|---------|---|--|
|                          |          |              |   | L             | T | P |         |   |  |
| THEORY SUBJECTS          |          |              |   |               |   |   |         |   |  |
| 1                        |          |              | Corporate Strategy                                    | 4             | 0 | 0 | 4       | Core                                      | CC   |
| 2                        |          |              | International Finance and Foreign Exchange Management | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 3                        |          |              | International Aspects of Business Operations          | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 4                        |          |              | Globalizing Indian Business                           | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 5                        |          |              | Management of Cross Cultural Issues                   | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 6                        |          |              | Summer Training                                       | 0             | 0 | 8 | 4       | Elective                                  | P  |
| Practical/Viva-Voce/Jury |          |              |   |               |   |   |         |   |  |
| 7                        |          |              | NA  |               |   |   |         |   |  |
| TOTAL CREDITS            |          |              |   |               |   |   | 24      |   |  |

<sup>6</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**School of Business Studies**  
**BBA / IB**  
**Batch: 2018-2021**  
**TERM: VI**

| S. No.                   | Paper ID | Subject Code | Subjects                                 | Teaching Load |   |   | Credits | Core/Elective Pre-Requisite/ Co Requisite | Type of Course <sup>7</sup> :<br>1. CC<br>2. AECC<br>3. SEC<br>4.DSE |
|--------------------------|----------|--------------|--|---------------|---|---|---------|---|--|
|                          |          |              |  | L             | T | P |         |   |  |
| THEORY SUBJECTS          |          |              |  |               |   |   |         |   |  |
| 1                        |          |              | Corporate Governance and Business Ethics | 4             | 0 | 0 | 4       | Core                                      | CC   |
| 2                        |          |              | International Trade Theory and Policy    | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 3                        |          |              | Monetary Economics                       | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 4                        |          |              | EXIM Policy & Procedures                 | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 5                        |          |              | Structure of Global Economy              | 4             | 0 | 0 | 4       | Elective                                  | DSE  |
| 6                        |          |              | Research Report                          | 0             | 0 | 8 | 4       | Elective                                  | P  |
| Practical/Viva-Voce/Jury |          |              |  |               |   |   |         |   |  |
| 7                        |          |              |  | 0             | 0 | 0 | 0       |   |  |
| TOTAL CREDITS            |          |              |  |               |   |   | 24      |   |  |

<sup>7</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

## Business Economics

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|   |   |
|---|---|
| <b>School:</b><br><b>School of Business Studies</b> | <b>Batch : BBA (2018 – 21)</b>  |
| <b>Program:</b><br><b>BBA/BBA ACCA</b>              | <b>Current Academic Year: 2018- 19</b>  |
| <b>Branch: -</b>                                    | <b>Semester: Ist</b>  |
| 1 Course Code                                       | BBA 142   |
| 2 Course Title                                      | Business Economics  |
| 3 Credits   | 04  |
| 4 Contact Hours                                     | 4-0-0   |
| Course Status                                       | Compulsory  |
| 5 Course Description                                | <i>Business Economics</i> is an introductory course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts, supply and demand analysis, theories of the firm, Perfect competition and Imperfect Competition. The course attempts to develop a student's ability to think about the economic forces at work in society and give detailed knowledge of microeconomics.  |
| 6 Course Objective                                  | <ul style="list-style-type: none"> <li>- To make students understand the basic idea behind business economics.</li> <li>- To make students illustrate various market forces of demand, and supply.</li> <li>- Describe various approaches to production decisions and processes.</li> <li>- To make students examine the significance of costs, and identify these costs in a given economic decision.</li> <li>- Real life examples with illustrations of different market structures under which businesses are undertaken, pertinent regulatory laws, applications of such laws in case of market failure with case studies</li> </ul> |
| 7 Course Outcomes                                   | <p>On completion of this course the learners will be able to</p> <p><b>CO 1</b> Understand that economics is about the allocation of scarce resources, that scarcity forces choice, tradeoffs exist and that every choice has an opportunity cost</p> <p><b>CO 2</b> List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price.</p>   |



|   |                  |   |            |
|---|------------------|---|------------|
|   |                  | <p><b>CO 3</b> Describe the general concept of elasticity for different variables in the demand or supply function and the effect of a given elasticity on economic outcomes</p> <p><b>CO 4</b> To define opportunity costs, demonstrate how they affect economic decisions, and identify these costs in a given economic decision</p> <p><b>CO 5</b> Distinguish between and identify the key characteristics of perfect competition and imperfect competition</p> |            |
| 8 | Outline syllabus |   | CO Mapping |
|   | <b>Unit A</b>    | <b>The Central Concepts of Economics</b>  |            |
|   | A 1              | Introduction to business , Relevance of economics in business   | <b>CO1</b> |
|   | A 2              | Definition of economics, Scarcity & efficiency: The twin themes of economics Microeconomics vs. Macroeconomics  | <b>CO1</b> |
|   | A 3              | The Three problems of economic organization   | <b>CO1</b> |
|   | <b>Unit B</b>    | <b>Basic Elements of Demand and Supply</b>  |            |
|   | B 1              | Demand Schedule, determinants of demand, demand curve, market demand, shifts in demand  | <b>CO2</b> |
|   | B 2              | Supply Schedule, determinants of supply, supply curve, shifts in supply   | <b>CO2</b> |
|   | B 3              | Equilibrium of Supply and Demand  | <b>CO2</b> |
|   | <b>Unit C</b>    | <b>Supply and Demand : elasticity and Applications</b>  |            |
|   | C 1              | Price elasticity of Demand, Income elasticity of Demand & Cross price elasticity of demand  | <b>CO3</b> |
|   | C 2              | Price Elasticity of Supply  | <b>CO3</b> |
|   | C 3              | Applications to major business issues   | <b>CO3</b> |
|   | <b>Unit D</b>    | <b>Production and Cost</b>  |            |
|   | D 1              | Introduction to Inputs and Production Function, Total, Average & marginal product   | <b>CO4</b> |
|   | D 2              | Economic analysis of Costs, Fixed Cost and variable cost, marginal cost   | <b>CO4</b> |
|   | D 3              | Opportunity costs   | <b>CO4</b> |

|                         |   |     |     |            |
|-------------------------|---|-----|-----|------------|
| Unit E                  | <b>Market</b>   |     |     |            |
| E 1                     | Revenue Concept,<br>Perfect Competition : Features, Price and output determination  |     |     | <b>CO5</b> |
| E 2                     | Monopoly, Monopolistic Competition: Features, Price and output determination  |     |     | <b>CO5</b> |
| E 3                     | Oligopoly : concept of cartel   |     |     | <b>CO5</b> |
| Mode of examination     | Theory  |     |     |            |
| Weight age Distribution | CA  | MTE | ETE |            |
|                         | 30% One quiz and one assignment due after completion of every unit  | 20% | 50% |            |
| Text book/s*            | 1. Principles of Managerial Economics (available for free download<br>a. <a href="http://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf">http://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf</a> )<br>2. Microeconomics: Theory and Applications Dominick Salvatore<br>3. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann<br>4. D. Salvatore : Schaum's Outline: Principles of Economics: TMH, (latest edition) |     |     |            |
| Other References        | Guided study will include text readings, articles on contemporary issues in business economics, assignments, case analysis and power point presentations  |     |     |            |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 | PS04 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 3   | 3   | 2   | 1   | 1   | 2   | 1    |      |      |      |
| CO2        | 2   | 3   | 2   | 1   | 1   | 1   |      | 2    |      |      |
| CO3        | 2   | 2   | 2   | 2   | 1   | 2   | 1    | 2    |      |      |
| CO4        | 3   | 1   | 1   | 2   | 1   | 2   |      |      | 2    |      |
| CO5        | 2   | 3   | 2   | 1   | 1   | 1   | 1    |      | 1    |      |

## Financial Accounting

|                     |                       |  |            |
|---------------------|-----------------------|--|------------|
| <b>School: SBS</b>  |                       | <b>Batch : 2018 -21</b>  |            |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>  |            |
| <b>Branch:</b>      |                       | <b>Semester: I</b>   |            |
| 1                   | Course Code           | BBA 126  |            |
| 2                   | Course Title          | FINANCIAL ACCOUNTING   |            |
| 3                   | Credits               | 4  |            |
| 4                   | Contact Hours (L-T-P) | 4-0-0  |            |
|                     | Course Type           | Compulsory   |            |
| 5                   | Course Objective      | 1.To acquaint the students with the concept, significance and principles of Financial Accounting.<br>2. To highlight the necessity of accounting process and basic structure of financial statement.<br>3. To appreciate the relevance of accounting treatment of depreciation and financial statements with respect to its impact on profitability of the firm.   |            |
| 6                   | Course Outcomes       | Upon successful completion of this paper, students will be able to<br>CO1: Describe the basic concepts and key terms used in Financial Accounting.<br>CO2: Explain and recognise elements of financial statements and record transactions.<br>CO3: Prepare and critically analyse financial statements<br>CO4: Apply the accounting concepts, techniques and analytical skills at an organization level. |            |
| 7                   | Course Description    | This course introduces the basic concepts and principles of accounting for preparing the financial statements such as income statement (financial performance) and balance Sheet (financial position). Several important concepts will be studied in detail including accounting cycle, recording of transactions, treatment of depreciation and preparation of financial statements.                    |            |
| 8                   | Outline syllabus      |  | CO Mapping |
|                     | <b>Unit 1</b>         | <b>Introduction to Accounting</b>  |            |
|                     | A                     | Basics of Accounting: Meaning, Definition, Need, Objectives and Functions, Book keeping and Accounting, Users of Accounting Information.   | CO1        |
|                     | B                     | Basic Accounting Terms: Assets, Liability, Capital, Equity, Expense, Income, Expenditure, Revenue, Debtors, Creditors, Goods, Cost, Stock, Purchases, Sales, Profit, Loss, Discount, Drawings.   | CO1        |
|                     | C                     | Classification of Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital  | CO1,CO2    |

|  |                        |   |     |     |          |
|--|------------------------|---|-----|-----|----------|
|  |                        | Receipt, Revenue Receipt.   |     |     |          |
|  | <b>Unit 2</b>          | <b>Accounting Rules</b>   |     |     |          |
|  | A                      | Accounting Principles: Accounting Concepts and Conventions.   |     |     | CO4      |
|  | B                      | Accounting Equation   |     |     | CO1, CO4 |
|  | C                      | Classification of Accounts: Rules of Debit and Credit   |     |     | CO2, CO4 |
|  | <b>Unit 3</b>          | <b>Accounting Process</b>   |     |     |          |
|  | A                      | Preparation of Journal  |     |     | CO1      |
|  | B                      | Preparation of Subsidiary Books I – Cash Book   |     |     | CO1      |
|  | C                      | Preparation of Subsidiary Books II –Other Books and Trial Balance.  |     |     | CO1, CO4 |
|  | <b>Unit 4</b>          | <b>Financial Statements</b>   |     |     |          |
|  | A                      | Meaning of Financial Statements, Usefulness, Elements of Financial Statements –Trading Account, Profit & Loss Account and Balance Sheet, Methods of Presenting the Final Account;   |     |     | CO2      |
|  | B                      | Treatment of Items of Adjustments Appearing in the Trial Balance and Outside the Trial Balance. Practical Problems on Various Adjustments.  |     |     | CO2, CO3 |
|  | C                      | Preparation of Trading, Profit & Loss Account and Balance Sheet (with or without adjustments)   |     |     | CO2, CO3 |
|  | <b>Unit 5</b>          | <b>Depreciation Accounting, Provisions &amp; Reserves</b>   |     |     |          |
|  | A                      | Concept of Depreciation; Meaning, Causes and Objectives, Difference in Depreciation, Depletion, Amortization, and Dilapidations   |     |     | CO1      |
|  | B                      | Methods of providing Depreciation- Fixed Installment Method, Diminishing Balance Method.  |     |     | CO1, CO4 |
|  | C                      | Meaning and Objective of Provisions, Reserves & Types of Reserves, Distinction between Provision and Reserve’.  |     |     | CO1, CO4 |
|  | Mode of examination    | Theory  |     |     |          |
|  | Weightage Distribution | CA  | MTE | ETE |          |
|  |                        | 30%   | 20% | 50% |          |
|  | Text book/s*           | Dr. A.K.Singhal, Dr. H.J. Ghosh Roy, VAYU Education of India  |     |     |          |
|  | Other References       | 1. Basic Accounting- Rajni Sofat & Preeti Hiro, Eastern Economy Edition<br>2. A textbook of Accounting for Management - S.N. Maheshwari and S.K. Maheshwari, Vikas Publishing House Pvt. Limited<br>3. Accounting and Financial Analysis & Management – Agarwal & Agarwal, Pragati Prakashan, Meerut.<br>4. Fundamentals of Accounting- V.P. Patti, Excel Books New Delhi.<br>5. Financial Accounting- R.S. Singhal (Anand) |     |     |          |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 | PS04 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 1   | 2   | 1   | 2   | -    | -    | -    | -    |
| CO2        | 2   | 3   | 2   | 1   | 1   | 2   | -    | -    | -    | -    |
| CO3        | 2   | 3   | 2   | 1   | 1   | 2   | -    | -    | -    | -    |
| CO4        | 3   | 3   | 3   | 3   | 1   | 3   | -    | -    | -    | -    |

## Principles of Management

|                 |                       |   |                                       |
|-----------------|-----------------------|---|---------------------------------------|
| <b>School:</b>  |                       | <b>SBS</b>  | <b>Batch : 2018-21</b>                |
| <b>Program:</b> |                       | <b>BBA</b>  | <b>Current Academic Year: 2018-19</b> |
| <b>Branch:</b>  |                       | <b>Semester:1</b>   |                                       |
| 1               | Course Code           | BBA 143   |                                       |
| 2               | Course Title          | Principles of Management  |                                       |
| 3               | Credits               |   |                                       |
| 4               | Contact Hours (L-T-P) | 4-0-0   |                                       |
|                 | Course Type           | Compulsory  |                                       |
| 5               | Course Objective      | 1. To understand the concepts of management as and how it can be applied to current environment of the workplace.<br>2. To describe planning process and its importance, evaluation and limitations.<br>3. To know basic organizational structure and levels of hierarchy.<br>4. To understand how managers direct, communicate and motivate employees through leadership.  |                                       |
| 6               | Course Outcomes       | CO1: The student will be able to describe various functions of management.<br>CO2: The student will be able to explain the various theories and principles related to management.<br>CO3: The student will be able to apply the elements of organizing and directing in taking managerial decisions.<br>CO4: The student will be able to analyse various organizational designs and challenges for managing the organization effectively.   |                                       |
| 7               | Course Description    | The main aim of this course is to develop the understanding about the basic concepts, principles and various theories of management for the benefit of the students aspiring for acquiring managerial positions in national or international organizations in the upcoming future. The course delivers the deep knowledge about the essential functions of management i.e. Planning, Organising, Staffing, Directing & Controlling. It also provides the awareness the nature and evolution of management. This course also emphasises on conceptual clarity, working of business processes and applications of basic management concepts in the organizations. |                                       |
| 8               | Outline syllabus      |   | CO Mapping                            |
|                 | <b>Unit 1</b>         | <b>Introduction to Management and Evolution of Management Theories</b>  |                                       |
|                 | A                     | Management: Concept and Function, Levels of Management, Managerial roles and skills   | CO1                                   |
|                 | B                     | Management Science or Art, Management as Profession, Administration Vs Management   | CO1                                   |
|                 | C                     | Classical Management theory: F. W. Taylor, Fayol's  | CO1,CO2                               |

|  |                        |  |            |
|--|------------------------|--|------------|
|  |                        | principles   |            |
|  | <b>Unit 2</b>          | <b>Managing Contemporary Planning</b>  |            |
|  | A                      | Introduction of planning, Types of Plan: Budget, Policy, Procedure, methods, and rules   | CO1        |
|  | B                      | Introduction to strategic, operational, and tactical planning  | CO1,CO4    |
|  | C                      | Planning process and limitations   | CO1        |
|  | <b>Unit 3</b>          | <b>Managing Contemporary Organization</b>  |            |
|  | A                      | Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of Control)   | CO1,CO4    |
|  | B                      | Authority, Responsibility and Delegation, Centralization and Decentralization  | CO1        |
|  | C                      | Common organizational Designs- Traditional Designs (Simple, Functional, divisional), Contemporary Designs (Team structures, Matrix/project structures, boundary less organization) | CO1,CO4    |
|  | <b>Unit 4</b>          | <b>Directing</b>   |            |
|  | A                      | Meaning and Significance of Directing  | CO3,CO4    |
|  | B                      | Meaning and Importance of Communication, Motivation  | CO1,CO3    |
|  | C                      | Meaning and Importance of Leadership, Supervision  | CO3,CO3    |
|  | <b>Unit 5</b>          | <b>Controlling</b>   |            |
|  | A                      | Concept and process of control in organisation   | CO1        |
|  | B                      | Types of control - Feedback, Feed forward, Concurrent  | CO1        |
|  | C                      | Challenges before future Managers  | CO4        |
|  | Mode of examination    | Theory/Jury/Practical/Viva   |            |
|  | Weightage Distribution | CA<br>30%  | ETE<br>50% |
|  | Text book/s*           | L M Prasad, Principles & Practices of Management, Sultan Chand & Sons, 2007  |            |
|  | Other References       | Koontz O'Donnel – Principles of Management<br>Management by VSP Rao, Excel Publications<br>Robbins & Coulter – Management, Prentice Hall of India, 9th edition                     |            |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 1   | 1   | 1   | 1   | -    | -    | -    | -    |
| CO2        | 1   | 1   | 1   | 1   | 2   | 1   | -    | -    | -    | -    |
| CO3        | 2   | 1   | 1   | 1   | 2   | 1   | -    | -    | -    | -    |
| CO4        | 1   | 1   | 1   | 2   | 2   | 1   | -    | -    | -    | -    |

## Basic Business Mathematics

|                       |                       |   |            |
|-----------------------|-----------------------|---|------------|
| <b>School: SBS</b>    |                       | <b>Batch : 2018-21</b>  |            |
| <b>Program: B.B.A</b> |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch:</b>        |                       | <b>Semester: I</b>  |            |
| 1                     | Course Code           | MTH 129   |            |
| 2                     | Course Title          | Basic Business Mathematics  |            |
| 3                     | Credits               | 4   |            |
| 4                     | Contact Hours (L-T-P) | 3-0-1   |            |
|                       | Course Type           | Compulsory  |            |
| 5                     | Course Objective      | 1. To introduce the concept of business mathematics<br>2. This course helps to make awareness of the utility of mathematical concepts.<br>3. This course leads student to develop quantitative ability.<br>4. This course would expose the students to have the mathematical skills needed to pursue careers in education, business, and/or industry.   |            |
| 6                     | Course Outcomes       | CO1: The student will be able to identify applications of mathematics.<br>CO2: The student will be able to demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance.<br>CO3: The student will be able to use equations, formulae, and mathematical expressions and relationships in a variety of contexts.<br>CO4: The student will be able to analyze business problems which can be solved mathematically.<br>CO5: The student will be able to choose mathematical tools accordingly.<br>CO6: The student will be able to develop mathematical ideas from basic axioms. |            |
| 7                     | Course Description    | People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of mathematical tools. This modules includes analytical and critical thinking skills.  |            |
| 8                     | Outline syllabus      |   | CO Mapping |
|                       | <b>Unit 1</b>         | <b>Basic Review</b>   |            |
|                       | A                     | Percentages- Application of percentage  | CO1, CO2   |
|                       | B                     | Profit & Loss   | CO1, CO2   |
|                       | C                     | Problems based on percentages, profit & loss  | CO1, CO2   |
|                       | <b>Unit 2</b>         | <b>Data Interpretation</b>  |            |
|                       | A                     | Ratio and proportions.  | CO1, CO2   |
|                       | B                     | Data Interpretation : Tabulation  | CO2, CO4   |
|                       | C                     | Problems based on Ratio, Proportion & Tables.   | CO2, CO4   |
|                       | <b>Unit 3</b>         | <b>System of Linear Equations</b>   |            |



|  |                        |  |     |     |               |
|--|------------------------|--|-----|-----|---------------|
|  | A                      | Linear equation, Slope of line, intercepts of linear equation.   |     |     | CO1, CO3      |
|  | B                      | Solve the system of linear equations graphically, substitution and elimination method  |     |     | CO3, CO4      |
|  | C                      | Formulation & Application of system of equations- Word Problem   |     |     | CO3, CO6      |
|  | <b>Unit 4</b>          | <b>Quantitative Ability</b>  |     |     |               |
|  | A                      | Time & Distance: Speed problems; Average speed problems  |     |     | CO1, CO3, CO4 |
|  | B                      | Time & Work: Problems related to work with respect to time.  |     |     | CO1, CO3, CO4 |
|  | C                      | Problems based on Time   |     |     | CO4, CO6      |
|  | <b>Unit 5</b>          | <b>Interest Calculations</b>   |     |     |               |
|  | A                      | Simple Interest: Definition , Formula of S.I ,Problems based on simple interest  |     |     | CO5, CO6      |
|  | B                      | Compound Interest: Definition, Formula for C.I, problems based on compound interest  |     |     | CO5, CO6      |
|  | C                      | Difference between Simple and Compound Interest. Problems based on Interest  |     |     | CO5, CO6      |
|  | Mode of examination    | Theory   |     |     |               |
|  | Weightage Distribution | CA   | MTE | ETE |               |
|  |                        | 30%  | 20% | 50% |               |
|  | Text book/s*           | R.S Aggarwal, Quantitative Aptitude, S Chand.  |     |     |               |
|  | Other References       | 1. Eugene Don, Joel J. Lerner, "Schaum's Outline of Basic Business Mathematics", Tata McGraw-Hill<br>2. M.Raghavachari, Mathematics for Management, Tata McGraw-Hill |     |     |               |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 2   | 1   | 1   | 1   | 2   | 1    | 1    | 1    | -    |
| CO2        | 2   | 2   | 1   | 1   | 1   | 2   | 2    | 2    | 1    | -    |
| CO3        | 2   | 3   | 2   | 1   | 1   | 2   | 1    | 1    | 1    | -    |
| CO4        | 2   | 3   | 1   | 1   | 1   | 2   | 2    | 2    | 1    | -    |
| CO5        | 1   | 2   | 1   | 1   | 1   | 2   | 2    | 1    | 1    | -    |
| CO6        | 2   | 3   | 1   | 1   | 1   | 2   | 1    | 1    | 1    | -    |

## Economic Environment of Business

|                     |                       |   |            |
|---------------------|-----------------------|---|------------|
| <b>School: SBS</b>  |                       | <b>Batch : 2018 -21</b>   |            |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch:</b>      |                       | <b>Semester: II</b>   |            |
| 1                   | Course Code           | BBA 147   |            |
| 2                   | Course Title          | ECONOMIC ENVIRONMENT OF BUSINESS  |            |
| 3                   | Credits               | 4   |            |
| 4                   | Contact Hours (L-T-P) | 4-0-0   |            |
|                     | Course Type           | Compulsory  |            |
| 5                   | Course Objective      | The objective of this course is to familiarize the students with the concepts of the macro-economic environment of business. This course systematically explores the external environment in which businesses operate – legal & regulatory, macroeconomic, cultural, political, technological and natural. Attention will be more on some of the recent changes in the economic environment particularly in the Indian context.   |            |
| 6                   | Course Outcomes       | On successful completion of this module students will be able to:<br>CO1: Understand the concept, significance and changing dimensions of Business Environment.<br>CO2: Identify various types of Business Environment and tools for scanning the Environment.<br>CO3: To interpret the role of economic systems, economic planning, government policies and its impact on business.<br>CO4: Analyze the importance of Multinational corporations, foreign investment and international institutions in business. |            |
| 7                   | Course Description    | This course helps learners to understand how the economic environment affects businesses and how government policies, especially financial and monetary policies, impact on business. Learners will increase their awareness of how international economic events and organizations influence business.   |            |
| 8                   | Outline syllabus      |   | CO Mapping |
|                     | <b>UNIT A</b>         | <b>Nature and Dynamics of Business Environment</b>  |            |
|                     | Topic 1               | The concept of Business Environment   | CO1,CO2    |
|                     | Topic 2               | Significance of Business Environment  | CO1,CO2    |
|                     | Topic 3               | Impact of Environment on Business and strategic decisions ( PESTEL and SWOT analysis)   | CO1,CO2    |
|                     | <b>UNIT B</b>         | <b>Political Environment and Economic Systems</b>   |            |
|                     | Topic 1               | Market Economy or Capitalism(Evolution of capitalism and its features)  | CO1, CO2   |
|                     | Topic 2               | Planned Economy or Command Economy  | CO1,CO2    |
|                     | Topic 3               | Mixed Economy   | CO1,CO2    |
|                     | <b>UNIT C</b>         | <b>Economic Growth and Development</b>  |            |

|  |                        |   |            |
|--|------------------------|---|------------|
|  | Topic 1                | Economic Growth and Development   | CO1, CO3   |
|  | Topic 2                | Methods to Calculate National Income  | CO1, CO3   |
|  | Topic 3                | Real Income and Nominal Income  | CO1, CO3   |
|  | <b>UNIT D</b>          | <b>MACRO ECONOMIC POLICIES</b>  |            |
|  | Topic 1                | Monetary Policy   | CO3        |
|  | Topic 2                | Fiscal Policy   | CO3        |
|  | Topic 3                | India's Import –Export Policies   | CO3        |
|  | <b>UNIT E</b>          | <b>GLOBAL/ INTERNATIONAL ENVIRONMENT</b>  |            |
|  | Topic 1                | Globalisation   | CO4        |
|  | Topic 2                | Foreign Investment  | CO4        |
|  | Topic 3                | Multinational Corporations  | CO4        |
|  | Mode of examination    | Theory  |            |
|  | Weightage Distribution | CA<br>30%   | MTE<br>20% |
|  |                        |   | ETE<br>50% |
|  | Text book/s*           | Justin Paul. Business Environment: Text and cases.  |            |
|  | Other References       | 1.Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3 <sup>rd</sup> Edition).<br>2. Adhikari M- Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand<br>3. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8 <sup>th</sup> Edition).<br>4. N. Gregory Mankiw- Principles of MacroEconomics, Cengage Learning |            |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 | PS04 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 3   | 3   | 2   | 1   | 1   | 2   | -    | -    | -    | -    |
| CO2        | 2   | 3   | 2   | 1   | 1   | 1   | -    | -    | -    | -    |
| CO3        | 2   | 2   | 2   | 2   | 1   | 2   | -    | -    | -    | -    |
| CO4        | 3   | 1   | 1   | 2   | 1   | 2   | -    | -    | -    | -    |

## **COST AND MANAGEMENT ACCOUNTING**

|                                     |                       |   |            |
|-------------------------------------|-----------------------|---|------------|
| <b>School: Business Studies</b>     |                       | <b>Batch : 2018-21</b>  |            |
| <b>Program: BBA/MBA Int/BBA LLB</b> |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch:</b>                      |                       | <b>Semester: II</b>   |            |
| 1                                   | Course Code           | BBA 157   |            |
| 2                                   | Course Title          | Cost & Managerial Accounting  |            |
| 3                                   | Credits               | 4   |            |
| 4                                   | Contact Hours (L-T-P) | 3-1-0   |            |
|                                     | Course Status         | Compulsory  |            |
| 5                                   | Course Objective      | 1. Cost and management accounting is the internal mechanism of reporting within the modern business.<br>2. This module enables to understand the basic concepts and processes used to determine product costs.<br>3. Budgeting, Cost Control, Variance and its analysis are the other major aspects of this course.<br>4. It also helps to analyse and evaluate information for cost ascertainment, planning, control and decision making.        |            |
| 6                                   | Course Outcomes       | On successful completion of this module, students will be able to:<br>CO1. Identify among the different branches of accounting, objectives & limitations of accounting and different elements of cost.<br>CO2. Understand cost sheet, various concepts of costing and overheads.<br>CO3. Apply the relation among Cost, Volume and Profits of a business.<br>CO4. Point out and analyze of various budgets, standard costing & variance analysis. |            |
| 7                                   | Course Description    | The course is designed to help students to understand the costing process and how to determine costs. It also covers the management of funds by means of budgets and the use of management accounting information to make informed and accountable decisions.   |            |
| 8                                   | Outline syllabus      |   | CO Mapping |
|                                     | <b>Unit 1</b>         | <b>Introduction to Cost &amp; Managerial Accounting</b>   |            |
|                                     | A                     | Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting.  | CO1        |
|                                     | B                     | Meaning and objectives of management accounting, Cost Accounting V/s Management accounting,   | CO1        |
|                                     | C                     | Different elements of costs   | CO1, CO2   |
|                                     | <b>Unit 2</b>         | <b>Cost Classification And Cost sheet</b>   |            |
|                                     | A                     | Introduction to various types of overheads, classification of cost.   | CO1, CO2   |
|                                     | B                     | Various concepts of costing   | CO1, CO2   |
|                                     | C                     | Preparation of cost sheet   | CO2        |
|                                     | <b>Unit 3</b>         | <b>Marginal Costing</b>   |            |

|  |                        |   |          |     |
|--|------------------------|---|----------|-----|
|  | A                      | Marginal costing meaning and advantage, assumption of marginal costing  | CO2, CO3 |     |
|  | B                      | Cost volume Profit (CVP) analysis, Techniques of CVP analysis-contribution, Profit volume ratio analysis and implications.  | CO3      |     |
|  | C                      | Breakeven point and its analysis, margin of safety.   | CO3      |     |
|  | <b>Unit 4</b>          | <b>Budgeting</b>  |          |     |
|  | A                      | Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control   | CO3,CO4  |     |
|  | B                      | Different types of Budget   | CO3,CO4  |     |
|  | C                      | Preparation of Cash Budget  | CO3,CO4  |     |
|  | <b>Unit 5</b>          | <b>Standard Costing &amp; Variance Analysis</b>   |          |     |
|  | A                      | <b>Standard Costing</b> - Concept, Meaning, Objective and difference between standard costing & budgetary control.  | CO3,CO4  |     |
|  | B                      | <b>Variance Analysis- Material Variances</b> - Meaning, types- material cost variance, material price variance, material usage variance & its application.  | CO3,CO4  |     |
|  | C                      | <b>Labour Variances</b> - Meaning, types – labour cost variance, labour rate variance & its application.  | CO3,CO4  |     |
|  | Mode of examination    | Theory/Viva   |          |     |
|  | Weightage Distribution | CA  | MTE      | ETE |
|  |                        | 30%   | 20%      | 50% |
|  | Text book/s*           | M. N. Arora – ‘Cost and Management Accounting’, (Vikas Publication)   |          |     |
|  | Other References       | [1] S.N. Maheshwari- ‘Cost and Management Accounting’ (Sultan Chand & Sons)<br>[2] Debarshi Bhattacharyya- ‘Management Accounting’ (Pearson)<br>[3] Khan and Jain – ‘Management Accounting’ (Tata McGraw Hill)<br>[4] Pandey I.M – ‘Management Accounting’ (Vikas)<br>[5] R.S. Singhal – ‘Management Accounting’ –(Anand) |          |     |

### **CO-PO Mapping:**

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 1   | 1   | 2   | -   | -   | -   | -    | -    | -    | -    |
| CO2        | 2   | 1   | -   | -   | 2   | -   | -    | -    | -    | -    |
| CO3        | 2   | -   | -   | -   | 1   | -   | -    | -    | -    | -    |
| CO4        | 2   | -   | -   | 1   | -   | -   | -    | -    | -    | -    |

## ORGANIZATIONAL BEHAVIOUR

|                 |                       |   |
|-----------------|-----------------------|---|
| <b>School:</b>  |                       | <b>Batch : 2018-21</b>  |
| <b>Program:</b> |                       | <b>Current Academic Year: 2018-19</b>   |
| <b>Branch:</b>  |                       | <b>Semester: II</b>   |
| 1               | Course Code           | BBA148  |
| 2               | Course Title          | ORGANIZATIONAL BEHAVIOUR  |
| 3               | Credits               | 04  |
| 4               | Contact Hours (L-T-P) | 3-1-0   |
| Course Status   |                       | Compulsory  |
| 5               | Course Objective      | <p>This course aims to improve students understanding of human behaviour in organization and the ability to lead people to achieve more effectively toward increased organizational performance and effectiveness.</p> <p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.</li> <li>• Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.</li> <li>• Understand the organizational system, including organizational structures, human resources, and change.</li> </ul> |
| 6               | Course Outcomes       | <p>CO1: To list and define basic organizational behaviour principles, and describe how these influence behaviour in the workplace.</p> <p>CO2: To understand the concepts of OB to influence and manage behaviour in the organization systems.</p> <p>CO3: To demonstrate development of essential people management and good team working skills.</p> <p>CO4: To analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts</p>   |
| 7               | Course Description    | This course provides a comprehensive analysis of individual and group behaviour in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.  |
| 8               | Outline syllabus      |   |
|                 | <b>Unit 1</b>         | <b>Introduction to OB</b>   |
|                 | A                     | Concept, Meaning, nature and significance of OB   |
|                 | B                     | Contributing Disciplines, Models of OB  |
|                 | C                     | Challenges and limitations of OB  |
|                 | <b>Unit 2</b>         | <b>Individual Differences</b>   |
|                 | A                     | Perception – Meaning, Factors influencing perception, Errors- Halo Effect, Stereotype, Projection   |
|                 | B                     | Attitudes- components, functions and job related attitude   |
|                 |                       | CO Mapping  |

|  |                        |  |            |
|--|------------------------|--|------------|
|  | C                      | Personality- Determinants, Trait Theory- Big 5 Model, MBTI, Freudian Theory of personality   | CO2, CO4   |
|  | <b>Unit 3</b>          | <b>Learning and Motivation</b>   |            |
|  | A                      | Learning Concepts and Theories- Classical, Operant, and social learning theory   | CO2, CO4   |
|  | B                      | Motivation– Concept, types and importance  | CO2, CO4   |
|  | C                      | Theories of Motivation- Hierarchy of needs, Two factor theory  | CO2, CO4   |
|  | <b>Unit 4</b>          | <b>Groups and Teams</b>  |            |
|  | A                      | Group: Concept, Types of Groups, Group Development Process (Tuckman),  | CO2, CO4   |
|  | B                      | Team: Meaning, Difference between groups and teams, types of teams   | CO2, CO3   |
|  | C                      | Group Decision Making process and Techniques- Brainstorming, Nominal Group Technique, Delphi Technique, Social Loafing and Group think | CO2, CO3   |
|  | <b>Unit 5</b>          | <b>Leadership and Organizational Change</b>  |            |
|  | A                      | Leadership Theories- Trait theory, Behavioral theory (Ohio, Michigan, Managerial Grid)   | CO2, CO4   |
|  | B                      | Situational (path goal theory); Difference between leader and manager  | CO2, CO4   |
|  | C                      | Change: Concept, Kurt Lewin’s Model, Resistance to change, Overcoming resistance to change   | CO2, CO4   |
|  | Mode of examination    | Theory   |            |
|  | Weightage Distribution | CA<br>30%  | MTE<br>20% |
|  |                        |  | ETE<br>50% |
|  | Text book/s*           | Aswathappa K. - Organizational Behavior, Himalaya Publishing House   |            |
|  | Other References       | 1. Kavita Singh, “Organization Behavior”, Pearson ed. 2010<br>2. L. M. Prasad “Organizational Behavior”, Sultan Chand and Sons         |            |

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1    | 3   | 1   | 2   | 1   | 2   | 1   | 3    | 2    | 1    | 2    |
| CO2    | 3   | 3   | 3   | 1   | 3   | 2   | 1    | 2    | 2    | 1    |
| CO3    | 3   | 2   | 3   | 2   | 3   | 2   | 2    | 1    | 2    | 1    |
| CO4    | 2   | 2   | 3   | 1   | 3   | 2   | 2    | 1    | 1    | 1    |

## Marketing Management

|   |                       |   |            |
|---|-----------------------|---|------------|
| <b>School: School of Business Studies</b> |                       | <b>Batch: 2018-21</b>   |            |
| <b>Program: B.Com./BBA</b>                |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch:</b>                            |                       | <b>Semester: II</b>   |            |
| 1   | Course Code           | BBA144  |            |
| 2   | Course Title          | Marketing Management  |            |
| 3   | Credits               | 4   |            |
| 4   | Contact Hours (L-T-P) | 4-0-0   |            |
|   | Course Status         | Compulsory  |            |
| 5   | Course Description    | This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations   |            |
| 6   | Course Objectives     | 1. To help the students understand marketing concepts and principles in the light of real-life marketing practices in the contemporary world<br>2. To familiarize the students with the marketing environment and the elements of the marketing-mix for making effective marketing plans  |            |
| 7   | Course Outcomes       | CO1: The student will be able to identify the different components of the prevailing marketing environment.<br>CO2: The student will be able to explain the different steps in the consumer decision process.<br>CO3: The student will be able to prepare the market segmentation plan and positioning strategy for a given product.<br>CO4: The student will be able to explain the components of marketing mix for a given product.<br>CO5: The student will be able to decide the promotional tools for a given product. |            |
| 8   | Outline Syllabus      |   | CO Mapping |
|   | Unit A                |   |            |
|   | A1                    | Core concepts of marketing; selling versus marketing  | CO1        |
|   | A2                    | Marketing environment   | CO1        |
|   | A3                    | Value chain   | CO1        |
|   | Unit B                |   |            |
|   | B1                    | Consumer versus customer  | CO2        |
|   | B2                    | Factors influencing consumer behaviour  | CO2        |
|   | B3                    | Consumer decision-making  | CO2        |
|   | Unit C                |   |            |
|   | C1                    | Market segmentation – geographic, demographic, psychographic, behavioural   | CO3        |
|   | C2                    | Targeting   | CO3        |
|   | C3                    | Positioning and repositioning of products   | CO3        |
|   | Unit D                |   |            |



|  |                        |   |     |     |     |
|--|------------------------|---|-----|-----|-----|
|  | D1                     | Product versus brand; classification of products; new product development; product life cycle; packaging and labeling   |     |     | CO4 |
|  | D2                     | Product-mix decisions   |     |     | CO4 |
|  | D3                     | Factors influencing pricing; types of pricing   |     |     | CO4 |
|  | Unit E                 |   |     |     |     |
|  | E1                     | Channels of distribution; types of marketing intermediaries   |     |     | CO5 |
|  | E2                     | Advertising, publicity and public relations   |     |     | CO5 |
|  | E3                     | Sales promotion, direct marketing and personal selling  |     |     | CO5 |
|  | Mode of Examination    | Theory  |     |     |     |
|  | Weightage distribution | CA  | MTE | ETE |     |
|  |                        | 30%   | 20% | 50% |     |
|  | Textbook/s             | <ul style="list-style-type: none"> <li>‘Marketing Management – A South Asian Perspective’ by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)</li> </ul>                                      |     |     |     |
|  | Other References       | <ul style="list-style-type: none"> <li>‘Marketing Management – Global Perspective, Indian Context’ by V. S. Ramaswamy and S. Namakumari (Om Books)</li> <li>‘Marketing Management’ by Rajan Saxena (McGraw-Hill)</li> </ul> |     |     |     |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 1   | 1   | 1   | 1   | 2    | 2    | 1    | 1    |
| CO2        | 2   | 2   | 2   | 1   | 1   | 1   | 2    | 2    | 2    | 1    |
| CO3        | 2   | 2   | 2   | 1   | 1   | 1   | 2    | 2    | 1    | 2    |
| CO4        | 2   | 2   | 2   | 1   | 1   | 1   | 2    | 2    | 1    | 2    |
| CO5        | 2   | 2   | 2   | 1   | 1   | 1   | 2    | 2    | 1    | 2    |

## Computer Applications in Business

|                     |                       |   |
|---------------------|-----------------------|---|
| <b>School: SBS</b>  |                       | <b>Batch : 2018-21</b>  |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |
| <b>Branch:</b>      |                       | <b>Semester: II</b>   |
| 1                   | Course Code           | BBP 152   |
| 2                   | Course Title          | Computer Applications in Business   |
| 3                   | Credits               | 2   |
| 4                   | Contact Hours (L-T-P) | 0-0-2   |
|                     | Course Type           | Compulsory  |
| 5                   | Course Objective      | <ol style="list-style-type: none"> <li>1. To provide students an in-depth understanding of why computers are essential components in business, education and society.</li> <li>2. To introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.</li> <li>3. To gain a working knowledge of Microsoft Office Suite ; Word, Excel, Access and PowerPoint.</li> <li>4. To give an insight into Internet and its usage.</li> </ol>  |
| 6                   | Course Outcomes       | <p>CO1 : The student will be able to identify various programs, system software and applications.</p> <p>CO2 : The student will be able to describe the utility of computers in business and society.</p> <p>CO3 : The student will be able to solve common business problems using appropriate Information Technology applications and systems.</p> <p>CO4: The student will be able to classify various types of networks, network standards and communication software.</p> <p>CO5: The student will be able to evaluate on-line e-business system through internet web resources</p> <p>CO6 : The student will be able to organize and work with files and folders.</p> |
| 7                   | Course Description    | In this introductory course, students will become familiar with the basic principles of a computer, including the internal hardware, the operating system, and software applications. Students will gain practice in using key applications, such as word processors, spreadsheets, and presentation software, as well as understand social and ethical issues around the Internet, information, and security.  |
| 8                   | Outline syllabus      |   |
|                     | <b>Unit 1</b>         | <b>Basic Concepts</b>   |
|                     | A                     | Definition and Characteristics of a Computer; Advantages of   |
|                     |                       | CO1, CO2  |

|  |               |  |              |
|--|---------------|--|--------------|
|  |               | Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Software; Input Output Devices. Data and Information. Concept of File and Folder in a computer  |              |
|  | B             | System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system. Microsoft Windows   | CO1,CO2      |
|  | C             | Application software: General Purpose Packaged Software and tailor made software , Saving data in a secondary storage device   | CO1,CO2      |
|  | <b>Unit 2</b> | <b>Microsoft Word</b>  |              |
|  | A             | Introduction to word Processing; Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text.   | CO2, CO3     |
|  | B             | Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, Inserting a table, wrap text, Insert a flow chart or shape in a word document  | CO2, CO3     |
|  | C             | Perform Mail Merge in a word document ; envelopes and labels in mail merge ; How to convert table to text and Vice Versa   | CO2, CO3,CO6 |
|  | <b>Unit 3</b> | <b>Spreadsheet Ms Excel</b>  |              |
|  | A             | Spreadsheet Concepts; Copying formulas, Operators, Relative & Absolute cell referencing within formulas Common functions, Sum / Average / Max / Min etc.   | CO2, CO3,CO6 |
|  | B             | Count / COUNTA / COUNTBLANK function. Presenting Chart Inserting Charts- LINE, PIE, BAR. How to change chart layout and other chart options.   | CO2, CO3,CO6 |
|  | C             | Insert various Arithmetic Operators and Formulas, Logical Operations (If and other Functions. Sorting and Filtering of data. HLookup and VLookup functions   | CO2, CO3,CO6 |
|  | <b>Unit 4</b> | <b>MS Powerpoint</b>   |              |
|  | A             | What is importance of creating presentation? Opening a new presentation , inserting slides and formats, numbering of slides , slide sorter   | CO2, CO3     |
|  | B             | Slide Transition , slide show, setting up slide show using animation. Inserting picture and video in a powerpoint slide  | CO2, CO3     |
|  | C             | Changing position of slides in a presentation. Changing the design of slides. Inserting sound in powerpoint slide. How to print handouts from a powerpoint presentation?   | CO2, CO3,CO6 |
|  | <b>Unit 5</b> | <b>Internet</b>  |              |
|  | A             | Definition and basics of Internet: Owner of Internet, Usage of Internet and benefits to the society. Anatomy of Internet, World Wide Web; Internet Protocols, search Engines, URL , Browser, Social Media and Networking. HTTP & HTTPS | CO4, CO5     |
|  | B             | Important terms associated with Internet: Modem, Router, IP Address, Wi-fi, Gateway, Internet Service Provider, Firewall , Malware, Difference between website and webpages. Meaning of different extensions of website address        | CO4,CO5      |
|  | C             | Emailing , Creating email addresses. How to write an email? How to attach files in an email? What are spam mails?  | CO4,CO5      |

|  |                        |  |     |      |  |
|--|------------------------|--|-----|------|--|
|  |                        | Encryption and Authentication of data.   |     |      |  |
|  | Mode of examination    | Practical  |     |      |  |
|  | Weightage Distribution | CA   | MTE | ETE  |  |
|  |                        | 60 %   | N/A | 40 % |  |
|  | Text book/s*           | 1: Pradeep K.Sinha; Priti Sinha; Information Technology; PHI<br>2: Poonam Yadav, Praveen Kumar; Computer Fundamentals<br>3: Microsoft Excel Bible by John Walkenbach, Wiley India. |     |      |  |
|  | Other References       | 1. Turban, Rainer, Potter, Introduction to Information Technology, John Wiley.<br><br>2. Information Technology for Management: Ramesh Behl (Tata Mc Graw Hill).                   |     |      |  |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|-------|------|------|------|
| CO1        | 1   | 1   | 1   | 1   | 1   | 1   | 1     | 2    | 1    | -    |
| CO2        | 2   | 1   | 2   | 2   | 1   | 2   | 2     | 2    | 2    | -    |
| CO3        | 2   | 2   | 1   | 2   | 1   | 3   | 2     | 2    | 2    | -    |
| CO4        | 1   | 1   | 2   | 1   | 2   | 1   | 1     | 2    | 2    | -    |
| CO5        | 2   | 1   | 2   | 2   | 1   | 2   | 2     | 1    | 2    | -    |
| CO6        | 1   | 1   | 2   | 2   | 2   | 3   | 2     | 2    | 2    | -    |

## Business Law

|  |                       |  |            |
|--|-----------------------|--|------------|
| <b>School: School of Business Studies</b>                          |                       | <b>Batch : 2018-21</b>   |            |
| <b>Program: BBA (All specialisations) /BCom/BBA ACCA/BCom ACCA</b> |                       |  |            |
| <b>Current Academic Year: 2018-19</b>                              |                       |  |            |
| <b>Branch: -</b>   |                       | <b>Semester: III</b>   |            |
| 1  | Course Code           | BBA 267  |            |
| 2  | Course Title          | Business Law   |            |
| 3  | Credits               | 4  |            |
| 4  | Contact Hours (L-T-P) | 4-0-0  |            |
|  | Course Status         | Compulsory   |            |
| 5  | Course Description    | This course introduces the student to the concept of Law and basics of the Indian Legal System. It further covers Laws that govern business transactions like Contract, Sale of Goods, Negotiable Instruments and Consumer Protection.   |            |
| 6  | Course Objective      | The purpose of the course is to enable students:-<br>1. Acquaint with the Indian Legal System.<br>2 Describe how the legal framework affects both businesses as well as individuals<br>3 Prepare them to apply the various laws to a given situation (case studies)<br>4. Develop concise legal arguments in a logical manner and improve upon communication and interpersonal skills.   |            |
| 7  | Course Outcomes       | CO1: To appreciate the Indian Legal System.<br>CO2: To demonstrate the relationship between law and economic activity by developing in the student an awareness of legal principles involved in economic relationships and business transactions.<br>CO3:To distinguish between various kinds of negotiable instruments.<br>CO4: To identify the rights available to a consumer and describe the process of filing a consumer complaint. |            |
| 8  | Outline syllabus      |  | CO Mapping |
|  | Unit A                | <b>Introduction to Law</b>   |            |
|  | A 1                   | What is law? What are the institutions that enforce law?<br>Hierarchy of Courts in India   | <b>CO1</b> |
|  | A 2                   | Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation  | <b>CO1</b> |
|  | A 3                   | What is Alternate Dispute Resolution? Its importance   | <b>CO1</b> |
|  | Unit B                | <b>Indian Contract Act 1872</b>  |            |
|  | B 1                   | What is a contract? Social vs. Business Agreements. How is a contract made?  | CO2,       |
|  | B 2                   | Types of contracts, Essentials of a valid contract,  | CO2        |
|  | B 3                   | Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) - Contract of Indemnity, Guarantee, Bailment, Pledge,   | CO2        |

|  |                        |   |            |            |                  |
|--|------------------------|---|------------|------------|------------------|
|  |                        | Agency  |            |            |                  |
|  | Unit C                 | <b>Sale of Goods Act 1930</b>   |            |            |                  |
|  | C 1                    | What is a contract for sale of goods? Similarities with and modification to general contract law provisions.  |            |            | <b>CO2</b>       |
|  | C 2                    | Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale.   |            |            | <b>CO2</b>       |
|  | C 3                    | Rights of unpaid seller. Remedies for breach of contract for sale.  |            |            | <b>CO2</b>       |
|  | Unit D                 | <b>Negotiable Instruments Act 1881</b>  |            |            |                  |
|  | D 1                    | What are negotiable instruments? Types of negotiable instruments. Parties to instruments.   |            |            | <b>CO2,CO 3</b>  |
|  | D 2                    | Holder and Holder in due course,  |            |            | <b>CO2,CO 3</b>  |
|  | D 3                    | Dishonor of Negotiable Instruments  |            |            | <b>CO2, CO 3</b> |
|  | Unit E                 | <b>Consumer Protection Act 1986</b>   |            |            |                  |
|  | E 1                    | Important definitions under the Act. Rights of consumers. Who can file complaints?  |            |            | CO2, CO4         |
|  | E 2                    | Consumer Courts: District Forum, State Commission, National Commission  |            |            | CO2, CO4         |
|  | E 3                    | How to file complaints? Remedies available under the Act.   |            |            | CO2, CO4         |
|  | Mode of examination    | End Term Examination  |            |            |                  |
|  | Weightage Distribution | CA<br>30%   | MTE<br>20% | ETE<br>50% |                  |
|  | Text book/s*           | • Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd   |            |            |                  |
|  | Other References       | • Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis<br>• Singh, Avtar, <i>Mercantile Law</i> , 8 <sup>th</sup> ed., 2006, Reprinted 2008, Eastern Book Company<br>• Kuchhal, M.C., <i>Mercantile Law</i> , 7 <sup>th</sup> ed., 2009, Vikas Publishing House<br>• Gulshan, S.S., <i>Business Law</i> , 3 <sup>rd</sup> ed., 2006, Excel Books |            |            |                  |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 1   | 2   | 2   | -   | 2    | 1    | 2    | -    |
| CO2        | 2   | 1   | 1   | 2   | 1   | -   | 2    | 2    | 2    | -    |
| CO3        | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 1    | 1    | -    |
| CO4        | 2   | 1   | 1   | 1   | 1   | 2   | 1    | 1    | 1    | -    |

## Human Resource Management

|                     |                       |   |            |
|---------------------|-----------------------|---|------------|
| <b>School: SBS</b>  |                       | <b>Batch: 2018-21</b>   |            |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch:</b>      |                       | <b>Semester:III</b>   |            |
| 1                   | Course Code           |   |            |
| 2                   | Course Title          | Human Resource Management   |            |
| 3                   | Credits               | 04  |            |
| 4                   | Contact Hours (L-T-P) | 4-0-0   |            |
|                     | Course Status         | Compulsory  |            |
| 5                   | Course Objective      | <ol style="list-style-type: none"> <li>1. To impart basic knowledge about HRM concepts.</li> <li>2. To build students' interest and capability to perform basic HRM functions and tasks.</li> <li>3. To familiarize students with the different aspects of managing people in the organization through the process of acquisition, development and retention.</li> <li>4. To apply the principles and techniques of human resource management gained through this course.</li> </ol>  |            |
| 6                   | Course Outcomes       | <p>The student will be able to:</p> <p>CO1: Identify current issues and challenges, emerging trends, key concepts and terminologies of human resource management.</p> <p>CO2: Describe each of the major HRM functions and processes of manpower planning, job analysis, recruitment, selection, training and development, compensation and benefits, and performance appraisal.</p> <p>CO3: Apply the various functions and techniques of human resource management.</p> <p>CO4: Analyse the dynamics of how the human resource department and the company strategically work together to improve employee' job satisfaction and return on investment.</p> |            |
| 7                   | Course Description    | <p>The course has been designed to enable the students to learn about the exciting world of today's Human Resources Management. This course also focuses at providing the students the inputs on how to link the HRM functions to the corporate strategies, to understand HR as a strategic resource, to learn the concept and functions of human resource management. Further, this course highlights important HR challenges and Issues that are faced by managers and employees in today's business environment.</p>   |            |
| 8                   | Outline syllabus      |   | CO Mapping |
|                     | <b>Unit 1</b>         | <b>Basics of HRM</b>  |            |
|                     | A                     | Human Resources- Meaning; Concept & Scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM   | CO1, CO4   |
|                     | B                     | HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges, HR as competitive advantage   | CO1, CO4   |

|  |                        |  |            |
|--|------------------------|--|------------|
|  | C                      | Objectives of HRM, Role of HR Manager, HR Plans & Policies   | CO1, CO4   |
|  | <b>Unit 2</b>          | <b>Manpower Planning &amp; Recruitment</b>   |            |
|  | A                      | Job Analysis-meaning-Job Description & Job Specification, Implications of Job Analysis   | CO2, CO3   |
|  | B                      | Manpower Planning- Purpose & Process, Demand & Supply Forecasting Techniques   | CO2, CO3   |
|  | C                      | Recruitment-Concept, Sources, Process  | CO2, CO3   |
|  | <b>Unit 3</b>          | <b>Selection &amp; Induction</b>   |            |
|  | A                      | Selection Concept- Meaning & Purpose   | CO2, CO3   |
|  | B                      | Selection Process (From Screening to Induction)  | CO2, CO3   |
|  | C                      | Induction / Orientation-Concept & Process  | CO2, CO3   |
|  | <b>Unit 4</b>          | <b>Training</b>  |            |
|  | A                      | Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development  | CO2, CO3   |
|  | B                      | Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation)   | CO2, CO3   |
|  | C                      | Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis)   | CO2, CO3   |
|  | <b>Unit 5</b>          | <b>Performance Appraisal &amp; Compensation</b>  |            |
|  | A                      | Job Evaluation, Concept and Objectives of Performance Appraisal, Process of Performance Appraisal  | CO2, CO3   |
|  | B                      | Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal  | CO2, CO3   |
|  | C                      | Basic concept of Compensation, Direct & Indirect Compensation Components   | CO2, CO3   |
|  | Mode of examination    | Theory   |            |
|  | Weightage Distribution | CA<br>30%  | MTE<br>20% |
|  |                        |  | ETE<br>50% |
|  | Text book/s*           | <ul style="list-style-type: none"> <li>Human Resource Management, K Aswathappa, McGraw Hill, New Delhi</li> </ul>  |            |
|  | Other References       | <ul style="list-style-type: none"> <li>Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi.</li> <li>Fundamentals of Human resource Management, Decenzo Robbins, Eleventh Edition, Wiley</li> </ul> |            |

| PO COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 | PS04 |
|--------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1    | 2   | 2   | 2   | 1   | 2   | 2   | -    | -    | -    | -    |
| CO2    | 2   | 1   | 1   | 1   | 1   | 1   | -    | -    | -    | -    |
| CO3    | 3   | 1   | 2   | 2   | 2   | 3   | -    | -    | -    | -    |
| CO4    | 3   | 2   | 1   | 1   | 1   | 2   | -    | -    | -    | -    |



## Business Research Methods

|                  |                       |  |            |
|------------------|-----------------------|--|------------|
| <b>School:</b>   |                       | <b>Batch : 2018-21</b>   |            |
| <b>Program:</b>  |                       | <b>Current Academic Year: 2018-19</b>  |            |
| <b>Branch: -</b> |                       | <b>Semester: III</b>   |            |
| 1                | Course Code           | BBA 258  |            |
| 2                | Course Title          | <b>Business Research Methods</b>   |            |
| 3                | Credits               | 3  |            |
| 4                | Contact Hours (L-T-P) | 3-0-0  |            |
|                  | Course Status         | Compulsory   |            |
| 5                | Course Description    | Business Research Methods equips students with the skills to develop and undertake a research dissertation. It provides the theoretical and practical preparation for business research. The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research proposal in addition to the pragmatics of ethics and project management. Peer review, skill development workshops and practice exercises are the key learning strategies.                                   |            |
| 6                | Course Objective      | 1.To Prepare students for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology<br>2.Designing a study and selecting specific methods and techniques appropriate for answering the questions<br>3. TO Develop practical skills in developing instruments for both qualitative and quantitative methods<br>4. To provide deeper knowledge and experience in applying commonly used qualitative and qualitative research methods to the research process |            |
| 7                | Course Outcomes       | CO1: Establish the concept of Business research and research process<br>CO2: Develop a research proposal as the basis for a Research Project<br>CO3: Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research<br>CO4: Recognize, and take account of, the importance of ethical conduct in undertaking research  |            |
| 8                | Outline syllabus      |  | CO Mapping |
|                  | Unit A                | <b>Introduction to Research in Business</b>  |            |
|                  | A 1                   | Reasons to study the Business Research   | CO1        |
|                  | A 2                   | Planning and Strategy for Business Research  | CO1        |
|                  | A 3                   | Parameters of Good Research, Working of Research Industry  | CO1        |
|                  | Unit B                | <b>The Research Process</b>  |            |
|                  | B 1                   | Introduction to research process, designing the research Question  | CO1        |
|                  | B 2                   | Introduction of Designing the Study, Sampling Design   | CO2        |
|                  | B 3                   | Introduction to Pilot testing, Data Collection , Reporting   | CO2        |
|                  | Unit C                | <b>Business Research Requests and Proposals</b>  |            |

|  |                        |  |     |     |     |
|--|------------------------|--|-----|-----|-----|
|  | C 1                    | Types of research proposals  |     |     | CO2 |
|  | C 2                    | Structuring the Research Proposals   |     |     | CO2 |
|  | C 3                    | Evaluating the research proposals  |     |     | CO2 |
|  | Unit D                 | <b>Research Design</b>   |     |     |     |
|  | D 1                    | Introduction to research design  |     |     | CO3 |
|  | D 2                    | Exploratory, Descriptive, Causal Studies   |     |     | CO3 |
|  | D 3                    | Designing Surveys  |     |     | CO3 |
|  | Unit E                 | <b>Ethics in Business Research</b>   |     |     |     |
|  | E 1                    | Introduction to Research Ethics  |     |     | CO4 |
|  | E 2                    | Ethics and the Sponsor   |     |     | CO4 |
|  | E 3                    | Professional Standards   |     |     | CO4 |
|  | Mode of examination    | Theory   |     |     |     |
|  | Weightage Distribution | CA   | MTE | ETE |     |
|  |                        | 30%  | 20% | 50% |     |
|  | Text book/s*           | Cooper, D. R., Schindler, P. S., & Sun, J. (2006). <i>Business research methods</i> (Vol. 9). New York: McGraw-Hill Irwin. |     |     |     |
|  | Other References       | Kothari, C. R. (2004). <i>Research methodology: Methods and techniques</i> . New Age International.                        |     |     |     |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 3   | 3   | 2   | 1   | 1   | 1   | 3    | 3    | 1    | 1    |
| CO2        | 3   | 3   | 2   | 1   | 2   | 3   | 1    | 2    | 1    | 3    |
| CO3        | 3   | 3   | 2   | 2   | 1   | 3   | 1    | 3    | 2    | 3    |
| CO4        | 3   | 3   | 3   | 1   | 1   | 3   | 1    | 3    | 3    | 3    |

## Business Communication

|                    |                       |  |            |
|--------------------|-----------------------|--|------------|
| <b>School: SBS</b> |                       | <b>Batch: 2018-21</b>  |            |
| <b>Program:</b>    |                       | <b>Current Academic Year: 2018-19</b>  |            |
| <b>Branch:</b>     |                       | <b>Semester: III</b>   |            |
| 1                  | Course Code           | BBA 268  |            |
| 2                  | Course Title          | Business Communication   |            |
| 3                  | Credits               | 4  |            |
| 4                  | Contact Hours (L-T-P) | 4-0-0  |            |
|                    | Course Status         | Compulsory /Elective/Open Elective   |            |
| 5                  | Course Objective      | The objectives are:<br>1. To make students understand basics of Business Communication and their functional relationship with business & management.<br>2. To hone students' writing skills.<br>3. To develop their Speaking and listening skills.<br>4. To enable students to apply various communication skills effectively.   |            |
| 6                  | Course Outcomes       | CO1: The students will be able to understand basics of Business Communication and their relevance to business growth.<br>CO2: The students will be able to develop speaking skills.<br>CO3: The students will be able to draft effective professional documents.<br>CO4: The students will be able to apply various communication skills for business/Professional growth. |            |
| 7                  | Course Description    | This course is designed to give students a comprehensive view of communication, its scope and importance in business and professional world. The course aims at developing skills of effective written and oral communication in students. It will provide students the tools necessary to make their way in different business and corporate environments.                |            |
| 8                  | Outline syllabus      |  | CO Mapping |
|                    | <b>Unit 1</b>         | <b>Business Communication</b>  |            |
|                    | A                     | Introduction of Business Communication   | CO1        |
|                    | B                     | Forms & Flows of Business Communication  | CO1        |
|                    | C                     | Process of and Barriers to Communication   | CO1        |
|                    | <b>Unit 2</b>         | <b>Non-Verbal Communication</b>  |            |
|                    | A                     | Role of Non-Verbal Communication   | CO1, CO4   |
|                    | B                     | Classification of Non-Verbal Communication   | CO1, CO4   |
|                    | C                     | Practical exposure & guidelines for developing Non-Verbal Communication  | CO1, CO4   |
|                    | <b>Unit 3</b>         | <b>Articulation Skills</b>   |            |
|                    | A                     | Paralinguistic feature, Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills  | CO2        |
|                    | B                     | Extempore, Speech Delivery   | CO2        |
|                    | C                     | Debate   | CO2        |

|  |                        |  |     |     |  |
|--|------------------------|--|-----|-----|--|
|  | <b>Unit 4</b>          | <b>Writing Skills</b>  |     |     |  |
|  | A                      | 7 Cs of Communication  |     |     |  |
|  | B                      | Letter Writing: Sales, Order, Complaint, Adjustment, Claim, Enquiry letters                            |     |     |  |
|  | C                      | Email Writing, WhatsApp Messaging in Professional/Formal Environment                                   |     |     |  |
|  | <b>Unit 5</b>          | <b>Listening Skills</b>  |     |     |  |
|  | A                      | Listening as a management tool   |     |     |  |
|  | B                      | Barriers to listening  |     |     |  |
|  | C                      | Guidelines for improving listening skills  |     |     |  |
|  | Mode of examination    | Theory/Jury/Practical/Viva   |     |     |  |
|  | Weightage Distribution | CA   | MTE | ETE |  |
|  |                        | 30%  | 20% | 50% |  |
|  | Text book/s*           | P.D.Chaturvedi & Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications. Pearson |     |     |  |
|  | Other References       |  |     |     |  |

| PO COs     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| <b>CO1</b> | 3   | 2   | 2   | 2   | 3   | 2   | 2    | 2    | 1    | --   |
| <b>CO2</b> | 2   | 1   | 2   | 1   | 3   | 2   | --   | 1    | --   | --   |
| <b>CO3</b> | 3   | 3   | 2   | 3   | 3   | 2   | 1    | 1    | --   | --   |
| <b>CO4</b> | 3   | 2   | 2   | 2   | 3   | 2   | 2    | 1    | 1    | --   |

## Business Statistics

|                     |                       |   |
|---------------------|-----------------------|---|
| <b>School: SBS</b>  |                       | <b>Batch : 2018-21</b>  |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |
| <b>Branch:</b>      |                       | <b>Semester: III</b>  |
| 1                   | Course Code           | <b>BBA146</b>   |
| 2                   | Course Title          | <b>Business Statistics</b>  |
| 3                   | Credits               | 4   |
| 4                   | Contact Hours (L-T-P) | 3-1-2   |
|                     | Course Type           | Compulsory  |
| 5                   | Course Objective      | <p>1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools.</p> <p>2. This foundation module is designed to fill this need into several practical and powerful applications of statistics.</p> <p>3. The idea is to present the basic statistics and emphasis the application of statistics for management problems.</p> <p>4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data.</p> <p>5. The module also aims on getting students familiarize with the usage of basic tools and techniques in obtaining statistical measure and interpreting the same.</p> |
| 6                   | Course Outcomes       | <p>At the end of the course students will be able to:</p> <p>CO1: The student will be able to identify basic numerical processes within a statistical context.</p> <p>CO2: The student will be able to interpret data in view of evidences.</p> <p>CO3: The student will be able to solve various problems of statistics.</p> <p>CO4: The student will be able to analyze data make predictions of the future</p>   |
| 7                   | Course Description    | In this course, you will learn how to apply statistical tools to analyze data, draw conclusions, and make predictions of the future. The course will begin with data distributions, followed by probability analysis, sampling, hypothesis testing, inferential statistics, and, finally, regression.   |
| 8                   | Outline syllabus      | CO Mapping  |
|                     | <b>Unit 1</b>         | <b>Introduction to Statistics and Representation of Data</b>  |
|                     | A                     | Statistics- Definition and functions.<br>Scope and limitations of statistics.   |
|                     | B                     | Collection of data and formulation of frequency distribution.<br>Diagrammatic presentation of data-bar graph and pie charts.  |
|                     | C                     | Graphical presentation of frequency distribution-Histograms, ogive curves   |
|                     | <b>Unit 2</b>         | <b>Sampling and Probability</b>   |
|                     | A                     | Introduction, concept of population, Sampling, Probability sampling and non Probability Sampling  |
|                     | B                     | Basic Probability, Conditional Probability  |
|                     | C                     | Applications of Probability   |
|                     | <b>Unit 3</b>         | <b>Measures of Central Tendency</b>   |
|                     | A                     | Arithmetic Mean and its properties. Methods of calculating Mean<br>The Weighted Arithmetic Mean, Correcting incorrect mean  |

|  |                        |   |     |     |                 |
|--|------------------------|---|-----|-----|-----------------|
|  | B                      | Median and Mode, Significance of median and mode, Relation among Mean, median and Mode.   |     |     | CO1.CO2.<br>CO3 |
|  | C                      | Partition values: quartiles ,deciles and percentiles  |     |     | CO2,CO3         |
|  | <b>Unit 4</b>          | <b>Measures of Dispersion</b>   |     |     |                 |
|  | A                      | Introduction to Dispersion, range, IQR, quartile deviation.   |     |     | CO1,CO2         |
|  | B                      | Methods of calculating Mean deviation   |     |     | CO2,CO3         |
|  | C                      | Methods of calculating standard deviation and coefficient of variance.  |     |     | CO3,CO4         |
|  | <b>Unit 5</b>          | <b>Relationship Between Variables</b>   |     |     |                 |
|  | A                      | Basic Linear correlation (Two variables), Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient.                    |     |     | CO1,CO2         |
|  | B                      | Simple and Multiple Linear regression   |     |     | CO3,CO4         |
|  | C                      | Problems based on correlation and regression  |     |     | CO3,CO4         |
|  | Mode of examination    | Theory  |     |     |                 |
|  | Weightage Distribution | CA  | MTE | ETE |                 |
|  |                        | 30%   | 20% | 50% |                 |
|  | Text book/s*           | <ul style="list-style-type: none"> <li>Gupta S.P., Gupta, M.P. , Business Statistics, Sultan Chand &amp; Co</li> </ul>                        |     |     |                 |
|  | Other References       | <ul style="list-style-type: none"> <li>Vohra N D ,Business Statistics, Tata McGraw Hill, Sharma J.K , Business Statistics, Pearson</li> </ul> |     |     |                 |

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1     | 2   | 2   | 1   | 1   | 2   | 2   | -    | -    | -    | -    |
| CO2     | 2   | 3   | 2   | 1   | 1   | 2   | -    | -    | -    | -    |
| CO3     | 2   | 1   | 1   | 2   | 2   | 1   | -    | -    | -    | -    |
| CO4     | 2   | 2   | 1   | 1   | 2   | 2   | -    | -    | -    | -    |

## Environmental Studies

|                     |                       |  |               |
|---------------------|-----------------------|--|---------------|
| <b>School:</b>      |                       | <b>Batch : 2018-21</b>   |               |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>  |               |
| <b>Branch:</b>      |                       | <b>Semester: III</b>   |               |
| 1                   | Course Code           | BBA 054  |               |
| 2                   | Course Title          | Environmental Studies  |               |
| 3                   | Credits               | 2  |               |
| 4                   | Contact Hours (L-T-P) | 2-0-0  |               |
|                     | Course Type           | Compulsory   |               |
| 5                   | Course Objective      | 1. To understand the basic concepts of environment management and the issues faced therein.<br>2. To provide an understanding of the natural environmental resources, hazards faced and control measures<br>3. To understand the social issues surrounding environment management.<br>4. To get an understanding of the various acts ,policies developed to protect the environment.   |               |
| 6                   | Course Outcomes       | CO1:The student will be able to have knowledge about fundamentals of environment and the ecosystem<br>CO2: The student will be able to understand about hazards faced by environment along with the growing energy needs ,environment impact assessment green technologies and green design<br>CO3: The student will be able to relate to the various acts for environmental protection and to green solutions<br>CO4: The student will be able to analyse impact of climate change and pollution on environment and green solutions |               |
| 7                   | Course Description    | This course enables students to understand their natural environment while also comprehending its conservation and management in a better manner. The course focuses on the natural environmental resources and their effective utilization.   |               |
| 8                   | Outline syllabus      |  | CO Mapping    |
|                     | <b>Unit 1</b>         | <b>Fundamentals of environment</b>   |               |
|                     | A                     | Fundamentals of Environment: Basic concepts on environment, environment management –definition ,importance , environmental degradation, Multidisciplinary nature of environment  | CO1, CO2,CO3  |
|                     | B                     | Ecosystems and ecological succession   | CO1           |
|                     | C                     | Global environmental issues: global warming and climate change, acid rains   | CO2 ,CO3 ,CO4 |
|                     | <b>Unit 2</b>         | <b>Energy resources</b>  |               |
|                     | A                     | Renewable & Non Renewable Resources of energy and  | CO1           |

|  |                        |  |               |
|--|------------------------|--|---------------|
|  |                        | Deforestation  | ,CO2,CO4      |
|  | B                      | Water Resources: use and overutilization of surface and ground water, floods & droughts  | CO1, CO2 ,CO3 |
|  | C                      | Energy Resources – growing energy needs, energy resources and global development   | CO2 ,CO3      |
|  | <b>Unit 3</b>          | <b>Biodiversity and pollution</b>  |               |
|  | A                      | Biodiversity & its conservation  | CO2 ,CO3      |
|  | B                      | Environmental Pollution  | CO1 , CO4     |
|  | C                      | Control measures for air, water and soil pollution; nuclear hazards  | CO3           |
|  | <b>Unit 4</b>          | <b>Environment protection</b>  |               |
|  | A                      | Social Issues in Environment: Environment Protection Act, Ozone layer depletion and nuclear accidents , approaches with regard to environment protection | CO2 ,CO4      |
|  | B                      | Human Population – human health, human rights and environment  | CO3           |
|  | C                      | Wildlife protection act, issues in enforcement of environmental legislations and public awareness  | CO4           |
|  | <b>Unit 5</b>          | <b>Green Solutions</b>   |               |
|  | A                      | Environmental Impact Assessment  | CO1 ,CO2 ,CO3 |
|  | B                      | Environmental Standards, Green Technologies and green solutions  | CO2 CO3 ,CO4  |
|  | C                      | Green architecture and green design  | CO2,CO3       |
|  | Mode of examination    | Theory/Jury/Practical/Viva   |               |
|  | Weightage Distribution | CA<br>30%  | MTE<br>20%    |
|  |                        |  | ETE<br>50%    |
|  | Text book/s*           | Principles of Environmentals Studies: <u>Monoharachary C</u> 2006  |               |
|  | Other References       |  |               |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | -   | -   | 1   | 1   | 1   | -   | -    | -    | -    | -    |
| CO2        | -   | -   | 2   | 2   | 2   | -   | -    | -    | -    | -    |
| CO3        | -   | -   | 2   | 2   | 2   | -   | -    | -    | -    | -    |
| CO4        | -   | -   | 2   | 2   | 1   | -   | -    | -    | -    | -    |
| CO5        | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO6        | -   | -   |     |     |     |     |      |      |      |      |



## International Business

|   |                       |   |            |
|---|-----------------------|---|------------|
| <b>School: SCHOOL OF BUSINESS STUDIES</b> |                       | <b>Batch : 2018-21</b>  |            |
| <b>Program: BBA IV</b>                    |                       | <b>Current Academic Year: 2018 - 19</b>   |            |
| <b>Branch:</b>                            |                       | <b>Semester: IV</b>   |            |
| 1   | Course Code           | BCM 216   |            |
| 2   | Course Title          | International Business  |            |
| 3   | Credits               | 4   |            |
| 4   | Contact Hours (L-T-P) | 3-1-0   |            |
|   | Course Type           | Compulsory /Elective/Open Elective  |            |
| 5   | Course Objective      | The course objective is to: <ul style="list-style-type: none"> <li>- Make students identify the concepts and scope of International Business environment and PESTLE Framework</li> <li>- Make students explain the cause and effects of BoP fluctuations.</li> <li>- Make students illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations</li> <li>- Make students determine cause and effect of trade and international investment.</li> <li>- To prepare the students so that they are able to categorize various International Institutions for the functions and purpose.</li> </ul> |            |
| 6   | Course Outcomes       | After the completion of the course, the students will be able to:<br>CO1: Identify the concepts and scope of International Business environment and PESTLE Framework<br>CO2: Explain the cause and effects of BoP fluctuations.<br>CO3: Illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations<br>CO4: Determine cause and effect of trade and international investment.<br>CO5: Categorize various International Institutions for the functions and purpose.  |            |
| 7   | Course Description    | International Business course is a great mix of theories and practices that will prepare the students for business on a global platform. The course with cover topics such as global environment scanning, BOP, Forex markets, Globalization issues, trade theories, global trade and investment, and international institutions.   |            |
| 8   | Outline syllabus      |   | CO Mapping |
|   | <b>Unit 1</b>         | <b>International Business environment</b>   |            |
|   | A                     | Free Trade Vs. Protection, Tariff & Non-Tariff Barriers<br>TRIMS, TRIPS & IPR's. Text book case – Globalization of Pop Culture.   | CO1        |
|   | B                     | Emerging Trends and Regional Trading Blocks<br>Economic, Political, Cultural and Legal environments in  | CO1        |

|  |               |   |     |
|--|---------------|---|-----|
|  |               | International Business.   |     |
|  | C             | Framework for analyzing international business environment. Text book case – The Global Television Industry                                 | CO1 |
|  | <b>Unit 2</b> | <b>Balance of Payments</b>  |     |
|  | A             | Balance of Trade and Balance of Payments, Current and capital account components.   | CO2 |
|  | B             | Disequilibrium in BOP, Structural, Cyclical and Monetary Disequilibrium   | CO2 |
|  | C             | Financing of BoP deficits & External Assistance. Text book case – South East Asian Economic Crisis .  | CO2 |
|  | <b>Unit 3</b> | <b>Foreign Exchange Markets</b>   |     |
|  | A             | MNC's and International Trade , Merits & De-Merits of MNC's, Strategic alliances. Text book case – Casual Wear Inc.                         | CO3 |
|  | B             | Determination of Exchange rates , Exchange Rate and Convertibility of Rupee   | CO3 |
|  | C             | FEMA Act and Currency Exchange Risks  | CO3 |
|  | <b>Unit 4</b> | <b>Global Trade and Investment Environment:</b>   |     |
|  | A             | Foreign investment in India , Global Sourcing. Text book case – Mahindra and Mahindra.  | CO4 |
|  | B             | international trade financing, Institutional finance for export   | CO4 |
|  | C             | Export price Quotations and Incoterms ,International Pricing, Dumping & Anti-Dumping measures. Text book case – Quality Furnitures Limited. | CO4 |
|  | <b>Unit 5</b> | <b>International Economic Institutions &amp; International Liquidity</b>  |     |
|  | A             | Role of IMF,IBRD,UNCTAD, WTO in International Trade   | CO5 |
|  | B             | Problems of Liquidity & Role of IMF in Managing International Liquidity   | CO5 |
|  | C             | Case study- Text Book: Indian Leather goods exports. A handout will be given - Turmeric Patent  | CO5 |

|  |                        |  |     |     |  |
|--|------------------------|--|-----|-----|--|
|  | Mode of examination    | Theory/Jury/Practical/Viva   |     |     |  |
|  | Weightage Distribution | CA   | MTE | ETE |  |
|  |                        | 30%  | 20% | 50% |  |
|  | Text book/s*           | International Business (Text and Cases) , Fourth Edition Revised, Francis Cherunilam |     |     |  |
|  | Other References       | International Business, Oxford university Press, Rakesh Mohan Joshi                  |     |     |  |
|  |                        | International Business, PHI, Sixth edition, Justin Paul                              |     |     |  |
|  |                        | International Business, Mc.Graw Hill, 10e, Charles W.L. Hill                         |     |     |  |

### **CO PO Matrix**

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO201.1    | -   | 2   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.2    | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.3    | -   | -   | 1   | -   | -   | -   | -    | -    | -    | -    |
| CO201.4    | -   | -   | 3   | -   | -   | -   | -    | -    | -    | -    |
| CO201.5    | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |

## Financial Management

|                     |                       |   |            |
|---------------------|-----------------------|---|------------|
| <b>School: SBS</b>  |                       | <b>Batch : 2018 -21</b>   |            |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch:</b>      |                       | <b>Semester: IV</b>   |            |
| 1                   | Course Code           | BBA 210   |            |
| 2                   | Course Title          | FINANCIAL MANAGEMENT  |            |
| 3                   | Credits               | 4   |            |
| 4                   | Contact Hours (L-T-P) | 4-0-0   |            |
|                     | Course Type           | Compulsory  |            |
| 5                   | Course Objective      | 1.To acquaint the students with the concepts of Financial Management and the significance of decision making in finance.<br>2.To highlight the necessity of managing current assets and current liabilities<br>3. To appreciate the relevance of capital structure and dividend decisions with respect to its impact on valuation of the firm.  |            |
| 6                   | Course Outcomes       | On completion of this module, the students will be able to<br>CO1:describe the basic concepts and key terms used in Financial Management.<br>CO2:infer the relevance of decision making under various available alternatives.<br>CO3: apply the various tools and techniques used in financial decision making for shareholders' wealth maximization.<br>CO4:distinguish amongst the various alternatives in the view of valuation of firm. |            |
| 7                   | Course Description    | This is an introductory course in Financial Management, focusing on the major decisions made by financial managers of an organization. The course will develop students' analytical and decision-making skills in finance through the use of theory questions and practical problems.   |            |
| 8                   | Outline syllabus      |   | CO Mapping |
|                     | <b>Unit 1</b>         | <b>Introduction of Financial Management</b>   |            |
|                     | A                     | Nature, concept and functions of financial management   | CO1        |
|                     | B                     | Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization  | CO1        |
|                     | C                     | <b>Time value of money- Meaning and Objectives, present &amp; future value, simple &amp; comp. interest, annuity (Ordinary Annuity &amp; Annuity Due), Perpetuity .</b>   | CO1,CO2    |
|                     | <b>Unit 2</b>         | <b>Capital Budgeting</b>  |            |
|                     | A                     | Meaning and concepts of capital budgeting, need of capital budgeting,   | CO1, CO2   |
|                     | B                     | Practical Problems on Discounted Cash Flow Techniques: Discounting Payback period, NPV, PI, IRR   | CO3, CO4   |
|                     | C                     | Practical Problems on Non Discounted Cash Flow Techniques: Payback period and ARR   | CO3, CO4   |

|  |                        |   |     |     |          |
|--|------------------------|---|-----|-----|----------|
|  | <b>Unit 3</b>          | <b>Working Capital Management</b>   |     |     |          |
|  | A                      | Concept and need of working capital management, determinants of working capital requirements, working capital cycle   |     |     | CO1      |
|  | B                      | Receivable management- meaning and objectives<br>Cash management- meaning and objectives, Motives of Holding cash   |     |     | CO1      |
|  | C                      | Inventory management- meaning and objectives, Techniques of Inventory management - EOQ, ABC Analysis.   |     |     | CO1, CO3 |
|  | <b>Unit 4</b>          | <b>Capital Structure and Cost of Capital</b>  |     |     |          |
|  | A                      | Meaning and objective of Capital structure, optimum capital structure.  |     |     | CO1      |
|  | B                      | Capital structure theories- Theoretical concepts of NI, NOI, Traditional.   |     |     | CO4      |
|  | C                      | Cost of capital- concept and meaning, Cost of Debt, Cost of Equity (Zero-Growth Dividends, Constant Growth in Dividends), Cost of Preference Share, Calculation of WACC.  |     |     | CO3, CO4 |
|  | <b>Unit 5</b>          | <b>Dividend decisions</b>   |     |     |          |
|  | A                      | Dividend policy- meaning & concept, concept of retained earnings, factors influencing dividend policy, concept of Bonus shares and Rights Shares.   |     |     | CO1, CO2 |
|  | B                      | Walter's model of dividend policy and its application   |     |     | CO3, CO4 |
|  | C                      | Gordon model of dividend policy and its application   |     |     | CO3, CO4 |
|  | Mode of examination    | Theory  |     |     |          |
|  | Weightage Distribution | CA  | MTE | ETE |          |
|  |                        | 30%   | 20% | 50% |          |
|  | Text book/s*           | R.P. Rustagi- Financial Management- (Taxmann Publication)   |     |     |          |
|  | Other References       | Financial Management: I. M. Pandey (Vikas Publication)<br><br>Financial management: Theory and Practice, Prasanna Chandra (Mc-Graw Hill)<br><br>Financial Management: Text, Problems and Cases, M Y Khan and P K Jain, Mc Graw Hill Publication |     |     |          |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 2   | 2   | 1   | 1   | 3   | -    | -    | -    | -    |
| CO2        | 2   | 3   | 1   | 1   | 1   | 3   | -    | -    | -    | -    |
| CO3        | 2   | 3   | 1   | 1   | 1   | 3   | -    | -    | -    | -    |
| CO4        | 2   | 3   | 1   | 1   | 1   | 3   | -    | -    | -    | -    |

## E-Business

|   |                       |  |            |
|---|-----------------------|--|------------|
| <b>School: SCHOOL OF BUSINESS STUDIES</b> |                       | <b>Batch: BBA (2018-21)</b>  |            |
| <b>Program: BBA</b>                       |                       | <b>Current Academic Year: : 2018-19</b>  |            |
| <b>Branch: -</b>                          |                       | <b>Semester: IV</b>  |            |
| 1   | Course Code           | BBA 239  |            |
| 2   | Course Title          | <b>E-Business</b>  |            |
| 3   | Credits               | 3  |            |
| 4   | Contact Hours (L-T-P) | 3 (LTP 3-0-1)  |            |
|   | Course Status         |  |            |
| 5   | Course Description    | This undergraduate course is intended to teach and understand to the students the principles and practices of the E-business in industry   |            |
| 6   | Course Objective      | The course aims: <ol style="list-style-type: none"> <li>1. Acquaint students with a fundamental understanding of the environment and strategies in e-business/e-commerce</li> <li>2. Provide an overview of the hardware, software, servers, and the parts that make up the enabling “railroad” for e-business/e-commerce.</li> <li>3. Provide a fundamental understanding of the different types and key components on business models in e-business/e-commerce</li> <li>4. Understand the traditional and new communication/marketing approaches that create competitive advantage in e-business/e-commerce</li> </ol> |            |
| 7   | Course Outcomes       | The student will be able to:<br><b>CO1:</b> To define the students with an in-depth understanding of the E-business.<br><b>CO2:</b> To make the students describe an E-Business approach for E-business practices with decision making<br><b>CO3:</b> The students should interpret the issues relating to the changing global business environment  |            |
| 8   | E-business            |  | CO Mapping |
|   | Unit A                | <b>Introduction &amp; Business Models</b>  |            |
|   | A 1                   | <ul style="list-style-type: none"> <li>• Early business information interchange efforts – Emergence of the Internet – the emergence of WWW; Advantages and disadvantages of e-commerce.</li> </ul>   | CO1        |
|   | A 2                   | <ul style="list-style-type: none"> <li>• E-Business models - C2C, C2B, B2B models.</li> </ul>  | CO1, CO2   |
|   | A 3                   | <ul style="list-style-type: none"> <li>• Value Chain model, advertising model, community model manufacturer model.</li> </ul>  | CO1, CO2   |
|   | Unit B                | <b>Network Infrastructure</b>  |            |
|   | B 1                   | <ul style="list-style-type: none"> <li>• Network Infrastructure supporting electronic commerce; Role of World Wide Web</li> </ul>  | CO1, CO2,  |
|   | B 2                   | <ul style="list-style-type: none"> <li>• Internet Client-Server Applications; Networks and</li> </ul>  | CO1, CO3   |

|  |                        |   |            |            |                |
|--|------------------------|---|------------|------------|----------------|
|  |                        | <b>Internets, Internet Standards and Specifications</b>   |            |            |                |
|  | B 3                    | <ul style="list-style-type: none"> <li>Client-Server Network Security, Security Threats, Data and Message Security</li> </ul>   |            |            | CO1, CO2, CO3. |
|  | <b>Unit C</b>          | <b>E-Marketing &amp; Advertising</b>  |            |            |                |
|  | C 1                    | <ul style="list-style-type: none"> <li>Traditional Marketing Vs. Digital Marketing; Online Marketing</li> </ul>   |            |            | CO1,CO2        |
|  | C 2                    | <ul style="list-style-type: none"> <li>New Age Information Based Marketing, Advertising on Internet</li> </ul>  |            |            | CO2,CO3        |
|  | C 3                    | <ul style="list-style-type: none"> <li>The Online Marketing Process</li> </ul>  |            |            | CO1, CO2       |
|  | <b>Unit D</b>          | <b>Consumer Oriented Electronic Commerce</b>  |            |            |                |
|  | D 1                    | <ul style="list-style-type: none"> <li>Consumer-Oriented Applications, Mercantile Process Models – Consumer Perspective, Merchant Perspective</li> </ul>  |            |            | CO1, CO3       |
|  | D 2                    | <ul style="list-style-type: none"> <li>E-Payment Systems – Types, Digital Token Bases Systems, Smart Cards, Credit Card Based Systems, Risks &amp; Design</li> </ul>  |            |            | CO1,CO2, CO3   |
|  | D 3                    | <ul style="list-style-type: none"> <li>Main concepts in internet banking, Digital payment requirements, Electronic Cash</li> </ul>  |            |            | CO1,CO4        |
|  | <b>Unit E</b>          | <b>E-CRM</b>  |            |            |                |
|  | E 1                    | <ul style="list-style-type: none"> <li>Customer Relationship Management on the Internet</li> </ul>  |            |            | CO1, CO3       |
|  | E 2                    | <ul style="list-style-type: none"> <li>Online CRM Capabilities &amp; Its Impact On Business</li> </ul>  |            |            | CO1, CO2, CO3  |
|  | E 3                    | <ul style="list-style-type: none"> <li>E-SCM – Supply chain management, Ways to Reduce Inventory</li> </ul>   |            |            | CO1,CO3        |
|  | Mode of examination    | Theory  |            |            |                |
|  | Weightage Distribution | CA<br>30%   | MTE<br>20% | ETE<br>50% |                |
|  | Text book/s*           | 1. Strauss, J., El-Ansary, A., & Frost, R., <i>E-Marketing</i> , 4 <sup>th</sup> Edition, Prentice Hall of India<br><br>2. Kalakota & Whinston, <i>Frontiers of Electronic Commerce</i> , Pearson Education |            |            |                |
|  | Other References       | Joseph, S.J., P.T., (2012) <i>E-Commerce: An Indian Perspective</i> , (4th edition), New Delhi: PHI Learning  |            |            |                |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 2   | -   | 1   | 2   | 3    | 2    | 3    | -    |
| CO2        | 2   | 1   | 2   | -   | 2   | 1   | 2    | 2    | 3    | -    |
| CO3        | 3   | 2   | 3   | 1   | 1   | 1   | 3    | 2    | 2    | -    |

## Cross Cultural Management

|                 |                       |  |                                       |
|-----------------|-----------------------|--|---------------------------------------|
| <b>School:</b>  |                       | <b>SBS</b>   | <b>Batch : 2018-21</b>                |
| <b>Program:</b> |                       | <b>MBA Integrated</b>  | <b>Current Academic Year: 2018-19</b> |
| <b>Branch:</b>  |                       | <b>Semester: IV</b>  |                                       |
| 1               | Course Code           | MBA 145  |                                       |
| 2               | Course Title          | Cross Cultural Management  |                                       |
| 3               | Credits               |  |                                       |
| 4               | Contact Hours (L-T-P) | 3-0-0  |                                       |
|                 | Course Type           | Compulsory   |                                       |
| 5               | Course Objective      | 1. To introduce the key concepts and main theoretical framework of culture.<br>2. To introduce how cultural differences may impact the management of individuals, teams and organizations.<br>3. To introduce effective human resource management practice in multinational organizations.<br>4. To develop the students' critical thinking and creativity.  |                                       |
| 6               | Course Outcomes       | CO1: The student will be able to define different facets of culture like value beliefs etc.<br>CO2: The student will be able to explain the various models related to culture.<br>CO3: The student will be able to illustrate the role of culture, religion and intercultural communication on business.<br>CO4: The student will be able to analyse the link between different cultural spheres as well as challenges for Multinational Corporations. |                                       |
| 7               | Course Description    | This Course provides an understanding of culture and its importance for organizational and individual success. The course describes the various facets of culture like values , beliefs , attitudes etc,<br>This course also explains the various cultural models and concept of Industry/corporate and Professional culture.  |                                       |
| 8               | Outline syllabus      |  | CO Mapping                            |
|                 | <b>Unit 1</b>         | <b>Understanding of Culture</b>  |                                       |
|                 | A                     | Culture and Importance- concept of culture and cross-cultural management   | CO1                                   |
|                 | B                     | Facets of culture: Ethos, values, beliefs, unique history, attitudes   | CO1                                   |
|                 | C                     | Impact of culture on International Business.   | CO1,CO2                               |
|                 | <b>Unit 2</b>         | <b>Cultural Models</b>   |                                       |
|                 | A                     | Hofstede cultural dimensions, cross-cultural dimensions  | CO1,CO3                               |
|                 | B                     | Hampden & Trompenaars' Model   | CO1,CO3                               |
|                 | C                     | Kluckhohn -Strodtbeck Model  | CO1,CO3                               |
|                 | <b>Unit 3</b>         | <b>Global Business Environment and Cross Cultural</b>  |                                       |



|  |                        |  |            |
|--|------------------------|--|------------|
|  |                        | <b>Management</b>  |            |
|  | A                      | Major characteristics and challenges of Multinational Corporations.  | CO1,CO4    |
|  | B                      | Culture and workforce diversity  | CO1        |
|  | C                      | Impact on Expatriates-Repatriation and cross cultural training   | CO1,CO4    |
|  | <b>Unit 4</b>          | <b>Role of regional, industry/corporate culture &amp; professional culture and link between different cultural spheres</b> |            |
|  | A                      | Regional culture and it's role   | CO2        |
|  | B                      | Industry/corporate and Professional culture  | CO2        |
|  | C                      | Link between different cultural spheres  | CO4        |
|  | <b>Unit 5</b>          | <b>Cross Culture communication and Negotiation</b>   |            |
|  | A                      | Barriers to intercultural communication  | CO1        |
|  | B                      | Non - verbal communication   | CO1        |
|  | C                      | Negotiation in cross cultural environment  | CO1,CO4    |
|  | Mode of examination    | Theory/Jury/Practical/Viva   |            |
|  | Weightage Distribution | CA<br>30%  | ETE<br>50% |
|  | Text book/s*           | Browaeys, M.J. 7 Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi         |            |
|  | Other References       | Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill    |            |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 1   | 1   | 2   | 2   | 1   | 1   | 1    | 1    | 1    | 1    |
| CO2        | 1   | 1   | 1   | 1   | 1   | 2   | 1    | 1    | 1    | 1    |
| CO3        | 2   | 1   | 2   | 2   | 1   | 1   | 2    | 1    | 1    | 1    |
| CO4        | 2   | 1   | 2   | 1   | 1   | 1   | 1    | 1    | 1    | 1    |

## Entrepreneurship

|                     |                       |   |
|---------------------|-----------------------|---|
| <b>School: SBS</b>  |                       | <b>Batch : 2018-21</b>  |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: : 2018-19</b>   |
| <b>Branch: -</b>    |                       | <b>Semester:IV</b>  |
| 1                   | Course Code           |   |
| 2                   | Course Title          | Entrepreneurship  |
| 3                   | Credits               | 4   |
| 4                   | Contact Hours (L-T-P) | 4 (LTP 4-0-0)   |
|                     | Course Status         |   |
| 5                   | Course Description    | The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.  |
| 6                   | Course Objective      | 1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur.<br>2. To help in identifying and exploiting opportunities and developing business plans.<br>3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise.<br>4. Equip the necessary knowledge and skill sets required for managing the established enterprise.<br>5. To help the students in understanding the entrepreneurial development framework available in India along-with Start-Up India and Make in India initiative.  |
| 7                   | Course Outcomes       | The student will be able to:<br><b>CO1:</b> Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship.<br><b>CO2:</b> Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative.<br><b>CO3:</b> Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis,Opportunity identification and selection.<br><b>CO4:</b> Analyze the given business opportunity, business plan and demonstrate the knowledge of various issues involved in starting and managing growth of a new enterprise.<br><b>CO5:</b> Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.<br><b>CO6:</b> Create, develop and present the business plan based on an identified opportunity. |
| 8                   | Outline syllabus      | CO Mapping  |

|  |               |  |               |
|--|---------------|--|---------------|
|  | <b>Unit A</b> | <b>Understanding Entrepreneurship and the Entrepreneur</b>   |               |
|  | A 1           | <ul style="list-style-type: none"> <li>Why Entrepreneurship</li> <li>The Concept &amp; Process of Entrepreneurship</li> <li>Exercise/Activity: Identify your entrepreneurial potential</li> </ul>  | CO1, CO2      |
|  | A 2           | <ul style="list-style-type: none"> <li>Types of entrepreneurship and entrepreneur</li> <li>Entrepreneur Vs. Manager Vs. Intrapreneur</li> <li>The Women &amp; Social Entrepreneurship: Opportunities &amp; Challenges</li> </ul>                       | CO2           |
|  | A 3           | <ul style="list-style-type: none"> <li>The Qualities , Characteristics &amp; Competencies of an Entrepreneur</li> <li>An overview of corporate Entrepreneurship</li> <li>Exercise/Case study</li> </ul>  | CO1, CO2      |
|  | <b>Unit B</b> | <b>Idea, Opportunity and the Business Plan Development</b>   |               |
|  | B 1           | <ul style="list-style-type: none"> <li>Idea vs. Opportunity and Idea generation techniques</li> <li>Identifying/ sources of opportunities and evaluating opportunities</li> <li>Idea generation exercise</li> </ul>                                    | CO3, CO4, CO5 |
|  | B 2           | <ul style="list-style-type: none"> <li>Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility</li> <li>Exercise/ Activity to conduct Feasibility Analysis</li> </ul>                            | CO1, CO3      |
|  | B 3           | <ul style="list-style-type: none"> <li>Writing and Presenting effective Business Plans</li> <li>Business model and its dimensions</li> <li>Exercise/ Discussion of Business Plan Formulation</li> </ul>  | CO1, CO2, CO6 |
|  | <b>Unit C</b> | <b>Launching the New Enterprise</b>  |               |
|  | C 1           | <ul style="list-style-type: none"> <li>Forming the New venture Team</li> <li>Selecting appropriate Business Ownership Structure</li> <li>Exercise/ Activity: Forming New Venture Team</li> </ul>   | CO2, CO4      |
|  | C 2           | <ul style="list-style-type: none"> <li>IPR issues in starting an enterprise</li> <li>Legal aspects of a business</li> </ul>  | CO4           |
|  | C 3           | <ul style="list-style-type: none"> <li>Financing the New Venture: Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO</li> <li>Steps and Procedures to start a small scale enterprise in India</li> </ul> | CO1, CO4      |
|  | <b>Unit D</b> | <b>Managing the Growth and Exit of the firms</b>   |               |
|  | D 1           | <ul style="list-style-type: none"> <li>Understanding the Stages of an Entrepreneurial Venture</li> <li>The Strategies of growth</li> <li>Case study</li> </ul>   | CO4           |
|  | D 2           | <ul style="list-style-type: none"> <li>Managerial mindset vs. Entrepreneurial mindset in decision making</li> </ul>  | CO2, CO4      |

|     |                        |   |          |     |     |     |     |     |  |
|-----|------------------------|---|----------|-----|-----|-----|-----|-----|--|
|     |                        | <ul style="list-style-type: none"><li>• Key factors to be considered during the Growth Stage</li><li>• Group Presentation/ Business Plan Presentation</li></ul>   |          |     |     |     |     |     |  |
|     | D 3                    | <ul style="list-style-type: none"><li>• The Exit Strategy for a business</li><li>• Group Presentation/ Business Plan Presentation</li></ul>   | CO4      |     |     |     |     |     |  |
|     | Unit E                 | <b>Understanding the Entrepreneurship Development Framework in India</b>  |          |     |     |     |     |     |  |
|     | E 1                    | <ul style="list-style-type: none"><li>• An overview of MSMEs in India and MSME Act.</li><li>• Policies, Schemes &amp; Incentives available to entrepreneurs in India</li></ul>  | CO2, CO5 |     |     |     |     |     |  |
|     | E 2                    | <ul style="list-style-type: none"><li>• Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in India</li><li>• An overview of Start-up India &amp; Make in India Initiatives</li></ul>  | CO2, CO5 |     |     |     |     |     |  |
|     | E 3                    | <ul style="list-style-type: none"><li>• Group Presentation/ Business Plan Presentation</li></ul>  | CO6      |     |     |     |     |     |  |
|     | Mode of examination    | Theory  |          |     |     |     |     |     |  |
|     | Weightage Distribution | <table><tr><td>CA</td><td>MTE</td><td>ETE</td></tr><tr><td>30%</td><td>20%</td><td>50%</td></tr></table>  | CA       | MTE | ETE | 30% | 20% | 50% |  |
| CA  | MTE                    | ETE   |          |     |     |     |     |     |  |
| 30% | 20%                    | 50%   |          |     |     |     |     |     |  |
|     | Text book/s*           | Entrepreneurship: A South Asian Perspective by Donald F. Kuratko& T.V. Rao , Cengage Learning,  |          |     |     |     |     |     |  |
|     | Other References       | <ul style="list-style-type: none"><li>• Entrepreneurship by Hirsch &amp; Peters; McGraw Hill Publication.</li><li>• Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E</li><li>• Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. &amp; Covin Jeffrey G., Cengage Learning</li></ul> |          |     |     |     |     |     |  |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 2   | -   | -   | 3   | 3    | 2    | 3    | -    |
| CO2        | 2   | -   | 2   |     | 2   | 3   | 2    | 2    | 3    | -    |
| CO3        | 3   | 2   | 3   | 1   | -   | 2   | 3    | 2    | 2    | -    |
| CO4        | 2   | 1   | 2   | 3   | 2   | 2   | 3    | 2    | 3    | -    |
| CO5        | 1   | 2   | 2   | 3   | 3   | 1   | 2    | 1    | 3    | -    |
| CO6        | -   | 3   | 1   | 2   | 3   | 2   | -    | 2    | -    | -    |

## Production and Operation Management

|   |                       |   |            |
|---|-----------------------|---|------------|
| <b>School:</b> School of Business Studies |                       | <b>Batch : 2018-21</b>  |            |
| <b>Program: BBA</b>                       |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch: -</b>                          |                       | <b>Semester: IV</b>   |            |
| 1   | Course Code           | <b>BBA - 259</b>  |            |
| 2   | Course Title          | <b>Production and Operations Management</b>   |            |
| 3   | Credits               | 4   |            |
| 4   | Contact Hours (L-T-P) | 3-0-1   |            |
|   | Course Status         | Compulsory  |            |
| 5   | Course Description    | This course examines the functional area of production and operations management as practised in the manufacturing industry. The course includes product development process, location analysis, capacity planning, materials requirements planning (MRP), inventory management and PPC and concept of quality control.   |            |
| 6   | Course Objective      | This modules aims <ul style="list-style-type: none"> <li>• To understand historical growth of POM as a field of study.</li> <li>• To understand key concepts and issues of POM in both manufacturing and service organizations</li> <li>• To understand the interdependence of the production &amp; operations function with the other key functional areas of a firm</li> <li>• To apply analytical skills and problem-solving tools to the analysis of the operations problems</li> </ul> |            |
| 7   | Course Outcomes       | At the end of this course , Students will be able to :<br><br><b>CO1:</b> Select a specific type of process as per the requirement of particular product.<br><b>CO2:</b> Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager.<br><b>CO3:</b> Carry our location analysis to make a choice for the facility location<br><b>CO4:</b> Plan the material requirements & inventory management for a production system              |            |
| 8   | Outline syllabus      |   | CO Mapping |
|   | <b>Unit A</b>         | <b>Introduction</b>   |            |
|   | A 1                   | The Introduction to POM, Scope, and Objectives of POM, Historical development of POM  | CO1        |
|   | A 2                   | Product Development Process, Types of Process   | CO1,CO2    |
|   | A 3                   | Production - Process Selection – Job, Batch ,Mass Production Types of production Systems  | CO1,CO2    |
|   | <b>Unit B</b>         | <b>Facility Location and Layout</b>   |            |
|   | B 1                   | Facility Location – Importance; Factor affecting plant  | CO1,CO2,   |

|  |                        |   |     |     |               |
|--|------------------------|---|-----|-----|---------------|
|  |                        | location; Location Analysis Techniques  |     |     | CO3           |
|  | B 2                    | Facility Layout –Objectives; Advantages; Basic Types of Plant Layouts.  |     |     | CO1, CO2,CO3  |
|  | B 3                    | Capacity Planning – Concepts; Factors Affective Capacity. Planning Decision   |     |     | CO1,CO2       |
|  | <b>Unit C</b>          | <b>Materials Management</b>   |     |     |               |
|  | C 1                    | Materials Management – Concept, Objectives, Functions   |     |     | CO1,CO2, CO4  |
|  | C 2                    | Purchase Management - Concept, Objectives, Functions  |     |     | CO1,CO2,CO4   |
|  | C 3                    | Sourcing of material , national and global sourcing.  |     |     | CO1, CO2, CO4 |
|  | <b>Unit D</b>          | <b>Inventory Management</b>   |     |     |               |
|  | D 1                    | Inventory Management – Concepts; Objectives; Factors Affecting Inventory  |     |     | CO2,CO4       |
|  | D 2                    | Inventory costs; Basic EOQ Model; Re-Order Levels   |     |     | CO2,CO4       |
|  | D 3                    | ABC Analysis for Inventory Management, JIT and Lean Operations  |     |     | CO2, CO4      |
|  | <b>Unit E</b>          | <b>Production Planning &amp; Control</b>  |     |     |               |
|  | E 1                    | Aggregate planning: overview of planning activities   |     |     | CO1,CO2       |
|  | E 2                    | Hierarchical Production Planning, Aggregate planning in services  |     |     | CO1,CO2       |
|  | E 3                    | Concept of quality in manufacturing and services.   |     |     | CO1,CO2, CO3  |
|  | Mode of examination    | Theory  |     |     |               |
|  | Weightage Distribution | CA  | MTE | ETE |               |
|  |                        | 30%   | 20% | 50% |               |
|  | Text book/s*           | Operations Management, Theory & Practice, by B. Mahadevan, Pearson Education, 2 <sup>nd</sup> edition.  |     |     |               |
|  | Other References       | 1. Production & Operations Management : Chari, McGraw Hill<br>2. Production &Operations Management: Kanishka Bedi, Oxford University Press, 2 <sup>nd</sup> Ed<br>3. Production & Operations Management : Chase , Jacobs and Aquilano |     |     |               |

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1     | 1   | 1   | 2   | 2   | 1   | 2   | 1    | 1    | 1    | -    |
| CO2     | 1   | 2   | 2   | 3   | 1   | 2   | 2    | 2    | 3    | -    |
| CO3     | 1   | 3   | 2   | 2   | 2   | 2   | 2    | 2    | 3    | -    |
| CO4     | 1   | 2   | 1   | 2   | 1   | 3   | 2    | 2    | 2    | -    |

## Corporate Law

|   |   |  |
|---|---|--|
| <b>School: School of Business Studies</b> |   | <b>Batch : 2018-21</b>   |
| <b>Program: B.Com/BBA</b>                 |   | <b>Current Academic Year: 2018-19</b>  |
| <b>Branch:</b>                            |   | <b>Semester: IV</b>  |
| 1   | Course Code   | BCM 211  |
| 2   | Course Title  | Corporate Law  |
| 3   | Credits   | 4  |
| 4   | Contact Hours (L-T-P)   | 4-0-0  |
| Course Status                             |   | Compulsory   |
| 5   | Course Objective  | The objective is to enable students to understand the impact of Companies Act, role of the Securities and Exchange Board of India (SEBI), and the impact of scams etc.   |
| 6   | Course Outcomes   | On the completion of the course the student will be able to:<br>CO1: To outline the process of incorporation of a Company<br>CO2: To describe the financial structure of the company<br>CO3: To explain the various types of director and meetings<br>CO4: To illustrate the responsibility of the Company to the society<br>CO5: To summarize the effect of other regulations affecting the functioning of the companies. |
| 7   | Course Description  | The course introduces the students to the basics of Company Law.   |
| 8   | Outline syllabus  | CO Mapping   |
| <b>Unit 1</b>                             |   |  |
| A   | Characteristics of a company, Landmark case - Salomon vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil   | CO1  |
| B   | Types of companies, Promoters, Formation and incorporation of a company.  | CO1  |
| C   | Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions   | CO1  |
| <b>Unit 2</b>                             |   | Financial Structure and Membership   |
| A   | Meaning of the term 'Capital', Shares – Kinds, Equity Shares and Preference Shares (including distinction), Raising of Capital, Public issue of shares, Right Shares/Bonus Shares | CO2  |
| B   | Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.           | CO2  |
| C   | Debentures – Characteristics, Kinds of Charges, Allotment of Shares, Essentials of Valid Allotment, Demat Account,  | CO2  |

|  |                        |   |     |     |     |
|--|------------------------|---|-----|-----|-----|
|  |                        | Members vs. Shareholders, Methods of becoming a Member, Termination of Membership, Rights and Duties of Members   |     |     |     |
|  | <b>Unit 3</b>          | Company Management and Meetings   |     |     |     |
|  | A                      | Directors - Qualification and Disqualification of Directors, Appointment of Directors, Number of Directorship, Removal of Directors, Powers and Liabilities of Directors, Remuneration of Directors   |     |     | CO3 |
|  | B                      | Meetings – Annual General Meeting, Extraordinary General Meeting, Statutory requirements – Notice, Agenda, Quorum, Proxy, Chairperson, Methods of Voting, Resolution – Ordinary and Special Resolution distinguished, Minutes   |     |     | CO3 |
|  | C                      | Prevention of oppression and Mismanagement  |     |     | CO3 |
|  | <b>Unit 4</b>          | Winding up and CSR  |     |     |     |
|  | A                      | Meaning, Modes of Winding up,   |     |     | CO4 |
|  | B                      | Official Liquidator and his Duties  |     |     | CO4 |
|  | C                      | Corporate Social Responsibility -Provisions in Companies Act 2013   |     |     | CO4 |
|  | <b>Unit 5</b>          | Emerging areas  |     |     |     |
|  | A                      | Increasing Role of SEBI   |     |     | CO5 |
|  | B                      | Brief Overview of Securities and Contract Regulation Act  |     |     | CO5 |
|  | C                      | Brief Overview of Competition Act 2002  |     |     | CO5 |
|  | Mode of examination    | Theory  |     |     |     |
|  | Weightage Distribution | CA  | MTE | ETE |     |
|  |                        | 30%   | 20% | 50% |     |
|  | Text book/s*           | The New Company Law, Dr N.V. Paranjape, Central Law Agency  |     |     |     |
|  | Other References       | <ul style="list-style-type: none"><li>Singh, Avatar, <i>Introduction to Company Law</i>, 10<sup>th</sup> ed., 2006, Eastern Book Co.</li><li>Singh, Avatar, <i>Company Law</i>, 15<sup>th</sup> ed., 2007, Reprinted 2009, EBC Web store</li><li>The Companies Act 2013</li></ul> |     |     |     |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 1   | 3   | 2   | 2   | -   | 2    | -    | 1    | -    |
| CO2        | 2   | 1   | 1   | 2   | 1   | -   | 2    | 2    | 1    | -    |
| CO3        | 2   | 2   | 2   | 2   | 2   | 1   | 2    | 2    | 2    | -    |
| CO4        | 2   | 1   | 1   | 1   | 1   | 2   | 2    | 2    | 1    | -    |
| CO5        | 2   | 1   | 3   | 1   | 2   | -   | 1    | 1    | 1    | -    |



## Computerized Accounting System

|                     |                       |   |
|---------------------|-----------------------|---|
| <b>School: SBS</b>  |                       | <b>Batch: 2018-21</b>   |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |
| <b>Branch:</b>      |                       | <b>Semester: IV</b>   |
| 1                   | Course Code           | <b>BBP 206</b>  |
| 2                   | Course Title          | <b>COMPUTERIZED ACCOUNTING SYSTEM</b>   |
| 3                   | Credits               | 2   |
| 4                   | Contact Hours (L-T-P) | 1-0-1   |
|                     | Course Status         | Compulsory  |
| 5                   | Course Objective      | <ul style="list-style-type: none"> <li>This course helps students to work with well-known accounting software i.e. Tally ERP.9.</li> <li>Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software</li> <li>Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market.</li> <li>The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization.</li> </ul> |
| 6                   | Course Outcomes       | At the completion of the course students will be able to:<br><b>CO1:</b> Define the basic concepts of accounting in Tally ERP9<br><b>CO2:</b> Understand Stock groups, Inventory accounting and GST in India.<br><b>CO3:</b> Apply and illustrate inventory accounting in Tally<br><b>CO4:</b> Explain and analyze GST in Tally.  |
| 7                   | Course Description    | <b>Computerized Accounting</b> involves making use of computers and <b>accounting</b> software to record, store and analyze financial data. A <b>computerized accounting system</b> brings with it many advantages that are unavailable to analog <b>accounting systems</b> .   |
| 8                   | Outline syllabus      |   |
|                     | <b>Unit 1</b>         | <b>Introduction to Tally ERP9</b>   |
|                     | 1 A                   | Basics of Accounting: Accounting Terminology, Golden Rules of Accounting, GAAP etc.   |
|                     | 1 B                   | Introduction of Tally: Getting functional with Tally ERP9 and Introduction to Accounting Vouchers.  |
|                     | 1 C                   | Finalization of Accounts including Profit and Loss, Balance Sheet and Cash Flow Statement and Interpretation  |
|                     | <b>Unit 2</b>         | <b>Accounts with Inventory</b>  |
|                     | 2 A                   | Stock Groups, Stock items and Stock Categories  |
|                     | 2 B                   | Units of measurement and Creation of Godowns/Locations  |
|                     |                       | CO Mapping  |

|  |                        |  |     |                |           |
|--|------------------------|--|-----|----------------|-----------|
|  | 2 C                    | Creating Inventory Masters for different manufacturing units.                        |     |                | CO1, CO-2 |
|  | <b>Unit 3</b>          | <b>Advanced Accounting in Tally ERP9</b>   |     |                |           |
|  | 3 A                    | Different Actual and Billed Quantities, Cost Centres and Cost Categories             |     |                | CO2, CO-3 |
|  | 3 B                    | Bill of Materials (BoM), Bill-wise details   |     |                | CO2,CO-3  |
|  | 3 C                    | Preparation of Budgets and Stock Valuation   |     |                | CO2,CO-3  |
|  | <b>Unit 4</b>          | <b>Working of GST</b>  |     |                |           |
|  | 4 A                    | Basics of GST and TDS  |     |                | CO3,CO-4  |
|  | 4 B                    | Returns and Forms, Valuation Rules   |     |                | CO3,CO-4  |
|  | 4 C                    | TDS and GST, Practical sessions  |     |                | CO3,CO-4  |
|  | <b>Unit 5</b>          | <b>Project Work</b>  |     |                |           |
|  | 5 A                    | Project on Preparation of Final Accounts   |     |                | CO-4      |
|  | 5 B                    | Project on Accounts with Inventory Calculations                                      |     |                | CO-4      |
|  | 5 C                    | Project on GST and TDS Applications  |     |                | CO-4      |
|  | Mode of examination    | Practical/Viva   |     |                |           |
|  | Weightage Distribution | CA   | MTE | Practical/Viva |           |
|  |                        | 60%  | 0%  | 40%            |           |
|  | Text book/s*           | A textbook of Computer Accounting – Michael Fardon                                   |     |                |           |
|  | Other References       | ✓ Financial Accounting: Concepts and Applications– J R Monga, Mayoor Publications    |     |                |           |
|  |                        | ✓ Financial Reporting and Analysis- Elliott and Elliott, Prentice Hall International |     |                |           |

#### Policy for Continuous assessment/Internal Assessment

- ✓ 1 Assignments =5 mark
- ✓ 1 Class test=5 mark
- ✓ 3 Quizzes each of 10 marks=30 marks
- ✓ 1 Project=20 Mark

#### CO-PO Mapping:

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 1   | 2   | 1   | -   | 2   | 2   | -    | -    | -    | -    |
| CO2        | 2   | -   | 1   | -   | 2   | -   | -    | -    | -    | -    |
| CO3        | 2   | 1   | -   | -   | 3   | -   | -    | -    | -    | -    |
| CO4        | 1   | -   | -   | 1   | -   | 2   | -    | -    | -    | -    |

## Total Personality Development

|                     |                       |  |
|---------------------|-----------------------|--|
| <b>School: SBS</b>  |                       | <b>Batch: 2018-21</b>  |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>  |
| <b>Branch:</b>      |                       | <b>Semester: IV</b>  |
| 1                   | Course Code           | BBP 252  |
| 2                   | Course Title          | Total Personality Development  |
| 3                   | Credits               | 4  |
| 4                   | Contact Hours (L-T-P) | 4-0-0  |
|                     | Course Status         | Compulsory /Elective/Open Elective   |
| 5                   | Course Objective      | 1.To help students build assertive, pleasant personalities<br>2.To develop professional attitude<br>3.To develop placement skills<br>4. To develop effective communication, interpersonal & soft skills  |
| 6                   | Course Outcomes       | The students will be able to:<br>CO1: Identify their strength & weaknesses<br>CO2: Develop their presentation & speaking skills<br>CO3: Apply thinking & problem-solving skills<br>CO4: Develop their placement related skills   |
| 7                   | Course Description    | This course aims to help students develop pleasant, assertive and compatible personalities. Students develop ability to deliberate on issues, make sound decisions and hone ability to express their views with clarity and confidence. The objective is to promote holistic development and to equip students with tools to achieve success in all endeavors in their personal as well as professional lives. |
| 8                   | Outline Syllabus      |  |
|                     | <b>Unit 1</b>         | <b>Understanding Personality</b>   |
|                     | A                     | SWOT Analysis  |
|                     | B                     | Personality Test – DISC  |
|                     | C                     | Picture Interpretation   |
|                     | <b>Unit 2</b>         | <b>Presentation Skills</b>   |
|                     | A                     | Audience Analysis & Developing the content   |
|                     | B                     | Basics of Presentation Skills: Font, Colour theme, Background, content arrangement, Inserting animations & Videoclips  |
|                     | C                     | Delivery: Individual, Group Presentation   |
|                     | <b>Unit 3</b>         | <b>Effective Communication &amp; Soft- skills</b>  |
|                     | A                     | JOHARI Window: Interpersonal   |
|                     | B                     | Personal Grooming, Dressing sense, Public Speaking   |
|                     | C                     | Corporate Etiquettes   |
|                     | <b>Unit 4</b>         | <b>Problem Solving &amp; Decision Making</b>   |

|  |                        |  |          |     |  |
|--|------------------------|--|----------|-----|--|
|  | A                      | Thinking Hats-6 styles   | CO3      |     |  |
|  | B                      | Conducting Meetings, Brainstorming sessions  | CO3      |     |  |
|  | C                      | Role- Play   | CO3, CO4 |     |  |
|  | <b>Unit 5</b>          | <b>Professional Skills</b>   |          |     |  |
|  | A                      | Basics of Resume Writing,  | CO4      |     |  |
|  | B                      | Handling Group discussions & Interviews  | CO2, CO4 |     |  |
|  | C                      | Time management: Importance, multitasking & Procrastination,   | CO4      |     |  |
|  | Mode of examination    | Practical  |          |     |  |
|  | Weightage Distribution | CA   | MTE      | ETE |  |
|  |                        | 30%  | 20%      | 50% |  |
|  | Text book/s*           |  |          |     |  |
|  | Other References       | 1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi<br>2. Seven Habits of Highly Effective People, Steven Covey<br>3. Personality Development, Elizabeth B. Hurlock |          |     |  |

| PO COs | PO1  | PO2   | PO3 | PO4   | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------|------|-------|-----|-------|-----|-----|------|------|------|------|
| CO1    | 1    | 1     | 2   | 2     | 2   | 2   | -    | -    | -    | -    |
| CO2    | 1    | ..... | 1   | ..... | 2   | 2   | -    | -    | -    | -    |
| CO3    | 1    | 2     | 2   | 1     | 2   | 1   | -    | -    | -    | -    |
| CO4    | .... | 1     | 2   | ..... | 2   | 2   | -    | -    | -    | -    |

## Corporate Strategy

|                     |                         |   |               |
|---------------------|-------------------------|---|---------------|
| <b>School: SBS</b>  |                         | <b>Batch : 2018-21</b>  |               |
| <b>Program: BBA</b> |                         | <b>Current Academic Year: 2018-19</b>   |               |
| <b>Branch:</b>      |                         | <b>Semester: IV</b>   |               |
| 1                   | Course Code             | BBA.  |               |
| 2                   | Course Title            | Corporate Strategy  |               |
| 3                   | Credits                 | 04  |               |
| 4                   | Contact Hours (L-T-P)   | 4-0-0   |               |
|                     | Course Type             | Compulsory  |               |
| 5                   | Course Objective        | <p>The objective of this course is to make students as how to prepare the strategic intent documents; analyse implications thereof in a global business environment with emphasis on the following:</p> <ul style="list-style-type: none"> <li>Assess the structure of an industry and its influence on potential for profitability of firms in the industry.</li> <li>Assess a firm's resources and organizational capabilities for their ability to generate competitive advantage.</li> <li>Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its' competitive advantage.</li> <li>Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization</li> </ul> |               |
| 6                   | Course Outcomes         | <p>Having completed the course, the student will be able to</p> <p>CO1: Define and describe the basic concepts of strategic management</p> <p>CO2: Understand various tools and frameworks for strategic analysis</p> <p>CO3: Apply the various tools and frameworks for strategic analysis</p> <p>CO4: Analyse the real-life situations of company using a strategic management perspective</p> <p>CO5: Evaluate critically real life company situations</p>   |               |
| 7                   | Course Description      | <p>Being a capstone course, Corporate Strategy course provides integrated learning from all functional areas. Students would acquire relevant skills for understanding of strategic management and what does it entail; external scanning of the industry in terms of Popular frameworks like Porter's and PRESTCOM; Strategic Groups and Key Success Factors; Resources, capabilities and competencies; VRIO framework and value chain analysis. The course also aims to introduce business level generic strategies and corporate level strategies with an understanding of evaluation and control in strategic management.</p>   |               |
| 8                   | <b>Syllabus Outline</b> |   | CO Mapping    |
|                     | <b>Unit 1</b>           | <b>Introduction to Strategic Concepts</b>   |               |
|                     | A                       | Strategic Management and benefits of strategic management.  | CO1           |
|                     | B                       | Strategic Management Model  | CO1           |
|                     | C                       | Strategy and what are different levels of strategy  | CO1           |
|                     | <b>Unit 2</b>           | <b>Environmental Scanning and Industry Analysis</b>   |               |
|                     | A                       | Scanning the external environment using the PRESTCOM framework  | CO2, CO3, CO4 |
|                     | B                       | Industry Analysis: Using Porter's Five Forces Model   | CO2, CO3, CO4 |
|                     | C                       | Strategic Groups and Key Success Factors of an Industry   | CO2, CO3, CO4 |
|                     | <b>Unit 3</b>           | <b>Internal Scanning: Organizational Analysis</b>   |               |
|                     | A                       | Resources; Capabilities, Competencies   | CO2, CO3, CO4 |

|  |                            |   |                     |
|--|----------------------------|---|---------------------|
|  | B                          | VRIO framework and using resources to gain competitive advantage.   | CO2, CO3,           |
|  | C                          | Value Chain Analysis  | CO 3, CO4, CO5,     |
|  | <b>Unit 4</b>              | <b>The Five Generic Competitive Strategies</b>  |                     |
|  | A                          | Five Generic Strategies   | CO2, CO 3 CO4, CO5, |
|  | B                          | Overall Low-Cost Provider Strategy and Broad Differentiation Strategy   | CO3, CO4, CO5       |
|  | C                          | Focussed Low Cost Strategy; Focussed Differentiation Strategy and Best Cost Provider Strategy   | CO3, CO4, CO5       |
|  | <b>Unit 5</b>              | <b>Corporate Level Strategies and Evaluation and Control</b>  |                     |
|  | A                          | Corporate Level Strategy: Portfolio Analysis: BCG and GE Matrix; Diversification What and Why   | CO3, CO4, CO 5      |
|  | B                          | Inorganic Growth Strategies: Mergers and Acquisitions; Alliances; Competing in the Global Markets   | CO2, CO3            |
|  | C                          | Strategic evaluation and control  | CO2, CO3            |
|  | <b>Mode of examination</b> | <b>Theory</b>   |                     |
|  | Weightage Distribution     | CA<br>30%   | MTE<br>20%          |
|  |                            |   | ETE<br>50%          |
|  | Text book/s*               | <ul style="list-style-type: none"> <li>Concepts in Strategic Management and Business Policy Towards Global Sustainability</li> </ul>  |                     |
|  | Other References           | <ul style="list-style-type: none"> <li>Robert M Grant: Contemporary Strategic Management (Wiley India)</li> <li>Hill and Jones: Strategic Management, 9th edition, Cengage Wheelen, Hunger &amp; Rangarajan: Strategic Mgmt. &amp; Bus. Policy (Pearson Edu)</li> </ul> |                     |

#### Mapping of COs with POs (program objectives)

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 3   | 1   | 1   | 1   | 1   | 1   | -    | -    | -    | -    |
| CO2        | 3   | 1   | 2   | 1   | 1   | 1   | -    | -    | -    | -    |
| CO3        | 1   | 2   | 2   | 1   | 1   | 2   | -    | -    | -    | -    |
| CO4        | 1   | 3   | 3   | 2   | 2   | 3   | -    | -    | -    | -    |
| CO5        | 1   | 3   | 2   | 2   | 2   | 3   | -    | -    | -    | -    |

## International Finance and Foreign Exchange Management

|   |                       |   |            |
|---|-----------------------|---|------------|
| <b>School: School of Business Studies</b> |                       | <b>Batch : 2018-21</b>  |            |
| <b>Program: BBA</b>                       |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch: -</b>                          |                       | <b>Semester: V</b>  |            |
| 1   | Course Code           | <b>BBA 010</b>  |            |
| 2   | Course Title          | INTERNATIONAL FINANCE AND FOREIGN EXCHANGE MANAGEMENT   |            |
| 3   | Credits               | 3   |            |
| 4   | Contact Hours (L-T-P) | 2-0-1   |            |
|   | Course Status         | Compulsory  |            |
| 5   | Course Description    | This course is designed to give the student a better understanding of the unique problems and opportunities presented by international business. Since this course specifically addresses the financial management aspect of international business. Considerable attention will be directed to specific topics of international finance such as foreign exchange markets, managing exchange rate risk and various other risk management issues.  |            |
| 6   | Course Objective      | The main objective of this subject is to understanding the basic knowledge of international finance, foreign exchange and their importance & implication.   |            |
| 7   | Course Outcomes       | At the end of this course , Students will be able to :<br><b>CO1:</b> The students will gain in-depth knowledge of fund mobilization for its organisation through offshore funding.<br><b>CO2:</b> The students will be able to apply this knowledge to evaluate the performance of different profit centres in the organisation dealing with foreign exchange risks.<br><b>CO3:</b> The students will be able to develop the problem-solving and decision-making skills which will be used to interpret financial information that is required by corporate and multinational companies to promote their international business. |            |
| 8   | Outline syllabus      |   | CO Mapping |
|   | <b>Unit A</b>         | <b>International Finance and Foreign Exchange management</b>  |            |
|   | A 1                   | <ul style="list-style-type: none"><li>General Introduction, Link between the National Economy and International Activities, (Each unit will have basic numerical)</li></ul>   | CO1        |
|   | A 2                   | <ul style="list-style-type: none"><li>Presentation of Balance of Payments. (Each unit will have basic numerical)</li></ul>  | CO1,CO2    |
|   | A 3                   | <ul style="list-style-type: none"><li>Evolution of International Monetary System, International Monetary Fund, International Bank for Reconstruction and Development. (Each unit will have basic numerical)</li></ul>   | CO1,CO2    |
|   | <b>Unit B</b>         | <b>Financing of International Projects</b>  |            |
|   | B 1                   | <ul style="list-style-type: none"><li>Different types of Project Financing,</li></ul>   | CO1,CO2,   |

|                        |   |   |     |  |               |
|------------------------|---|---|-----|--|---------------|
|                        |   | (Each unit will have basic numerical)   |     |  | CO3           |
| B 2                    |   | <ul style="list-style-type: none"> <li>Participants in International Project Financing</li> </ul> (Each unit will have basic numerical)   |     |  | CO1, CO2, CO3 |
| B 3                    |   | <ul style="list-style-type: none"> <li>Risk associated with International Projects,</li> </ul> (Each unit will have basic numerical)  |     |  | CO1, CO2      |
| <b>Unit C</b>          |   | <b>International Capital Markets</b>  |     |  |               |
| C 1                    |   | <ul style="list-style-type: none"> <li>Introduction to Capital Market,</li> </ul> (Each unit will have basic numerical)   |     |  | CO1, CO2,     |
| C 2                    |   | <ul style="list-style-type: none"> <li>Development of International Capital Markets (Each unit will have basic numerical)</li> </ul>  |     |  | CO1, CO2,     |
| C 3                    |   | <ul style="list-style-type: none"> <li>Euro-credit Market, External Bond Market, Euro-currency Loan, Euro-notes, Market of Euro-equities</li> </ul> (Each unit will have basic numerical) |     |  | CO1, CO2,     |
| <b>Unit D</b>          |   | <b>Foreign Exchange Market</b>  |     |  |               |
| D 1                    |   | <ul style="list-style-type: none"> <li>Introduction to FE Market, participants in the FE Market, Quoting in the FE Market,</li> </ul> (Each unit will have basic numerical)               |     |  | CO2, CO3      |
| D 2                    |   | <ul style="list-style-type: none"> <li>Different types of rates, Settlements in Forex Market</li> </ul> (Each unit will have basic numerical)   |     |  | CO2, CO3      |
| D 3                    |   | <ul style="list-style-type: none"> <li>Types of LC's, Negotiation of documents under LC,</li> </ul> (Each unit will have basic numerical)   |     |  | CO2, CO3      |
| <b>Unit E</b>          |   | <b>Foreign Exchange Rate Risk Assessment &amp; Internal techniques of Hedging</b>   |     |  |               |
| E 1                    |   | <ul style="list-style-type: none"> <li>Introduction to FE Risk, Exchange Rate Risk of an Enterprise,</li> </ul> (Each unit will have basic numerical)                                     |     |  | CO1, CO2      |
| E 2                    |   | <ul style="list-style-type: none"> <li>Evaluation of Exchange Rate Exposure</li> </ul> (Each unit will have basic numerical)  |     |  | CO1, CO2      |
| E 3                    |   | <ul style="list-style-type: none"> <li>Internal &amp; External Techniques of Hedging</li> </ul> (Each unit will have basic numerical)   |     |  | CO1, CO2, CO3 |
| Mode of examination    |   | Theory  |     |  |               |
| Weightage Distribution | CA  | MTE   | ETE |  |               |
|                        | 30%   | 20%   | 50% |  |               |
| Text book/s*           | International Finance And Management- P.K. Jain   |   |     |  |               |
| Other References       | 1. International Finance And Management- P.G.Apte<br>2. International Finance And Management- A.V. Rajawade |   |     |  |               |

| Pos Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1     | 1   | 1   | 2   | 2   | 1   | 2   | -    | -    | -    | -    |
| CO2     | 1   | 2   | 2   | 3   | 1   | 2   | -    | -    | -    | -    |
| CO3     | 1   | 3   | 2   | 2   | 2   | 2   | -    | -    | -    | -    |



## International Aspects of Business Operations

|   |                    |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
|---|--------------------|--|--|---------------|----|-----------|----|--------------------|----|------------|----|--------------|----|-------------|----|
| <b>School: School of Business Studies</b> |                    | <b>Batch : BBA (2018– 21)</b>  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| <b>Program: BBA</b>                       |                    | <b>Current Academic Year: 2018- 19</b>   |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| <b>Branch: -</b>                          |                    | <b>Semester: V</b>   |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 1   | Course Code        | BBA 011  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 2   | Course Title       | International Aspects of Business Operations   |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 3   | Credits            | 03   |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 4   | Contact Hours      | <table><tr><td>Contact Hours</td><td>30</td></tr><tr><td>Workshops</td><td>10</td></tr><tr><td>Project/Field Work</td><td>10</td></tr><tr><td>Assessment</td><td>10</td></tr><tr><td>Guided Study</td><td>15</td></tr><tr><td>Total hours</td><td>75</td></tr></table>   |  | Contact Hours | 30 | Workshops | 10 | Project/Field Work | 10 | Assessment | 10 | Guided Study | 15 | Total hours | 75 |
| Contact Hours                             | 30                 |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| Workshops                                 | 10                 |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| Project/Field Work                        | 10                 |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| Assessment                                | 10                 |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| Guided Study                              | 15                 |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| Total hours                               | 75                 |  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
|   | Course Status      | IB Elective  |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 5   | Course Description | <p>The course covers various international trade issues related to business operations. Some critical operation functions like global production, outsourcing, logistics, product development process, innovation are covered in detail.</p> <p>The issue of international HRM, International Finance, pricing, trade documentation &amp; facilitation are also included in this course.</p>   |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 6   | Course Objective   | <ul style="list-style-type: none"><li>- To make students understand various controllable and uncontrollable International trade issues in Business Operations.</li><li>- To make students describe the Global Production functions in terms of strategies like outsourcing and the logistics implications.</li><li>- To make students examine the product development process and the impact of R&amp;D and innovation.</li><li>- To make students illustrate the operational issues in International HRM and Finance</li><li>- To make students assess the importance of various documents in trade facilitation and international operations</li></ul> |  |               |    |           |    |                    |    |            |    |              |    |             |    |
| 7   | Course Outcomes    | <p>On completion of this course the learners will be able to</p> <p><b>CO 1.</b> Recognise controllable and uncontrollable International trade issues in Business Operations.</p> <p><b>CO 2.</b> Describe Global Production functions in terms of strategies like outsourcing and the logistics implications.</p> <p><b>CO 3.</b> Illustrate the product development processes and the impact of R&amp;D and innovation.</p> <p><b>CO 4.</b> Illustrate the operational issues in International HRM and Finance.</p> <p><b>CO 5.</b> Identify the importance of various documents in trade facilitation</p>   |  |               |    |           |    |                    |    |            |    |              |    |             |    |

|   |                     |   |     |            |
|---|---------------------|---|-----|------------|
|   |                     | and International Operations.   |     |            |
| 8 | Outline syllabus    |   |     |            |
|   | Unit A              | <b>International trade issues in Business Operations</b>  |     |            |
|   | A 1                 | Introduction to Globalization , Trade patterns and Exim Policy and Strategy   |     | <b>CO1</b> |
|   | A 2                 | International trading systems; Multilateral, Regional and Bi-lateral  |     | <b>CO1</b> |
|   | A 3                 | Pricing and Quotation for Export and Import Business<br>International trade transactions-The Process flows and Systems  |     | <b>CO1</b> |
|   | Unit B              | <b>Global Production : Outsourcing and Logistics</b>  |     |            |
|   | B 1                 | Strategy for production and logistics; where to produce; the role of foreign workhouses   |     | <b>CO2</b> |
|   | B 2                 | Outsourcing production: make or Buy Decisions, the Indian Perspective   |     | <b>CO2</b> |
|   | B 3                 | Managing Global Supply Chain  |     | <b>CO2</b> |
|   | Unit C              | <b>Product Development and R&amp;D</b>  |     |            |
|   | C 1                 | Innovation, patents and product development.  |     | <b>CO3</b> |
|   | C 2                 | Product attributes: Localization, conformance to quality norms  |     | <b>CO3</b> |
|   | C 3                 | Distribution strategy, Pricing Strategy and Marketing Mix   |     | <b>CO3</b> |
|   | Unit D              | <b>Operational Issues in International HRM and Finance</b>  |     |            |
|   | D 1                 | Strategic role of international HRM; Staffing; training and management development  |     | <b>CO4</b> |
|   | D 2                 | International mobility of labor. Expatriate managers, Compensation  |     | <b>CO4</b> |
|   | D 3                 | Financing decisions, currency , exchange rates and quotations   |     | <b>CO4</b> |
|   | Unit E              | <b>Documentation and International Operations</b>   |     |            |
|   | E 1                 | Trade facilitation  |     | <b>CO5</b> |
|   | E 2                 | International transactions. Terms of delivery negotiating and drafting commercial contracts, topics covered will include the international documentary sale, marine cargo insurance, regulations of imports and exports, agency and distributorships, technology transfer and licensing agreements, franchising, foreign direct investment, and international litigation and arbitration. |     | <b>CO5</b> |
|   | E 3                 | Documentation for international trade transactions,   |     | <b>CO5</b> |
|   | Mode of examination | Theory  |     |            |
|   | Weightage           | CA  | MTE | ETE        |

|  |                  |  |     |     |  |
|--|------------------|--|-----|-----|--|
|  | Distribution     | 30% One quiz and one assignment due after completion of every unit   | 20% | 50% |  |
|  | Text book/s*     | Hill, C.W.L. and Jain (2007) International Business: Competing in the Global Marketplace, McGraw-Hill, 6th Edition.  |     |     |  |
|  | Other References | Guided study will include text readings, articles on contemporary issues in organization, assignments, case analysis and power point presentations. Reference will be made- <ul style="list-style-type: none"> <li>• Reference 1. Joshi, R. M. (2010): International Business, Oxford University Press, New Delhi</li> <li>• Reference 2. Morrison, Janet. The International Business Environment: Global and Local Market Places in Changing World, Palgrave.</li> <li>• Reference 2 Daniels, J.D., Radebaugh, L.L. and Sullivan, D. P. (2010) International Business: Environments and Operations, Prentice-Hall, 11th Edition.</li> </ul> |     |     |  |

| POs Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO201.1 | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.2 | -   | 2   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.3 | -   | 2   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.4 | -   | -   | 2   | 1   | -   | -   | -    | -    | -    | -    |
| CO201.5 | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |

## Globalizing Indian Business

|   |                       |   |                    |            |
|---|-----------------------|---|--------------------|------------|
| <b>School: School of Business Studies</b> |                       | <b>Batch : BBA (2018 – 21)</b>  |                    |            |
| <b>Program: BBA</b>                       |                       | <b>Current Academic Year: 2018 - 19</b>   |                    |            |
| <b>Branch: - IB</b>                       |                       | <b>Semester: V</b>  |                    |            |
| 1   | Course Code           | BBA 018   |                    |            |
| 2   | Course Title          | Globalizing Indian Business   |                    |            |
| 3   | Credits               | 03  |                    |            |
| 4   | Contact Hours (L-T-P) |   | Contact Hours      | 30         |
|   |                       |   | Workshops          | 10         |
|   |                       |   | Project/Field Work | 10         |
|   |                       |   | Assessment         | 10         |
|   |                       |   | Guided Study       | 15         |
|   |                       |   | Total hours        | 75         |
|   | Course Status         | IB Specialisation   |                    |            |
| 5   | Course Description    | The purpose of this course is to examine the effects of various international economic policies on India’s domestic business. The focus will be on studying the implications of international trade in goods and services in terms of threats, opportunities and preparedness.  |                    |            |
| 6   | Course Objective      | <div>1. To make students explain the structural features of India’s foreign trade</div> <div>2. To make students analyze the domestic response to globalization at a disaggregated sectoral level</div> <div>3. To make students explain various threats and opportunities in doing business from an India-centric perspective in some emerging fields of global business</div> <div>4. To make students identify the policy environment in India facilitating and/or inhibiting international business</div> |                    |            |
| 7   | Course Outcomes       | <div>The students will be able to:</div> <div>CO1: Recognize the structural features of India’s foreign trade K1</div> <div>CO2: Explain the domestic response to globalization at a disaggregated sectoral level K2</div> <div>CO3: Illustrate various threats and opportunities in doing business from an India-centric perspective in some emerging fields of global business K3</div> <div>CO4: Categorize the policy environment in India facilitating and/or inhibiting international business K4</div> |                    |            |
| 8   | Outline syllabus      |   |                    | CO Mapping |
|   | Unit A                | <b>Characteristics of India’s Foreign trade</b>   |                    |            |
|   | A 1                   | • Globalization   |                    | CO1        |
|   | A 2                   | • Trends in composition of India’s foreign trade  |                    | CO1        |

|  |                        |   |     |     |     |
|--|------------------------|---|-----|-----|-----|
|  | A 3                    | • Factors contributing to recent changes  |     |     | CO1 |
|  | Unit B                 | <b>Domestic policy response to globalization</b>  |     |     |     |
|  | B 1                    | • Manufacturing Sector: Concepts of Non-Agricultural Market Access  |     |     | CO2 |
|  | B 2                    | • Most Favoured Nation  |     |     | CO2 |
|  | B 3                    | • National Treatment, Anti-dumping duties   |     |     | CO2 |
|  | Unit C                 | <b>Domestic policy response to globalization</b>  |     |     |     |
|  | C 1                    | • Service Sector: Implications of GATS  |     |     | CO2 |
|  | C 2                    | • Agriculture, forestry and fisheries Sector:<br>Implications of subsidies, tariff and non-tariff barriers in international agri-business   |     |     | CO2 |
|  | C 3                    | • Media industry: Implications of Globalizations for Entertainment, Advertising, Print and News Industries  |     |     | CO2 |
|  | Unit D                 | <b>Sunrise sectors in international business</b>  |     |     |     |
|  | D 1                    | • Energy, entertainment, retail trade and India's position thereof  |     |     | CO3 |
|  | D 2                    | • Education,<br>• health services,<br>• ITES and India's position thereof   |     |     | CO3 |
|  | D 3                    | • Agro-processing, tourism and hospitality and India's position thereof   |     |     | CO3 |
|  | Unit E                 | <b>India's policy environment for international business</b>  |     |     |     |
|  | E 1                    | • Industrial policy   |     |     | CO4 |
|  | E 2                    | • Agricultural policy,<br>• Forest<br>• & Environment policy  |     |     | CO4 |
|  | E 3                    | • Land Acquisition policy and Labour policy   |     |     | CO4 |
|  | Mode of examination    | Theory  |     |     |     |
|  | Weightage Distribution | CA  | MTE | ETE |     |
|  |                        | 30%   | 20% | 50% |     |
|  | Text book/s*           | • Datta, Samar K. & Deodhar Satish (eds) (2001): 'Implications of WTO Agreements for Indian Agriculture', Oxford & IBH Company, N.Delhi, 2001, CMA Monograph no.191.<br>• Datta, Samar K. & Chakrabarti, Milindo (2001): A Note on the Definition of a 'Resource Poor-Farmer' |     |     |     |

|  |  |   |  |
|--|--|---|--|
|  |  | : Chapter 18 in ‘Implications of WTO Agreements for Indian Agriculture’, Oxford & IBH Company, N.Delhi, 2001, CMA Monograph no.191: pp.552-568.<br>• Datta, Samar K., Nilkanthan, R & Chakrabarti, Milindo (2010): Towards Evolving Agricultural Policy Matrix in a Federal Structure – The Post-WTO Scenario in India: Allied Publishers, New Delhi. |  |
|  |  |   |  |

### **CO PO Matrix**

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO201.1    | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.2    | -   | 1   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.3    | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| CO201.4    | 2   | -   | -   | -   | -   | -   | -    | -    | -    | -    |

## Corporate Governance & Business Ethics

|                     |                       |   |            |
|---------------------|-----------------------|---|------------|
| <b>School: SBS</b>  |                       | <b>Batch : BBA 2018-21</b>  |            |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>   |            |
| <b>Branch: -</b>    |                       | <b>Semester: VI</b>   |            |
| 1                   | Course Code           |   |            |
| 2                   | Course Title          | Corporate Governance and Business Ethics  |            |
| 3                   | Credits               | 4   |            |
| 4                   | Contact Hours (L-T-P) | 4-0-0   |            |
|                     | Course Status         | Compulsory  |            |
| 5                   | Course Description    | The course will cover corporate governance, business ethics   |            |
| 6                   | Course Objective      | 1. To define governance and explain its function in the effective management and control of organisations and of the resources for which they are accountable<br>2. To explain the various concept and various theories of Business ethics.<br>3. To learn the various approaches to ethical decision making.<br>4. To make students acquainted with ethical code, value & Corporate Social Responsibility. |            |
| 7                   | Course Outcomes       | The student will be able to:<br>CO1: Define and describe concepts related to corporate governance and business ethics<br>CO2: Explain the various models related to corporate governance and business ethics<br>CO3: Apply the principles and approaches in taking governance and ethical decisions.<br>CO4: Analyse business situations in view of models and principles related to governance and ethics. |            |
| 8                   | Syllabus Outline      |   | CO Mapping |
|                     | Unit 1                | <b>Corporate Governance</b>   |            |
|                     | 1a                    | Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations   | CO1        |
|                     | 1b                    | Corporate governance committees – India and International   | CO1,CO2    |
|                     | 1c                    | Codes of Corporate Governance in global context   | CO2        |
|                     | Unit 2                | <b>Theory and Practice of Corporate Governance</b>  |            |
|                     | 2a                    | Theoretical basis of corporate governance   | CO2,CO3    |
|                     | 2b                    | The evolution and structure of the Board of Directors   | CO1        |

|  |                            |  |     |     |         |
|--|----------------------------|--|-----|-----|---------|
|  | 2c                         | Different approaches to corporate governance - Corporate governance and corporate social responsibility  |     |     | CO3,CO4 |
|  | <b>Unit 3</b>              | <b>Corporate Governance and responsibility</b>   |     |     |         |
|  | 3a                         | Corporate Governance: reporting and disclosure - Public sector governance.   |     |     | CO1     |
|  | 3b                         | Internal control and review: Management control systems in corporate governance - Internal control, audit and compliance in corporate governance   |     |     | CO2,CO3 |
|  | 3c                         | Internal control and reporting - Management information in audit and internal control.   |     |     | CO3,CO4 |
|  | <b>Unit 4</b>              | <b>Introduction to Business Ethics</b>   |     |     |         |
|  | 4a                         | Concepts related to Business Ethics, morals & Values – comparison and types  |     |     | CO1,CO2 |
|  | 4b                         | Professional practice and codes of ethics - Conflicts of interest and the consequences of unethical behaviour  |     |     | CO2,CO3 |
|  | 4c                         | Ethics theories – consequential (egoism, utilitarianism) and other non-consequential theories  |     |     | CO2     |
|  | <b>Unit 5</b>              | <b>Ethical Decision Making</b>   |     |     |         |
|  | 5a                         | Ethical characteristics of professionalism - Social and environmental issues in the conduct of business  |     |     | CO4     |
|  | 5b                         | Ethical decision Making, Corporate Value and Ethical Decision Making   |     |     | CO4     |
|  | 5c                         | Business Ethics and Social Responsibility  |     |     | CO1     |
|  | <b>Mode of examination</b> | <b>Theory</b>  |     |     |         |
|  | Weightage Distribution     | CA   | MTE | ETE |         |
|  |                            | 30%  | 20% | 50% |         |
|  | Text book/s*               | A C Fernando: “Business Ethics and Corporate Governance”, Pearson Pub.   |     |     |         |
|  | Other References           | Governance Risks and Ethics, Becker Educational Development Corp., 2016<br>Business Ethics An Indian Perspective: BiztantraPublication-Prof. (Col.) P.S. Bajaj &Dr. Raj Agrawal (2004)<br>Ethics in Management and Indian Ethos: Vikas Publication-Biswanth Ghosh (2005) |     |     |         |

### Mapping of COs with POs (Program Outcomes)

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 1   | 1   | 1   | -   | -   | 1   | -    | -    | -    | -    |
| CO2        | 1   | 1   | 2   | 1   | 1   | 1   | -    | -    | -    | -    |
| CO3        | 2   | 1   | 1   | 1   | 2   | 1   | -    | -    | -    | -    |
| CO4        | 3   | 3   | 2   | 2   | 1   | 3   | -    | -    | -    | -    |



## International Trade Theory and Policy

|                     |                       |  |
|---------------------|-----------------------|--|
| <b>School: SBS</b>  |                       | <b>Batch : 2018-21</b>   |
| <b>Program: BBA</b> |                       | <b>Current Academic Year: 2018-19</b>  |
| <b>Branch: IB</b>   |                       | <b>Semester: VI</b>  |
| 1                   | Course Code           | BBA 033  |
| 2                   | Course Title          | International Trade Theory and Policy  |
| 3                   | Credits               | 3  |
| 4                   | Contact Hours (L-T-P) | 3-0-0  |
|                     | Course Type           | Compulsory /Elective/Open Elective   |
| 5                   | Course Objective      | 1. To understand the concept of international trade with a chronologically evolved approach<br>2. To assist students to integrate international trade policy of India into operating a prospective international business<br>3. To introduce students to the aspects of international exchange rates and currencies, BOP and other issues of international transfers<br>4. To acquaint the students of the policies governing the world trade and investment system as well as familiarize them with international integration   |
| 6                   | Course Outcomes       | CO1: The student will be able to define the reasons for international trade, India's international trade policy, international exchange rates and monetary systems, as well as, multilateral agreements and organizations<br>CO2: The student will be able to describe the contemporary context of international trade and discuss it in terms of the abovementioned concepts<br>CO3: The student will be able to apply this knowledge base and interpret it in terms of operating a business, use it for higher studies or for future employment  |
| 7                   | Course Description    | This course seeks to conceptualize the importance of international trade for better understanding of business trade in International perspective & the interlinked policies and procedures. It Explains the fundamental objectives for involvement in international trade. This course also analyzes the contemporary changes in international trade and business processes through various business policies and assesses various bilateral and multilateral cooperative arrangements in International trade practices. Lastly, this course demonstrates the contributions of international organizations responsible for promotion of international trade, the international monetary system and exchange rates. |

|   |                  |   |            |
|---|------------------|---|------------|
| 8 | Outline syllabus |   | CO Mapping |
|   | <b>Unit 1</b>    | <b>International Trade Theories</b>   |            |
|   | A                | Introduction to International Trade – Meaning and importance of globalization, Relation between IT and Standard of Living, International Challenges arising out of IT | CO1, CO2   |
|   | B                | Theory of Absolute and Comparative Advantage – Relationship between opportunity costs and relative commodity prices, gains from trade under constant costs            | CO1, CO2   |
|   | C                | Product Life Cycle Theory of Trade  | CO1, CO2   |
|   | <b>Unit 2</b>    | <b>International Trade Policy</b>   |            |
|   | A                | Globalization of Business - Concept of globalization and Drivers of globalization   | CO1, CO3   |
|   | B                | India's Foreign Trade Policy 2015-2020. Export Promotion measures and direction of policy (MEIS) and (SEIS)   | CO1, CO3   |
|   | C                | EOUs, EHTPs and STPs Transferable Duty Credit Scrips for Custom Duty, Excise Duty and IGST  | CO1, CO3   |
|   | <b>Unit 3</b>    | <b>Balance of Payments and Barriers to Trade</b>  |            |
|   | A                | The Balance of Payment - Double-Entry Accounting, Balance of Payment Structure; Current Account, Capital Account, Errors and Omissions                                | CO1, CO2   |
|   | B                | The Tariff Concept, Types of Tariff, Specific Tariff, Ad Valorem Tariff, Non-Tariff Barrier, Quotas, Quotas Vs. Tariffs   | CO1, CO2   |
|   | C                | Export Quotas, Export Subsidy, Dumping, Forms of Dumping, Anti-Dumping Duty   | CO1, CO2   |
|   | <b>Unit 4</b>    | <b>Facilitators of International Trade</b>  |            |
|   | A                | FDI and FII- meaning and concept, FDI and FII trends in India   | CO2, CO3   |
|   | B                | Levels of Economic Integration - FTA, Custom Union, Monetary Union, Political Union, Economic Union   | CO2, CO3   |
|   | C                | Major examples of Economic Integration in the world; NAFTA, SAFTA, EU, APEC   | CO2, CO3   |
|   | <b>Unit 5</b>    | <b>International Institutions and International Trade Procedure and Payments</b>  |            |
|   | A                | WTO and IMF<br>Role and Functions in International Trade  | CO2, CO3   |
|   | B                | Intra firm payments in International Businesses   | CO2, CO3   |
|   | C                | Advance payments in International Businesses  | CO2, CO3   |

|  |                        |   |     |     |  |
|--|------------------------|---|-----|-----|--|
|  | Mode of examination    | Theory  |     |     |  |
|  | Weightage Distribution | CA  | MTE | ETE |  |
|  |                        | 30%   | 20% | 50% |  |
|  | Text book/s*           | 1. “International Economics”, Dominck Salvatore, 11 <sup>th</sup> ed., Wiley<br><br>2. Foreign Trade Policy Document of India 2015-20<br><br>3. Francis Cherunilam, International Business Environment, (4 <sup>th</sup> Edition) Himalaya Publishing House |     |     |  |
|  | Other References       |   |     |     |  |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| <b>CO1</b> | 3   | 2   | 2   | 1   | -   | 2   | 2    | 1    | 2    | 1    |
| <b>CO2</b> | 2   | 1   | 2   | 3   | 1   | 2   | 2    | -    | 1    | 3    |
| <b>CO3</b> | 2   | 1   | 1   | 1   | 2   | -   | 2    | 2    | 1    | 2    |

## Monetary Economics

|                   |                       |   |                        |
|-------------------|-----------------------|---|------------------------|
| <b>School:</b>    |                       | <b>School of Business Studies</b>   | <b>Batch : 2018-21</b> |
| <b>Program:</b>   |                       | <b>Bachelor of Business Administration</b><br>Current Academic Year: 2018-19  |                        |
| <b>Branch: IB</b> |                       | <b>Semester: VI</b>   |                        |
| 1                 | Course Code           | BBA 025   |                        |
| 2                 | Course Title          | Monetary Economics  |                        |
| 3                 | Credits               | 3   |                        |
| 4                 | Contact Hours (L-T-P) | 3-0-0   |                        |
|                   | Course Type           | Compulsory /Elective/Open Elective  |                        |
| 5                 | Course Objective      | The objectives of this course are:<br>a) to provide a conceptual framework of monetary economics and how it is related with real economy<br>b) to introduce analytical concepts related to monetary policy<br>c) to expose the learners to different aspects of financial markets<br>d) to impart skills in students in analysing recent developments in the world in the context of money, monetary policy, financial markets and the banking sector   |                        |
| 6                 | Course Outcomes       | CO1: The student will be able to define money and money supply, along with identifying the concepts of money multiplier and demand for money<br>CO2: The student will be able to describe reasons and objectives of monetary policy and its impact on the economy<br>CO3: The student will be able to apply this knowledge base and interpret it in terms of financial instability and crises as well as in the recent context of the financial systems |                        |
| 7                 | Course Description    | This module is intended as an introduction to the Monetary Economics and its relevance in today's world with financial markets, instruments and crises  |                        |
| 8                 | Outline syllabus      |   | CO Mapping             |
|                   | <b>Unit 1</b>         | <b>Introduction – Concept of Money and Money Supply</b>   |                        |
|                   | A                     | Introduction, a brief history of money  | CO1                    |
|                   | B                     | Functions and Definitions of Money  | CO1                    |
|                   | C                     | Monetary Base and Monetary Base Multiplier  | CO1                    |
|                   | <b>Unit 2</b>         | <b>Demand for Money</b>   |                        |
|                   | A                     | Quantity Equation and Quantity Theory of Money  | CO1                    |

|  |               |   |          |
|--|---------------|---|----------|
|  | B             | Keynes' Contributions – Transaction Demand, Precautionary Demand, Speculative Demand and Liquidity Trap           | CO1      |
|  | C             | Friedman's Contribution to theory of demand for money   | CO1      |
|  | <b>Unit 3</b> | <b>Monetary Policy</b>  |          |
|  | A             | Goals, targets and indicators of monetary policy  | CO1, CO2 |
|  | B             | Instruments of monetary policy – OMO, variations in reserve requirements  | CO1, CO2 |
|  | C             | Instruments of monetary policy – SLR, Moral suasion, selective credit controls and credit monitoring arrangements | CO1, CO2 |
|  | <b>Unit 4</b> | <b>Central Banking System and Commercial Banks</b>  |          |
|  | A             | History, Evolution and Instruments of Monetary policy used by Central Banks                                       | CO2, CO3 |
|  | B             | Efficiency and competition in the financial sector: competitive supply of money                                   | CO2, CO3 |
|  | C             | Administered interest rates and economic performance<br>Inflation targeting and the Taylor rule                   | CO2, CO3 |
|  | <b>Unit 5</b> | <b>Financial Markets, Banks and Financial Crises</b>  |          |
|  | A             | Distinctiveness of Credit from Bonds  | CO3      |
|  | B             | Demand and Supply of Credit   | CO3      |
|  | C             | Making sense of the financial crisis of 2008  | CO3      |

|  |                        |  |     |     |  |
|--|------------------------|--|-----|-----|--|
|  | Mode of examination    | Theory   |     |     |  |
|  | Weightage Distribution | CA   | MTE | ETE |  |
|  |                        | 30%  | 20% | 50% |  |
|  | Text book/s*           | Gupta, S B. Monetary Economics-Institutions, Theory and Policy, S Chand (1982)<br>Handa, Jagdish. Monetary Economics, Routelage (2008)   |     |     |  |
|  | Other References       | <ul style="list-style-type: none"> <li>Banking and Interest Rates in a World Without Money: The Effects of Uncontrolled Banking Fischer Black, Published Online: 19 SEP 2015</li> <li>Arestis, P., &amp; Sawyer, M. C. (Eds.). (2006). A handbook of alternative monetary economics Edward Elgar Publishing. Chicago)</li> </ul> |     |     |  |

| POs<br>COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1        | 2   | 2   | 1   | 1   | -   | 1   | 2    | -    | 2    | 1    |
| CO2        | 1   | 1   | 1   | 3   | 1   | 2   | 1    | -    | 1    | 3    |
| CO3        | 2   | 2   | 1   | 1   | 2   | 1   | 1    | 2    | 1    | 2    |

## EXIM Policy & Procedures

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|  |                             |   |
|--|-----------------------------|---|
| <b>School:</b><br>School of<br>Business<br>Studies |                             | <b>Batch : 2018-21</b>  |
| <b>Program:</b><br><b>BBA</b>                      |                             | <b>Current Academic Year: 2018-19</b>   |
| <b>Branch: -</b>                                   |                             | <b>Semester: VI</b>   |
| 1  | Course<br>Code              | <b>BBA - 026</b>  |
| 2  | Course<br>Title             | <b>EXIM Policy &amp; Procedures</b>   |
| 3  | Credits                     | 3   |
| 4  | Contact<br>Hours<br>(L-T-P) | 3-0-0   |
|  | Course<br>Status            | Compulsory  |
| 5  | Course<br>Description       | This course provides a detailed study of International Marketing, Exports Procedures / Imports Procedures Foreign Trade Policy, Economic Survey so on and so forth. Thus making the student well prepared in rules relating to Foreign Trade Policy of India.   |
| 6  | Course<br>Objective         | a) To build upon concept of trade policy based upon basic understanding of international trade.<br>b) To make students aware about trends in international trade and its linkages with foreign trade policy<br>c) To provide a systematic understanding of policy through policy framework<br>To impart knowledge about various documents and procedures along with two recent EXIM policies.   |
| 7  | Course<br>Outcomes          | At the end of this course , Students will be able to :<br><br><b>CO1:</b> Distinguish trends in international trade and its linkages with EXIM Policy<br><br><b>CO2:</b> Recognize the importance of trade policy in the development of international trade<br><br><b>CO3:</b> Establish connection between legal framework, institutional framework and government assistance and its role in promotion of international trade.<br><br><b>CO4:</b> Assess EXIM Policy document and draw practical lessons on export and import activities based on EXIM Policy |

|   |                  |   |               |
|---|------------------|---|---------------|
| 8 | Outline syllabus |   | CO Mapping    |
|   | <b>Unit A</b>    | <b>Introduction to EXIM Policy and Trends in Global Trade</b>   |               |
|   | A 1              | What is EXIM Policy? A Brief History and main objectives of EXIM Policy.  | CO1           |
|   | A 2              | Trends in Import and Export of Goods Since 1985 EXIM Policy of India.   | CO1,CO2       |
|   | A 3              | Exim Policy and Its influence upon Trends of Country's Share in Global Trade  | CO1,CO2       |
|   | <b>Unit B</b>    | <b>Framework for EXIM Policy</b>  |               |
|   | B 1              | Institutional Framework; Importance of Institutional Infrastructure, Export Promotion Councils and Commodity Boards. Technical and Specialized Service Assistance by; a) Indian Institute of Packaging, b) EXIM Bank, c) Federation of Indian Export Organization (FIEO), d) Indian Trade Promotion Organization (ITPO), e) Indian Institute of Foreign Trade f) Commercial Wing of Indian Embassies Abroad | CO1,CO2, CO3  |
|   | B 2              | Country Specific Regulatory and Legal Framework; a) Foreign Trade Regulation Development Act (1992), Foreign Exchange Management Act (1999), The Customs Act (1962), Export Quality Control and Inspection Act (1963), Registration Formalities for Export, General Provisions regarding Export and Import. International Regulatory and Legal Frameworks; TRIPS and GATT                                   | CO1, CO2,CO3  |
|   | B 3              | Export Assistance Framework; Relaxation of Industrial Licensing for Foreign Collaborations, Liberal Imports of Capital Goods, Export Processing Zones, Electronic Hardware Technology Parks, Software Technology Park. Fiscal and Financial Incentives  | CO1,CO2       |
|   | <b>Unit C</b>    | <b>Export-Import Documents and Electronic Data Interchange EDI System</b>   |               |
|   | C 1              | Rationale for Export Import Documents; a) Commercial Perspective, b) Legal Perspective and c) Incentive Perspective. Kinds and Functions of Documents; a) Commercial Documents, b) Legal Regulatory Documents, c) Documents for Claiming Incentives   | CO1,CO2, CO4  |
|   | C 2              | Commercial Invoices, Bill of lading, Airway Bill, Post Parcel Receipt, Insurance Policy Certificate, Bill of Exchange, Shipping Bills   | CO1,CO2,C O4  |
|   | C 3              | Import Documents; Importer Exporter Code No. (IEC No.), Bills of Entry – Bills of Entry for Home Consumption, Bills of Entry for Warehousing, Ex-Bond Bills of Entry. Electronic Data   | CO1, CO2, CO4 |



|  |                        |   |     |     |              |
|--|------------------------|---|-----|-----|--------------|
|  |                        | Interchange System (EDI), EDI and Bar Coding, Role of EDI in Business, Developing EDI Plan  |     |     |              |
|  | <b>Unit D</b>          | <b>EXIM POLICY 2009-2014</b>  |     |     |              |
|  | D 1                    | EXIM POLICY 2009-2014; Aims and Target, Legal Framework,  |     |     | CO2,CO4      |
|  | D 2                    | General Provisions, Special Focus Initiatives, Promotion Measures, Duty Exemption/Remission Schemes,  |     |     | CO2,CO4      |
|  | D 3                    | Export Promotion Capital Goods Scheme, Special Economic Zones and Deemed Export   |     |     | CO2, CO4     |
|  | <b>Unit E</b>          | <b>EXIM POLICY 2015-2020</b>  |     |     |              |
|  | E 1                    | EXIM POLICY 2015-2020; Vision, Mission, Objectives, and Planned Targets.  |     |     | CO1,CO2      |
|  | E 2                    | Trans- Atlantic Trade and Investment Partnership and Regional Comprehensive Economic Partnership (RECP)   |     |     | CO1,CO2      |
|  | E 3                    | MAI- Market Access Initiatives, Market Strategy for CLMV (Cambodia, Lao, PDR, Myanmar, Vietnam) South East Asian Markets, linking “Export Promotion Mission” with ‘Make in India’, ‘Digital India’ and ‘Skill India’, Promotion of Services Sector in Foreign Trade.  |     |     | CO1,CO2, CO3 |
|  | Mode of examination    | Theory  |     |     |              |
|  | Weightage Distribution | CA  | MTE | ETE |              |
|  |                        | 30%   | 20% | 50% |              |
|  | Text book/s*           | HANDBOOK ON FOREIGN TRADE POLICY AND GUIDE TO EXPORT & IMPORT- ICAI, New Delhi<br>FOREIGN TRADE POLICY WITH Handbook of procedures, Appendices and aayat niryat forms), DUTY DRAWBACK 2015-2020 Paperback – 2015- Hansraj Chug, Young Global Publications   |     |     |              |
|  | Other References       | How to Export 2013 - 14, Nabhi Publications-New Delhi, 9788172747923, RBI Mumbai, Export Procedures and Documentation,<br><a href="http://rbidocs.rbi.org.in/rdocs/notification/PDFs/14ME010212FS.pdf">http://rbidocs.rbi.org.in/rdocs/notification/PDFs/14ME010212FS.pdf</a> Govt. of India Publication Division, Handbook of EXIM Procedures and Documentation,<br><a href="http://dgftcom.nic.in/exim/2000/procedures/ftp-hbcontentE-1011.pdf">http://dgftcom.nic.in/exim/2000/procedures/ftp-hbcontentE-1011.pdf</a> Export Procedures and Documentation,<br><a href="http://eximsupport.com/Aboutus/ExportProcedureandDocumentation.aspx">http://eximsupport.com/Aboutus/ExportProcedureandDocumentation.aspx</a><br>The Hindu, August 28, 2014, Opinion, Framework to boost exports.<br><a href="http://www.thehindu.com/todays-paper/tp-opinion/framework-to-boost-exports/article6358205.ece">http://www.thehindu.com/todays-paper/tp-opinion/framework-to-boost-exports/article6358205.ece</a> |     |     |              |

| <b>Pos<br/>Cos</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|--------------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>         | 1          | 1          | 2          | 2          | 1          | 2          | 1           | 1           | 1           | -           |
| <b>CO2</b>         | 1          | 2          | 2          | 3          | 1          | 2          | 2           | 2           | 3           | 1           |
| <b>CO3</b>         | 1          | 3          | 2          | 2          | 2          | 2          | 2           | 2           | 3           | -           |
| <b>CO4</b>         | 1          | 2          | 1          | 2          | 1          | 3          | 2           | 2           | 2           | 2           |

## Structure of Global Economy

|   |                       |   |            |
|---|-----------------------|---|------------|
| <b>School: SCHOOL OF BUSINESS STUDIES</b> |                       | <b>Batch : 2018-21</b>  |            |
| <b>Program: BBA IV</b>                    |                       | <b>Current Academic Year: 2018 - 19</b>   |            |
| <b>Branch:</b>                            |                       | <b>Semester: VI</b>   |            |
| 1   | Course Code           | BBA 051   |            |
| 2   | Course Title          | Structure of Global Economy   |            |
| 3   | Credits               | 3   |            |
| 4   | Contact Hours (L-T-P) | 3-1-2   |            |
|   | Course Type           | Compulsory /Elective/Open Elective  |            |
| 5   | Course Objective      | The course aims to:<br>Make students describe various effecting various global demographic variables and trends.<br><br>Make students explain the need for global Industries to Shift their Strategic Priorities.<br><br>Make students Illustrate the global agriculture productivity and its transition. .<br><br>Make students explain the causes and consequences of income inequality.<br>Make students explain the environment challenges at global level. |            |
| 6   | Course Outcomes       | On successful completion of this module students will be able to:<br>1. Describe various effecting various global demographic variables and trends.<br>2. Explain the need for global Industries to Shift their Strategic Priorities.<br>3. Illustrate the global agriculture productivity and its transition. .<br>4. Explain the causes and consequences of income inequality.<br>5. Explain the environment challenges at global level.                      |            |
| 7   | Course Description    |   |            |
| 8   | Outline syllabus      |   | CO Mapping |
|   | <b>Unit 1</b>         | <b>Global Demography: Fact, Force and Future(Reading 1)</b>   |            |
|   | A                     | Global Demographic Trends and Patterns  | CO1        |
|   | B                     | Effect on Economics   | CO1        |
|   | C                     | Thinking Ahead  | CO1        |
|   | <b>Unit 2</b>         | <b>Why Global Industrials Must Shift Strategic Priorities (Reading 2)</b>   |            |
|   | A                     | Industrial trends and sales model transformation; Re-evaluating and optimizing value chain participation  | CO2        |
|   | B                     | Developing a “match-fit” organization; Embracing and leveraging disruptive technology and digital capabilities  | CO2        |
|   | C                     | Configuring for fast-cycle R&D, innovation and technology adoption  | CO2        |

|  |                        |  |     |     |
|--|------------------------|--|-----|-----|
|  | <b>Unit 3</b>          | <b>Agriculture in the Global Economy(Reading 3)</b>  |     |     |
|  | A                      | The Shifting Locus of Global Agricultural Production   |     | CO3 |
|  | B                      | A Closer Look at Agricultural Productivity Growth; Agricultural Innovation   |     | CO3 |
|  | C                      | The Transition of Agriculture as Economies Grow; A Changing World Order  |     | CO3 |
|  | <b>Unit 4</b>          | <b>Causes and Consequences of Income Inequality: A Global Perspective(Reading 4)</b>   |     |     |
|  | A                      | Macroeconomic Consequences: Why We Care  |     | CO4 |
|  | B                      | Stylized Facts: What Do We Know About Inequality of Outcomes and Opportunities?  |     | CO4 |
|  | C                      | Inequality Drivers   |     | CO4 |
|  | <b>Unit 5</b>          | <b>Environmental Challenges in a Global Context (Reading 5)</b>  |     |     |
|  | A                      | Environmental Challenges   |     | CO5 |
|  | B                      | How Environmental Challenges are Closely Connected with Global Drivers of Change   |     | CO5 |
|  | C                      | How Environmental Challenges may Increase Risks to Food, Energy and Water Security on a Global Scale   |     | CO5 |
|  | Mode of examination    | Theory/Jury/Practical/Viva   |     |     |
|  | Weightage Distribution | CA   | MTE | ETE |
|  |                        | 30%  | 20% | 50% |
|  |                        | [Total No. = 5] – Assignments / Class Activity (Average of Best 3) – { 10 marks }<br>[Total No. = 1]- Project – { 10 marks }<br>[Total No. = 4] – Quiz (Average of Best 2) – { 5 marks }<br>Group/Individual Presentations – { 5 marks }   |     |     |
|  | Text book/s*           | Reading 1, 2, 3, 4, and 5  |     |     |
|  | Other References       | Reading 1 Available at <a href="http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.697.8912&amp;rep=rep1&amp;type=pdf">http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.697.8912&amp;rep=rep1&amp;type=pdf</a><br>Reading 2 Available at <a href="http://cdn.lek.com/sites/default/files/LEK_Special_Report_Why_Global_Industrials_Shift_Strategic_Priorities.pdf">http://cdn.lek.com/sites/default/files/LEK_Special_Report_Why_Global_Industrials_Shift_Strategic_Priorities.pdf</a><br>Reading 3 Available at <a href="https://www.aeaweb.org/articles?id=10.1257/jep.28.1.121">https://www.aeaweb.org/articles?id=10.1257/jep.28.1.121</a><br>Reading 4 Available at <a href="https://www.imf.org/external/pubs/ft/sdn/2015/sdn1513.pdf">https://www.imf.org/external/pubs/ft/sdn/2015/sdn1513.pdf</a><br>Reading 5 Available at <a href="http://www.eea.europa.eu/soer/synthesis/synthesis/chapter7.xhtml">http://www.eea.europa.eu/soer/synthesis/synthesis/chapter7.xhtml</a><br>Additional Reading Navigating the Global Economy: Available at <a href="https://www.efic.gov.au/media/3524/wine-australia.pdf">https://www.efic.gov.au/media/3524/wine-australia.pdf</a> |     |     |

| <b>POs<br/>COs</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|--------------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| <b>CO201.1</b>     | -          | -          | 2          | -          | -          | -          | -           | -           | -           | -           |
| <b>CO201.2</b>     | -          | -          | -          | -          | 1          | -          | -           | -           | -           | -           |
| <b>CO201.3</b>     | -          | 2          | -          | -          | -          | -          | -           | -           | -           | -           |
| <b>CO201.4</b>     | 3          | -          | -          | -          | -          | -          | -           | -           | -           | -           |
| <b>CO201.5</b>     | -          | 3          | -          | 1          | -          | -          | -           | -           | -           | -           |