

Program and Course Structure

School of Business Studies
BBA

Batch (2018-2021)

Programme Code- SBS0134



THE
WORLD IS
HERE
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SHARDA
UNIVERSITY
Beyond Boundaries

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

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)

- 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 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.

SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA

TERM: I

Session: 2018-19

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25352	MTH 129	BASIC BUSINESS MATHEMATICS C1	4	0	0	4	OLD
2.	25353	BBA 142	BUSINESS ECONOMICS C2	4	0	0	4	OLD
3.	25354	BBA 143	PRINCIPLES OF MANAGEMENT C3	4	0	0	4	OLD
4.	25356	BBA 145	FINANCIAL ACCOUNTING - I C4	4	0	0	4	OLD
5.	15987	FEN 101	FUNCTIONAL ENGLISH BEGINNERS 1	1	0	0	1	NEW
6.	15988	FEN 103	FUNCTIONAL ENGLISH INTERMEDIATE -1	1	0	0	1	NEW
7.			GENERIC ELECTIVES	2	0	0	2	
Practical/Viva-Voce/Jury								
8.	15228	ENP102	FUNCTIONAL ENGLISH -1 LAB	0	0	2	1	OLD
TOTAL CREDITS							20	

Signature of Branch Coordinator/HOD

Signature of Dean

SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA in Finance and Accounting

TERM: I

Session: 2018-19

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25352	MTH 129	BASIC BUSINESS MATHEMATICS C1	4	0	0	4	OLD
2.	25353	BBA 142	BUSINESS ECONOMICS C2	4	0	0	4	OLD
3.	25354	BBA 143	PRINCIPLES OF MANAGEMENT C3	4	0	0	4	OLD
4.	25356	BBA 145	FINANCIAL ACCOUNTING - I C4	4	0	0	4	OLD
5.	15987	FEN 101	FUNCTIONAL ENGLISH BEGINNERS 1	1	0	0	1	NEW
6.	15988	FEN 103	FUNCTIONAL ENGLISH INTERMEDIATE -1	1	0	0	1	NEW
7.			GENERIC ELECTIVES	2	0	0	2	
Practical/Viva-Voce/Jury								
8.	15228	ENP102	FUNCTIONAL ENGLISH -1 LAB	0	0	2	1	OLD
TOTAL CREDITS							20	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA

TERM: II

Session: 2018-19

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
9.	25355	BBA 144	MARKETING MANAGEMENT	4	0	0	4	OLD
10.	25400	BBA 146	BUSINESS STATISTICS	4	0	0	4	OLD
11.	25401	BBA 147	ECONOMIC ENVIRONMENT OF BUSINESS	4	0	0	4	OLD
12.	25402	BBA 148	ORGANIZATIONAL BEHAVIOUR	4	0	0	4	OLD
13.	25529	BBA 157	COST AND MANAGERIAL ACCOUNTING	4	0	0	4	NEW
14.	16037	FEN 102	FUNCTIONAL ENGLISH BEGINNERS - II	1	0	0	1	NEW
	16038	FEN 104	FUNCTIONAL ENGLISH INTERMEDIATE - II	1	0	0	1	NEW
15.			GENERIC ELECTIVES	2	0	0	2	NEW
Practical/Viva-Voce/Jury								
16.	15332	ENP 103	FUNCTIONAL ENGLISH-II LAB	0	0	2	1	OLD
17.	25500	BBP 152	COMPUTER APPLICATIONS IN BUSINESS	0	0	4	2	OLD
TOTAL CREDITS							26	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA in Finance and Accounting

TERM: II

Session: 2018-19

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25355	BBA 144	MARKETING MANAGEMENT	4	0	0	4	OLD
2.	25400	BBA 146	BUSINESS STATISTICS	4	0	0	4	OLD
3.	25401	BBA 147	ECONOMIC ENVIRONMENT OF BUSINESS	4	0	0	4	OLD
4.	25402	BBA 148	ORGANIZATIONAL BEHAVIOUR	4	0	0	4	OLD
5.	25404	BBA 150	COST ACCOUNTING AND PERFORMANCE MANAGEMENT	4	0	0	4	NEW
6.	16037	FEN 102	FUNCTIONAL ENGLISH BEGINNERS - II	1	0	0	1	NEW
	16038	FEN 104	FUNCTIONAL ENGLISH INTERMEDIATE - II	1	0	0	1	NEW
7.			GENERIC ELECTIVES	2	0	0	2	NEW
Practical/Viva-Voce/Jury								
8.	15332	ENP 103	FUNCTIONAL ENGLISH-II LAB	0	0	2	1	OLD
9.	25500	BBP 152	COMPUTER APPLICATIONS IN BUSINESS	0	0	4	2	OLD
TOTAL CREDITS							26	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA

TERM: III

Session: 2019-20

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25445	BBA 258	BUSINESS RESEARCH METHODS	4	0	0	4	OLD
2.	25046	EVS 105	ENVIRONMENTAL STUDIES	2	0	0	2	OLD
3.	25448	BBA 267	BUSINESS LAW	4	0	0	4	OLD
4.	25449	BBA 268/BBA3 36(ACCA)	BUSINESS COMMUNICATION	4	0	0	4	OLD
5.	6084	BBA 214	HUMAN RESOURCE MANAGEMENT	4	0	0	4	OLD
6.			OPEN ELECTIVE	2	0	0	2	
Practical/Viva-Voce/Jury								
7.	25602	CCU 202	COMMUNITY CONNECT	0	0	4	2	NEW
TOTAL CREDITS							22	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA in Finance and Accounting

TERM: III

Session: 2019-20

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25452	BCM 235	CORPORATE FINANCIAL REPORTING	4	0	0	4	OLD
2.	25363	BCM 223	GLOBAL BUSINESS ENVIRONMENT	4	0	0	4	OLD
3.	6084	BBA 214	HUMAN RESOURCE MANAGEMENT	4	0	0	4	OLD
4.	6229	BCM 209	MANAGEMENT ACCOUNTING	4	0	0	4	OLD
5.	25448	BBA 267	BUSINESS LAW	4	0	0	4	OLD
6.	25046	EVS 105	ENVIRONMENTAL STUDIES	2	0	0	2	OLD
7.			OPEN ELECTIVE	2	0	0	2	
Practical/Viva-Voce/Jury								
8.	25602	CCU 202	COMMUNITY CONNECT	0	0	4	2	NEW
TOTAL CREDITS							26	

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SHARDA UNIVERSITY
School: School of Business Studies

Program / Branch: BBA			TERM: IV			Session: 2019-20		
S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	6236	BCM 216	International Business	4	0	0	4	OLD
2.	6080	BBA 210	Financial Management	4	0	0	4	OLD
3.	25676/25677/25678/25679/ 25680	DSE001/ DSE002/DSE003/DSE004/DSE 005	E-Business/ Cross Cultural Management/Entrepreneurship/Pro duction & Operation Management/Corporate Law(any One)	4	0	0	4	NEW
4.			Open Elective	2	0	0	2	
Practical/Viva-Voce/Jury								
5.	25531	BBP 252	Total Personality Development	0	0	8	4	OLD
6.	25029	BBA 238	Computerized Accounting System	0	0	6	3	OLD
TOTAL CREDITS							21	

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SHARDA UNIVERSITY
School: School of Business Studies

Program / Branch/ Specialization: BBA in Finance and Accounting				TERM: IV			Session: 2019-20	
S. No.	Paper ID	Subject Code		Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25417	BCM 233	Income Tax - Law & Practices	4	0	0	4	OLD
2.	6080	BBA 210	Financial Management	4	0	0	4	OLD
3.	6231	BCM 211	Corporate law	4	0	0	4	OLD
4.	25445	BBA 258	Business Research Methods	4	0	0	4	OLD
5.			Open Elective	2	0	0	2	OLD
Practical/Viva-Voce/Jury								
6.	25029	BBA 238	Computerized Accounting System	0	0	6	3	OLD
TOTAL CREDITS							21	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA IN HUMAN RESOURCE

TERM: V

Session: 2019-20

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25595	BBA 057	CORPORATE STRATEGY	4	0	0	4	OLD
2.	25766	DSE023	EMPLOYEE TRAINING AND DEVELOPMENT	4	0	0	4	NEW
3.	25767	DSE024	COMPENSATION MANAGEMENT	4	0	0	4	NEW
4.	25768	DSE025	RECRUITMENT AND SELECTION	4	0	0	4	NEW
5.	25769	DSE026	INDUSTRIAL RELATIONS	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
6.	6148	BBA 354	SUMMER TRAINING EVALUATION	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA IN INTERNATIONAL BUSINESS TERM: V

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25595	BBA 057	CORPORATE STRATEGY	4	0	0	4	OLD
2.	25770	DSE015	International Finance and Foreign Exchange Management	4	0	0	4	NEW
3.	25771	DSE016	International Aspects of Business Operations	4	0	0	4	NEW
4.	25772	DSE017	Globalizing Indian Business	4	0	0	4	NEW
5.	25773	DSE018	Management of Cross Cultural Issues	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
6.	6148	BBA 354	SUMMER TRAINING EVALUATION	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA IN MARKETING

TERM: V

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25595	BBA 057	CORPORATE STRATEGY	4	0	0	4	OLD
2.	25774	DSE065	ADVERTISING AND BRAND MANAGEMENT	4	0	0	4	NEW
3.	25775	DSE066	SALES AND DISTRIBUTION MANAGEMENT	4	0	0	4	NEW
4.	25871	DSE064	RETAIL MANAGEMENT	4	0	0	4	NEW
5.	25777	DSE068	CONSUMER BEHAVIOUR	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
6.	6148	BBA 354	SUMMER TRAINING EVALUATION	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA IN BANKING & FINANCE

TERM: V

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25595	BBA 057	CORPORATE STRATEGY	4	0	0	4	OLD
2.	25778	DSE039	BUSINESS TAXATION	4	0	0	4	NEW
3.	25779	DSE040	SECURITY ANALYSIS & INVESTMENT MANAGEMENT	4	0	0	4	NEW
4.	25780	DSE041	INDIAN BANKING SYSTEM	4	0	0	4	NEW
5.	25770	DSE015	INTERNATIONAL FINANCE & FOREIGN EXCHANGE MANAGEMENT	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
6.	6148	BBA 354	SUMMER TRAINING EVALUATION	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA in ENTREPRENEURSHIP

TERM: V

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25595	BBA 057	CORPORATE STRATEGY	4	0	0	4	OLD
2.	25866	DSE 079	LEADERSHIP AND CHANGE MANAGEMENT	4	0	0	4	NEW
3.	25867	DSE 080	FINANCING FOR EXPANSION AND NEW VENTURES	4	0	0	4	NEW
4.	25868	DSE 035	SOCIAL ENTREPRENEURSHIP	4	0	0	4	NEW
5.	25869	DSE 081	MSME AND FAMILY BUSINESS	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
6.	6148	BBA 354	SUMMER TRAINING EVALUATION	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch BBA in Finance and Accounting

TERM: V

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25479	BCM 322	Audit and Assurance	4	0	0	4	OLD
2.	25485	BBA336	Business Communication	4	0	0	4	OLD
3.	6109	BBA309	E-Business	4	0	0	4	OLD
4.	25872	DSE075	Investment management	4	0	0	4	NEW
5.	25781	DSE010	Industrial law	4	0	0	4	NEW
6.	25782	DSE011	Micro Finance and Rural Credit	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
7.	6148	BBA 354	SUMMER TRAINING EVALUATION	0	0	8	4	OLD
TOTAL CREDITS							28	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA_International Business

TERM: VI

Session: 2019-20

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
1.	25043	BCM310	Corporate Governance and Business Ethics	4	0	0	4	OLD
2.	25899	DSE019	International Trade theory and policy	4	0	0	4	NEW
3.	25890	DSE020	Monetary Economics	4	0	0	4	NEW
4.	25891	DSE021	EXIM policy & Procedures	4	0	0	4	NEW
5.	25892	DSE022	Structure of Global Economy	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
6.	25301	BBA361	Research Report	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA_Marketing

TERM: VI

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
7.	25043	BCM310	Corporate Governance and Business Ethics	4	0	0	4	OLD
8.	25776	DSE067	Service Marketing	4	0	0	4	NEW
9.	25903	DSE069	Advanced digital Marketing	4	0	0	4	NEW
10.	25904	DSE070	Advance Research Techniques in Marketing	4	0	0	4	NEW
11.	25905	DSE071	Marketing Strategy	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
12.	25301	BBA361	Research Report	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA_Banking & Finance

TERM: VI

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
7.	25043	BCM310	Corporate Governance and Business Ethics	4	0	0	4	OLD
8.	25906	DSE043	Banking Law & Practice	4	0	0	4	NEW
9.	25907	DSE044	Marketing of Financial Products and Services	4	0	0	4	NEW
10.	25908	DSE045	Credit Management	4	0	0	4	NEW
11.	25909	DSE046	Retail Banking	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
12.	25301	BBA361	Research Report	0	0	8	4	OLD
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA_Human Resource Mgmt.

TERM: VI

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
7.	25043	BCM310	Corporate Governance and Business Ethics	4	0	0	4	OLD
8.	25910	DSE029	Performance & Competency Management	4	0	0	4	NEW
9.	25911	DSE030	Team Building & Leadership	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
10.	25301	BBA361	Research Report	0	0	8	4	OLD
11.	25912	DSE027	Human Resource Information System	0	0	8	4	NEW
12.	25913	DSE028	Human Resource: Value & Contribution to organization success	0	0	8	4	NEW
TOTAL CREDITS							24	

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SHARDA UNIVERSITY

School of Business Studies

Batch: 2018-2021

Program / Branch: BBA in ENTREPRENEURSHIP

TERM: VI

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
7.	25043	BCM310	Corporate Governance and Business Ethics	4	0	0	4	OLD
8.	25914	DSE083	Working Capital Management	4	0	0	4	NEW
9.	25915	DSE059	Project Management	4	0	0	4	NEW
10.	25916	DSE084	Innovation and Creativity	4	0	0	4	NEW
11.	25917	DSE032	Launching a New Venture	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
12.	25301	BBA361	Research Report	0	0	8	4	OLD
TOTAL CREDITS							24	

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School of Business Studies

Batch: 2018-2021

Program / Branch BBA in Finance and Accounting

TERM: VI

Session: 2020-21

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Remarks
				L	T	P		
THEORY SUBJECTS								
7.	25535	BCM327	Advanced Financial Management	4	0	0	4	OLD
8.	25918	BCM332	Strategic Business Leader	4	0	0	4	NEW
9.	25536	BCM328	Advanced Performance Management	4	0	0	4	OLD
			ANY ONE TO BE CHOSEN					
10.	25919	DSE012	Fundamental of Derivatives	4	0	0	4	NEW
11.	25920	DSE013	Insurance & Risk Management	4	0	0	4	NEW
Practical/Viva-Voce/Jury								
12.	25301	BBA361	Research Report	0	0	8	4	OLD
TOTAL CREDITS							20	

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PROGRAMME MODULES

Business Economics

School: School of Business Studies	Batch : BBA (2018 – 21)
Program: BBA/BBA ACCA	Current Academic Year: 2018- 19
Branch: -	Semester: I
1 Course Code	BBA 142
2 Course Title	Business Economics
3 Credits	4
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"> - To make students understand the basic idea behind business economics. - To make students illustrate various market forces of demand, and supply. - Describe various approaches to production decisions and processes. - To make students examine the significance of costs, and identify these costs in a given economic decision. - 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
7 Course Outcomes	<p>On completion of this course the learners will be able to</p> <p>CO 1 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>CO 2 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>CO 3 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>CO 4 To define opportunity costs, demonstrate how they affect economic decisions, and identify these costs in a given economic decision</p> <p>CO 5 Distinguish between and identify the key characteristics of perfect competition and imperfect competition</p>
8	Outline syllabus
Unit A	The Central Concepts of Economics
A 1	Introduction to business , Relevance of economics in business
A 2	Definition of economics, Scarcity & efficiency: The twin themes of economics Microeconomics vs. Macroeconomics
A 3	The Three problems of economic organization
Unit B	Basic Elements of Demand and Supply
B 1	Demand Schedule, determinants of demand, demand curve, market demand, shifts in demand
B 2	Supply Schedule, determinants of supply, supply curve, shifts in supply
B 3	Equilibrium of Supply and Demand
Unit C	Supply and Demand : elasticity and Applications
C 1	Price elasticity of Demand, Income elasticity of Demand & Cross price elasticity of demand
C 2	Price Elasticity of Supply
C 3	Applications to major business issues
Unit D	Production and Cost
D 1	Introduction to Inputs and Production Function, Total, Average & marginal product
D 2	Economic analysis of Costs, Fixed Cost and variable cost, marginal cost
D 3	Opportunity costs

Unit E	Market		
E 1	Revenue Concept, Perfect Competition : Features, Price and output determination		
E 2	Monopoly, Monopolistic Competition: Features, Price and output determination		
E 3	Oligopoly : concept of cartel		
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*	<ol style="list-style-type: none"> 1. Principles of Managerial Economics (available for free download <ol style="list-style-type: none"> a. http://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf) 2. Microeconomics: Theory and Applications Dominick Salvatore 3. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann 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		

Financial Accounting

School: SBS		Batch : 2018 -21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: I
1	Course Code	BBA156/BBA145(ACCA)
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. 2. To highlight the necessity of accounting process and basic structure of financial statement. 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 CO1: Describe the basic concepts and key terms used in Financial Accounting. CO2: Explain and recognise elements of financial statements and record transactions. CO3: Prepare and critically analyse financial statements 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	
	Unit 1	Introduction to Accounting
	A	Basics of Accounting: Meaning, Definition, Need, Objectives and Functions, Book keeping and Accounting, Users of Accounting Information.
	B	Basic Accounting Terms: Assets, Liability, Capital, Equity, Expense, Income, Expenditure, Revenue, Debtors, Creditors, Goods, Cost, Stock, Purchases, Sales, Profit, Loss, Discount, Drawings.
	C	Classification of Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital

		Receipt, Revenue Receipt.		
	Unit 2	Accounting Rules		
	A	Accounting Principles: Accounting Concepts and Conventions.		
	B	Accounting Equation		
	C	Classification of Accounts: Rules of Debit and Credit		
	Unit 3	Accounting Process		
	A	Preparation of Journal		
	B	Preparation of Subsidiary Books I – Cash Book		
	C	Preparation of Subsidiary Books II –Other Books and Trial Balance.		
	Unit 4	Financial Statements		
	A	Meaning of Financial Statements, Usefulness, Elements of Financial Statements –Trading Account, Profit & Loss Account and Balance Sheet, Methods of Presenting the Final Account;		
	B	Treatment of Items of Adjustments Appearing in the Trial Balance and Outside the Trial Balance. Practical Problems on Various Adjustments.		
	C	Preparation of Trading, Profit & Loss Account and Balance Sheet (with or without adjustments)		
	Unit 5	Depreciation Accounting, Provisions & Reserves		
	A	Concept of Depreciation; Meaning, Causes and Objectives, Difference in Depreciation, Depletion, Amortization, and Dilapidations		
	B	Methods of providing Depreciation- Fixed Installment Method, Diminishing Balance Method.		
	C	Meaning and Objective of Provisions, Reserves & Types of Reserves, Distinction between Provision and Reserve”.		
	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	<ol style="list-style-type: none"> 1. Basic Accounting- Rajni Sofat & Preeti Hiro, Eastern Economy Edition 2. A textbook of Accounting for Management - S.N. Maheshwari and S.K. Maheshwari, Vikas Publishing House Pvt. Limited 3. Accounting and Financial Analysis & Management – Agarwal & Agarwal, Pragati Prakashan, Meerut. 4. Fundamentals of Accounting- V.P. Patti, Excel Books New Delhi. 5. Financial Accounting- R.S. Singhal (Anand) 		

Principles of Management

School:		SBS	Batch : 2018-21
Program:		BBA	Current Academic Year: 2018-19
Branch:		Semester:1	
1	Course Code	BBA 143	
2	Course Title	Principles of Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. To understand the concepts of management as and how it can be applied to current environment of the workplace. 2. To describe planning process and its importance, evaluation and limitations. 3. To know basic organizational structure and levels of hierarchy. 4. To understand how managers direct, communicate and motivate employees through leadership. 	
6	Course Outcomes	<p>CO1: The student will be able to describe various functions of management.</p> <p>CO2: The student will be able to explain the various theories and principles related to management.</p> <p>CO3: The student will be able to apply the elements of organizing and directing in taking managerial decisions.</p> <p>CO4: The student will be able to analyse various organizational designs and challenges for managing the organization effectively.</p>	
7	Course Description	<p>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.</p> <p>This course also emphasises on conceptual clarity, working of business processes and applications of basic management concepts in the organizations.</p>	
8	Outline syllabus		
	Unit 1	Introduction to Management and Evolution of Management Theories	
	A	Management: Concept and Function, Levels of Management, Managerial roles and skills	
	B	Management Science or Art, Management as Profession, Administration Vs Management	
	C	Classical Management theory: F. W. Taylor, Fayol's	

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

Basic Business Mathematics

School: SBS		Batch : 2018-21
Program: B.B.A		Current Academic Year: 2018-19
Branch:		Semester: I
1	Course Code	MTH 129
2	Course Title	Basic Business Mathematics
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. To introduce the concept of business mathematics 2. This course helps to make awareness of the utility of mathematical concepts. 3. This course leads student to develop quantitative ability. 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	<p>CO1: The student will be able to identify applications of mathematics.</p> <p>CO2: The student will be able to demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance.</p> <p>CO3: The student will be able to use equations, formulae, and mathematical expressions and relationships in a variety of contexts.</p> <p>CO4: The student will be able to analyze business problems which can be solved mathematically.</p> <p>CO5: The student will be able to choose mathematical tools accordingly.</p> <p>CO6: The student will be able to develop mathematical ideas from basic axioms.</p>
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	
	Unit 1	Basic Review
	A	Percentages- Application of percentage
	B	Profit & Loss
	C	Problems based on percentages, profit & loss
	Unit 2	Data Interpretation
	A	Ratio and proportions.
	B	Data Interpretation : Tabulation
	C	Problems based on Ratio, Proportion & Tables.
	Unit 3	System of Linear Equations

	A	Linear equation, Slope of line, intercepts of linear equation.		
	B	Solve the system of linear equations graphically, substitution and elimination method		
	C	Formulation & Application of system of equations- Word Problem		
	Unit 4	Quantitative Ability		
	A	Time & Distance: Speed problems; Average speed problems		
	B	Time & Work: Problems related to work with respect to time.		
	C	Problems based on Time		
	Unit 5	Interest Calculations		
	A	Simple Interest: Definition , Formula of S.I ,Problems based on simple interest		
	B	Compound Interest: Definition, Formula for C.I, problems based on compound interest		
	C	Difference between Simple and Compound Interest. Problems based on Interest		
	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 2. M.Raghavachari, Mathematics for Management, Tata McGraw-Hill		

Economic Environment of Business

School: SBS		Batch : 2018 -21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: II
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: CO1: Understand the concept, significance and changing dimensions of Business Environment. CO2: Identify various types of Business Environment and tools for scanning the Environment. CO3: To interpret the role of economic systems, economic planning, government policies and its impact on business. 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	
	UNIT A	Nature and Dynamics of Business Environment
	Topic 1	The concept of Business Environment
	Topic 2	Significance of Business Environment
	Topic 3	Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis)
	UNIT B	Political Environment and Economic Systems
	Topic 1	Market Economy or Capitalism(Evolution of capitalism and its features)
	Topic 2	Planned Economy or Command Economy
	Topic 3	Mixed Economy
	UNIT C	Economic Growth and Development

	Topic 1	Economic Growth and Development		
	Topic 2	Methods to Calculate National Income		
	Topic 3	Real Income and Nominal Income		
	UNIT D	MACRO ECONOMIC POLICIES		
	Topic 1	Monetary Policy		
	Topic 2	Fiscal Policy		
	Topic 3	India's Import –Export Policies		
	UNIT E	GLOBAL/ INTERNATIONAL ENVIRONMENT		
	Topic 1	Globalisation		
	Topic 2	Foreign Investment		
	Topic 3	Multinational Corporations		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	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 rd Edition). 2. Adhikari M- Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand 3. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8 th Edition). 4. N. Gregory Mankiw- Principles of Macroeconomics, Cengage Learning		

COST AND MANAGEMENT ACCOUNTING

School: Business Studies		Batch : 2018-21
Program: BBA/MBA Int/BBA LLB		Current Academic Year: 2018-19
Branch:		Semester: II
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	<p>1. Cost and management accounting is the internal mechanism of reporting within the modern business.</p> <p>2. This module enables to understand the basic concepts and processes used to determine product costs.</p> <p>3. Budgeting, Cost Control, Variance and its analysis are the other major aspects of this course.</p> <p>4. It also helps to analyse and evaluate information for cost ascertainment, planning, control and decision making.</p>
6	Course Outcomes	<p>On successful completion of this module, students will be able to:</p> <p>CO1. Identify among the different branches of accounting, objectives & limitations of accounting and different elements of cost.</p> <p>CO2. Understand cost sheet, various concepts of costing and overheads.</p> <p>CO3. Apply the relation among Cost, Volume and Profits of a business.</p> <p>CO4. Point out and analyze of various budgets, standard costing & variance analysis.</p>
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	
	Unit 1	Introduction to Cost & Managerial Accounting
	A	Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting.
	B	Meaning and objectives of management accounting, Cost Accounting V/s Management accounting,
	C	Different elements of costs
	Unit 2	Cost Classification And Cost sheet
	A	Introduction to various types of overheads, classification of cost.
	B	Various concepts of costing
	C	Preparation of cost sheet
	Unit 3	Marginal Costing

	A	Marginal costing meaning and advantage, assumption of marginal costing		
	B	Cost volume Profit (CVP) analysis, Techniques of CVP analysis- contribution, Profit volume ratio analysis and implications.		
	C	Breakeven point and its analysis, margin of safety.		
	Unit 4	Budgeting		
	A	Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control		
	B	Different types of Budget		
	C	Preparation of Cash Budget		
	Unit 5	Standard Costing & Variance Analysis		
	A	Standard Costing- Concept, Meaning, Objective and difference between standard costing & budgetary control.		
	B	Variance Analysis- Material Variances- Meaning, types- material cost variance, material price variance, material usage variance & its application.		
	C	Labour Variances- Meaning, types – labour cost variance, labour rate variance & its application.		
	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) [2] Debarshi Bhattacharyya-„Management Accounting“ (Pearson) [3] Khan and Jain – „Management Accounting“ (Tata McGraw Hill) [4] Pandey I.M –„Management Accounting“ (Vikas) [5] R.S. Singhal – „Management Accounting“ –(Anand)		

ORGANIZATIONAL BEHAVIOUR

School:		Batch : 2018-21
Program:		Current Academic Year: 2018-19
Branch:		Semester: II
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"> • Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories. • Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations. • Understand the organizational system, including organizational structures, human resources, and change.
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	
	Unit 1	Introduction to OB
	A	Concept, Meaning, nature and significance of OB
	B	Contributing Disciplines, Models of OB
	C	Challenges and limitations of OB
	Unit 2	Individual Differences
	A	Perception – Meaning, Factors influencing perception, Errors- Halo Effect, Stereotype, Projection
	B	Attitudes- components, functions and job related attitude

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

Marketing Management

School: School of Business Studies		Batch: 2018-21
Program: B.Com./BBA		Current Academic Year: 2018-19
Branch:		Semester: II
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 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. CO2: The student will be able to explain the different steps in the consumer decision process. CO3: The student will be able to prepare the market segmentation plan and positioning strategy for a given product. CO4: The student will be able to explain the components of marketing mix for a given product. CO5: The student will be able to decide the promotional tools for a given product.
8	Outline Syllabus	
	Unit A	
	A1	Core concepts of marketing; selling versus marketing
	A2	Marketing environment
	A3	Value chain
	Unit B	
	B1	Consumer versus customer
	B2	Factors influencing consumer behaviour
	B3	Consumer decision-making
	Unit C	
	C1	Market segmentation – geographic, demographic, psychographic, behavioural
	C2	Targeting
	C3	Positioning and repositioning of products
	Unit D	

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

Computer Applications in Business

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: II
1	Course Code	BBP 152
2	Course Title	Computer Applications in Business
3	Credits	2
4	Contact Hours (L-T-P)	0-0-4
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. To provide students an in-depth understanding of why computers are essential components in business, education and society. 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. 3. To gain a working knowledge of Microsoft Office Suite ; Word, Excel, Access and PowerPoint. 4. To give an insight into Internet and its usage.
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	
	Unit 1	Basic Concepts
	A	Definition and Characteristics of a Computer; Advantages of

		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
	C	Application software: General Purpose Packaged Software and tailor made software , Saving data in a secondary storage device
	Unit 2	Microsoft Word
	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.
	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
	C	Perform Mail Merge in a word document ; envelopes and labels in mail merge ; How to convert table to text and Vice Versa
	Unit 3	Spreadsheet Ms Excel
	A	Spreadsheet Concepts; Copying formulas, Operators, Relative & Absolute cell referencing within formulas Common functions, Sum / Average / Max / Min etc.
	B	Count / COUNTA / COUNTBLANK function. Presenting Chart Inserting Charts-LINE, PIE, BAR. How to change chart layout and other chart options.
	C	Insert various Arithmetic Operators and Formulas, Logical Operations (If and other Functions. Sorting and Filtering of data. HLookup and VLookup functions
	Unit 4	MS Powerpoint
	A	What is importance of creating presentation? Opening a new presentation , inserting slides and formats, numbering of slides , slide sorter
	B	Slide Transition , slide show, setting up slide show using animation. Inserting picture and video in a powerpoint slide
	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?
	Unit 5	Internet
	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
	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
	C	Emailing , Creating email addresses. How to write an email? How to attach files in an email? What are spam mails?

		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 2: Poonam Yadav, Praveen Kumar; Computer Fundamentals 3: Microsoft Excel Bible by John Walkenbach, Wiley India.		
	Other References	<ol style="list-style-type: none"> 1. Turban, Rainer, Potter, Introduction to Information Technology, John Wiley. 2. Information Technology for Management: Ramesh Behl (Tata Mc Graw Hill). 		

Business Law

School: School of Business Studies		Batch : 2018-21
Program: BBA (All specialisations) /BCom/BBA ACCA/BCom ACCA Current		
Academic Year: 2018-19		
Branch: -		Semester: III
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:- 1. Acquaint with the Indian Legal System. 2 Describe how the legal framework affects both businesses as well as individuals 3 Prepare them to apply the various laws to a given situation (case studies) 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. 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. CO3:To distinguish between various kinds of negotiable instruments. CO4: To identify the rights available to a consumer and describe the process of filing a consumer complaint.
8	Outline syllabus	
	Unit A	Introduction to Law
	A 1	What is law? What are the institutions that enforce law? Hierarchy of Courts in India
	A 2	Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation
	A 3	What is Alternate Dispute Resolution? Its importance
	Unit B	Indian Contract Act 1872
	B 1	What is a contract? Social vs. Business Agreements. How is a contract made?
	B 2	Types of contracts, Essentials of a valid contract,
	B 3	Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) - Contract of Indemnity, Guarantee, Bailment, Pledge,

	Agency		
Unit C	Sale of Goods Act 1930		
C 1	What is a contract for sale of goods? Similarities with and modification to general contract law provisions.		
C 2	Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale.		
C 3	Rights of unpaid seller. Remedies for breach of contract for sale.		
Unit D	Negotiable Instruments Act 1881		
D 1	What are negotiable instruments? Types of negotiable instruments. Parties to instruments.		
D 2	Holder and Holder in due course,		
D 3	Dishonor of Negotiable Instruments		
Unit E	Consumer Protection Act 1986		
E 1	Important definitions under the Act. Rights of consumers. Who can file complaints?		
E 2	Consumer Courts: District Forum, State Commission, National Commission		
E 3	How to file complaints? Remedies available under the Act.		
Mode of examination	End Term Examination		
Weightage Distribution	CA	MTE	ETE
	30%	20%	50%
Text book/s*	<ul style="list-style-type: none"> Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd 		
Other References	<ul style="list-style-type: none"> Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis Singh, Avtar, <i>Mercantile Law</i>, 8th ed., 2006, Reprinted 2008, Eastern Book Company Kuchhal, M.C., <i>Mercantile Law</i>, 7th ed., 2009, Vikas Publishing House Gulshan, S.S., <i>Business Law</i>, 3rd ed., 2006, Excel Books 		

Human Resource Management

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester:III
1	Course Code	BBA214
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"> 1. To impart basic knowledge about HRM concepts. 2. To build students' interest and capability to perform basic HRM functions and tasks. 3. To familiarize students with the different aspects of managing people in the organization through the process of acquisition, development and retention. 4. To apply the principles and techniques of human resource management gained through this course.
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's 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	
	Unit 1	Basics of HRM
	A	Human Resources- Meaning; Concept & Scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM
	B	HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges, HR as competitive advantage

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

Business Research Methods

School:		Batch : 2018-21
Program:		Current Academic Year: 2018-19
Branch: -		Semester: III
1	Course Code	BBA 258
2	Course Title	Business Research Methods
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	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	<ol style="list-style-type: none"> 1. To Prepare students for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology 2. Designing a study and selecting specific methods and techniques appropriate for answering the questions 3. TO Develop practical skills in developing instruments for both qualitative and quantitative methods 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 CO2: Develop a research proposal as the basis for a Research Project CO3: Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research CO4: Recognize, and take account of, the importance of ethical conduct in undertaking research
8	Outline syllabus	
	Unit A	Introduction to Research in Business
	A 1	Reasons to study the Business Research
	A 2	Planning and Strategy for Business Research
	A 3	Parameters of Good Research, Working of Research Industry
	Unit B	The Research Process
	B 1	Introduction to research process, designing the research Question
	B 2	Introduction of Designing the Study, Sampling Design
	B 3	Introduction to Pilot testing, Data Collection , Reporting
	Unit C	Business Research Requests and Proposals

	C 1	Types of research proposals		
	C 2	Structuring the Research Proposals		
	C 3	Evaluating the research proposals		
	Unit D	Research Design		
	D 1	Introduction to research design		
	D 2	Exploratory, Descriptive, Causal Studies		
	D 3	Designing Surveys		
	Unit E	Ethics in Business Research		
	E 1	Introduction to Research Ethics		
	E 2	Ethics and the Sponsor		
	E 3	Professional Standards		
	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.		

Business Communication

School: SBS		Batch: 2018-21
Program:		Current Academic Year: 2018-19
Branch:		Semester: III
1	Course Code	BBA 268/BBA336(ACCA)
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: 1. To make students understand basics of Business Communication and their functional relationship with business & management. 2. To hone students' writing skills. 3. To develop their Speaking and listening skills. 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. CO2: The students will be able to develop speaking skills. CO3: The students will be able to draft effective professional documents. 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	
	Unit 1	Business Communication
	A	Introduction of Business Communication
	B	Forms & Flows of Business Communication
	C	Process of and Barriers to Communication
	Unit 2	Non-Verbal Communication
	A	Role of Non-Verbal Communication
	B	Classification of Non-Verbal Communication
	C	Practical exposure & guidelines for developing Non-Verbal Communication
	Unit 3	Articulation Skills
	A	Paralinguistic feature, Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills
	B	Extempore, Speech Delivery
	C	Debate

	Unit 4	Writing Skills		
	A	7 Cs of Communication		
	B	Letter Writing: Sales, Order, Complaint, Adjustment, Claim, Enquiry letters		
	C	Email Writing, WhatsApp Messaging in Professional/Formal Environment		
	Unit 5	Listening Skills		
	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			

Business Statistics

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: II
1	Course Code	BBA146
2	Course Title	Business Statistics
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools. 2. This foundation module is designed to fill this need into several practical and powerful applications of statistics. 3. The idea is to present the basic statistics and emphasis the application of statistics for management problems. 4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data. 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.
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. 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	
	Unit 1	Introduction to Statistics and Representation of Data
	A	Statistics- Definition and functions. Scope and limitations of statistics.
	B	Collection of data and formulation of frequency distribution. Diagrammatic presentation of data-bar graph and pie charts.
	C	Graphical presentation of frequency distribution-Histograms, ogive curves
	Unit 2	Sampling and Probability
	A	Introduction, concept of population, Sampling, Probability sampling and non Probability Sampling
	B	Basic Probability, Conditional Probability
	C	Applications of Probability
	Unit 3	Measures of Central Tendency
	A	Arithmetic Mean and its properties. Methods of calculating Mean The Weighted Arithmetic Mean, Correcting incorrect mean

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

Environmental Studies

School:		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: III
1	Course Code	EVS105
2	Course Title	Environmental Studies
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. To understand the basic concepts of environment management and the issues faced therein. 2. To provide an understanding of the natural environmental resources, hazards faced and control measures 3. To understand the social issues surrounding environment management. 4. To get an understanding of the various acts ,policies developed to protect the environment.
6	Course Outcomes	<p>CO1: The student will be able to have knowledge about fundamentals of environment and the ecosystem</p> <p>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</p> <p>CO3: The student will be able to relate to the various acts for environmental protection and to green solutions</p> <p>CO4: The student will be able to analyse impact of climate change and pollution on environment and green solutions</p>
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	
	Unit 1	Fundamentals of environment
	A	Fundamentals of Environment: Basic concepts on environment, environment management –definition ,importance , environmental degradation, Multidisciplinary nature of environment
	B	Ecosystems ad ecological succession
	C	Global environmental issues: global warming and climate change, acid rains
	Unit 2	Energy resources
	A	Renewable & Non Renewable Resources of energy and

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

International Business

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

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

School: SBS		Batch : 2018 -21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: IV
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. 2. To highlight the necessity of managing current assets and current liabilities 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 CO1:describe the basic concepts and key terms used in Financial Management. CO2:infer the relevance of decision making under various available alternatives. CO3: apply the various tools and techniques used in financial decision making for shareholders'' wealth maximization. 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	
	Unit 1	Introduction of Financial Management
	A	Nature, concept and functions of financial management
	B	Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization
	C	Time value of money- Meaning and Objectives, present & future value, simple & comp. interest, annuity (Ordinary Annuity & Annuity Due), Perpetuity .
	Unit 2	Capital Budgeting
	A	Meaning and concepts of capital budgeting, need of capital budgeting,
	B	Practical Problems on Discounted Cash Flow Techniques: Discounting Payback period, NPV, PI, IRR
	C	Practical Problems on Non Discounted Cash Flow Techniques: Payback period and ARR

	Unit 3	Working Capital Management		
	A	Concept and need of working capital management, determinants of working capital requirements, working capital cycle		
	B	Receivable management- meaning and objectives Cash management- meaning and objectives, Motives of Holding cash		
	C	Inventory management- meaning and objectives, Techniques of Inventory management - EOQ, ABC Analysis.		
	Unit 4	Capital Structure and Cost of Capital		
	A	Meaning and objective of Capital structure, optimum capital structure.		
	B	Capital structure theories- Theoretical concepts of NI, NOI, Traditional.		
	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.		
	Unit 5	Dividend decisions		
	A	Dividend policy- meaning & concept, concept of retained earnings, factors influencing dividend policy, concept of Bonus shares and Rights Shares.		
	B	Walter's model of dividend policy and its application		
	C	Gordon model of dividend policy and its application		
	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)		
		Financial management: Theory and Practice, Prasanna Chandra (Mc-Graw Hill)		
		Financial Management: Text, Problems and Cases, M Y Khan and P K Jain, Mc Graw Hill Publication		

E-Business

School: SCHOOL OF BUSINESS STUDIES		Batch: BBA (2018-21)
Program: BBA		Current Academic Year: : 2018-19
Branch: -		Semester: IV
1	Course Code	DSE001/BBA309(ACCA)
2	Course Title	E-Business
3	Credits	3
4	Contact Hours (L-T-P)	3 (LTP 3-0-1)
	Course Status	DSE
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"> 1. Acquaint students with a fundamental understanding of the environment and strategies in e-business/e-commerce 2. Provide an overview of the hardware, software, servers, and the parts that make up the enabling “railroad” for e-business/e-commerce. 3. Provide a fundamental understanding of the different types and key components on business models in e-business/e-commerce 4. Understand the traditional and new communication/marketing approaches that create competitive advantage in e-business/e-commerce
7	Course Outcomes	The student will be able to: CO1: To define the students with an in-depth understanding of the E-business. CO2: To make the students describe an E-Business approach for E-business practices with decision making CO3: The students should interpret the issues relating to the changing global business environment
8	E-business	
	Unit A	Introduction & Business Models
	A 1	<ul style="list-style-type: none"> • Early business information interchange efforts – Emergence of the Internet – the emergence of WWW; Advantages and disadvantages of e-commerce.
	A 2	<ul style="list-style-type: none"> • E-Business models - C2C, C2B, B2B models.
	A 3	<ul style="list-style-type: none"> • Value Chain model, advertising model, community model manufacturer model.
	Unit B	Network Infrastructure
	B 1	<ul style="list-style-type: none"> • Network Infrastructure supporting electronic commerce; Role of World Wide Web
	B 2	<ul style="list-style-type: none"> • Internet Client-Server Applications; Networks and

		Internets, Internet Standards and Specifications		
	B 3	<ul style="list-style-type: none"> • Client-Server Network Security, Security Threats, Data and Message Security 		
	Unit C	E-Marketing & Advertising		
	C 1	<ul style="list-style-type: none"> • Traditional Marketing Vs. Digital Marketing; Online Marketing 		
	C 2	<ul style="list-style-type: none"> • New Age Information Based Marketing, Advertising on Internet 		
	C 3	<ul style="list-style-type: none"> • The Online Marketing Process 		
	Unit D	Consumer Oriented Electronic Commerce		
	D 1	<ul style="list-style-type: none"> • Consumer-Oriented Applications, Mercantile Process Models – Consumer Perspective, Merchant Perspective 		
	D 2	<ul style="list-style-type: none"> • E-Payment Systems – Types, Digital Token Based Systems, Smart Cards, Credit Card Based Systems, Risks & Design 		
	D 3	<ul style="list-style-type: none"> • Main concepts in internet banking, Digital payment requirements, Electronic Cash 		
	Unit E	E-CRM		
	E 1	<ul style="list-style-type: none"> • Customer Relationship Management on the Internet 		
	E 2	<ul style="list-style-type: none"> • Online CRM Capabilities & Its Impact On Business 		
	E 3	<ul style="list-style-type: none"> • E-SCM – Supply chain management, Ways to Reduce Inventory 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ol style="list-style-type: none"> 1. Strauss, J., El-Ansary, A., & Frost, R., <i>E-Marketing</i>, 4th Edition, Prentice Hall of India 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		

Cross Cultural Management

School:		SBS	Batch : 2018-21
Program:		Current Academic Year: 2018-19	
Branch:		Semester: IV	
1	Course Code	DSE002	
2	Course Title	Cross Cultural Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	DSE	
5	Course Objective	<p>1. To introduce the key concepts and main theoretical framework of culture.</p> <p>2. To introduce how cultural differences may impact the management of individuals, teams and organizations.</p> <p>3. To introduce effective human resource management practice in multinational organizations.</p> <p>4. To develop the students' critical thinking and creativity.</p>	
6	Course Outcomes	<p>CO1: The student will be able to define different facets of culture like value beliefs etc.</p> <p>CO2: The student will be able to explain the various models related to culture.</p> <p>CO3: The student will be able to illustrate the role of culture, religion and intercultural communication on business.</p> <p>CO4: The student will be able to analyse the link between different cultural spheres as well as challenges for Multinational Corporations.</p>	
7	Course Description	<p>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,</p> <p>This course also explains the various cultural models and concept of Industry/corporate and Professional culture.</p>	
8	Outline syllabus		
	Unit 1	Understanding of Culture	
	A	Culture and Importance- concept of culture and cross-cultural management	
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes	
	C	Impact of culture on International Business.	
	Unit 2	Cultural Models	
	A	Hofstede cultural dimensions, cross-cultural dimensions	
	B	Hampden & Trompenaar's Model	
	C	Kluckhohn -Strodtbeck Model	
	Unit 3	Global Business Environment and Cross Cultural	

		Management	
	A	Major characteristics and challenges of Multinational Corporations.	
	B	Culture and workforce diversity	
	C	Impact on Expatriates-Repatriation and cross cultural training	
	Unit 4	Role of regional, industry/corporate culture & professional culture and link between different cultural spheres	
	A	Regional culture and it's role	
	B	Industry/corporate and Professional culture	
	C	Link between different cultural spheres	
	Unit 5	Cross Culture communication and Negotiation	
	A	Barriers to intercultural communication	
	B	Non - verbal communication	
	C	Negotiation in cross cultural environment	
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		30%	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	

Entrepreneurship

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: : 2018-19
Branch: -		Semester:IV
1	Course Code	DSE003
2	Course Title	Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4 (LTP 4-0-0)
	Course Status	DSE
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	<ol style="list-style-type: none"> 1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur. 2. To help in identifying and exploiting opportunities and developing business plans. 3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise. 4. Equip the necessary knowledge and skill sets required for managing the established enterprise. 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	<p>The student will be able to:</p> <p>CO1:Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship.</p> <p>CO2:Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative.</p> <p>CO3:Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis,Opportunity identification and selection.</p> <p>CO4:Analyze the given business opportunity, business plan and demonstrate the knowledge of various issues involved in starting and managing growth of a new enterprise.</p> <p>CO5: Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.</p> <p>CO6:Create, develop and present the business plan based on an identified opportunity.</p>
8	Outline syllabus	

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

		<ul style="list-style-type: none"> • Key factors to be considered during the Growth Stage • Group Presentation/ Business Plan Presentation 		
	D 3	<ul style="list-style-type: none"> • The Exit Strategy for a business • Group Presentation/ Business Plan Presentation 		
	Unit E	Understanding the Entrepreneurship Development Framework in India		
	E 1	<ul style="list-style-type: none"> • An overview of MSMEs in India and MSME Act. • Policies, Schemes & Incentives available to entrepreneurs in India 		
	E 2	<ul style="list-style-type: none"> • Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in India • An overview of Start-up India & Make in India Initiatives 		
	E 3	<ul style="list-style-type: none"> • Group Presentation/ Business Plan Presentation 		
	Mode of examination	Theory		
	Weightage Distribution	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"> • Entrepreneurship by Hirsch & Peters; McGraw Hill Publication. • Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E • Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. & Covin Jeffrey G., Cengage Learning 		

Production and Operation Management

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch: -		Semester: IV
1	Course Code	DSE004 - 259
2	Course Title	Production and Operations Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
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"> • To understand historical growth of POM as a field of study. • To understand key concepts and issues of POM in both manufacturing and service organizations • To understand the interdependence of the production & operations function with the other key functional areas of a firm • To apply analytical skills and problem-solving tools to the analysis of the operations problems
7	Course Outcomes	At the end of this course , Students will be able to : CO1: Select a specific type of process as per the requirement of particular product. CO2: Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager. CO3: Carry our location analysis to make a choice for the facility location CO4: Plan the material requirements & inventory management for a production system
8	Outline syllabus	
	Unit A	Introduction
	A 1	The Introduction to POM, Scope, and Objectives of POM, Historical development of POM
	A 2	Product Development Process, Types of Process
	A 3	Production - Process Selection – Job, Batch ,Mass Production Types of production Systems
	Unit B	Facility Location and Layout
	B 1	Facility Location – Importance; Factor affecting plant

		location; Location Analysis Techniques		
	B 2	Facility Layout –Objectives; Advantages; Basic Types of Plant Layouts.		
	B 3	Capacity Planning – Concepts; Factors Affective Capacity. Planning Decision		
	Unit C	Materials Management		
	C 1	Materials Management – Concept, Objectives, Functions		
	C 2	Purchase Management - Concept, Objectives, Functions		
	C 3	Sourcing of material , national and global sourcing.		
	Unit D	Inventory Management		
	D 1	Inventory Management – Concepts; Objectives; Factors Affecting Inventory		
	D 2	Inventory costs; Basic EOQ Model; Re-Order Levels		
	D 3	ABC Analysis for Inventory Management, JIT and Lean Operations		
	Unit E	Production Planning & Control		
	E 1	Aggregate planning: overview of planning activities		
	E 2	Hierarchical Production Planning, Aggregate planning in services		
	E 3	Concept of quality in manufacturing and services.		
	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 nd edition.		
	Other References	1. Production & Operations Management : Chari, McGraw Hill 2. Production & Operations Management: Kanishka Bedi, Oxford University Press, 2 nd Ed 3. Production & Operations Management : Chase , Jacobs and Aquilano		

Corporate Law

School: School of Business Studies		Batch : 2018-21
Program: B.Com/BBA		Current Academic Year: 2018-19
Branch:		Semester: IV
1	Course Code	DSE005
2	Course Title	Corporate Law
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
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: CO1: To outline the process of incorporation of a Company CO2: To describe the financial structure of the company CO3: To explain the various types of director and meetings CO4. To illustrate the responsibility of the Company to the society 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	
	Unit 1	
	A	Characteristics of a company, Landmark case - Salomon vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil
	B	Types of companies, Promoters, Formation and incorporation of a company.
	C	Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions
	Unit 2	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
	B	Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.
	C	Debentures – Characteristics, Kinds of Charges, Allotment of Shares, Essentials of Valid Allotment, Demat Account,

		Members vs. Shareholders, Methods of becoming a Member, Termination of Membership, Rights and Duties of Members		
	Unit 3	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		
	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		
	C	Prevention of oppression and Mismanagement		
	Unit 4	Winding up and CSR		
	A	Meaning, Modes of Winding up,		
	B	Official Liquidator and his Duties		
	C	Corporate Social Responsibility -Provisions in Companies Act 2013		
	Unit 5	Emerging areas		
	A	Increasing Role of SEBI		
	B	Brief Overview of Securities and Contract Regulation Act		
	C	Brief Overview of Competition Act 2002		
	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"> • Singh, Avatar, <i>Introduction to Company Law</i>, 10th ed., 2006, Eastern Book Co. • Singh, Avatar, <i>Company Law</i>, 15th ed., 2007, Reprinted 2009, EBC Web store • The Companies Act 2013 		

Computerized Accounting System

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch:		Semester: IV
1	Course Code	BBA238
2	Course Title	COMPUTERIZED ACCOUNTING SYSTEM
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
	Course Status	PRACTICAL
5	Course Objective	<ul style="list-style-type: none"> • This course helps students to work with well-known accounting software i.e. Tally ERP.9. • 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 • 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. • The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization.
6	Course Outcomes	<p>At the completion of the course students will be able to:</p> <p>CO1: Define the basic concepts of accounting in Tally ERP9 CO2: Understand Stock groups, Inventory accounting and GST in India. CO3: Apply and illustrate inventory accounting in Tally CO4: Explain and analyze GST in Tally.</p>
7	Course Description	<p>Computerized Accounting involves making use of computers and accounting software to record, store and analyze financial data. A computerized accounting system brings with it many advantages that are unavailable to analog accounting systems.</p>
8	Outline syllabus	
	Unit 1	Introduction to Tally ERP9
	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
	Unit 2	Accounts with Inventory
	2 A	Stock Groups, Stock items and Stock Categories
	2 B	Units of measurement and Creation of Godowns/Locations

	2 C	Creating Inventory Masters for different manufacturing units.		
	Unit 3	Advanced Accounting in Tally ERP9		
	3 A	Different Actual and Billed Quantities, Cost Centres and Cost Categories		
	3 B	Bill of Materials (BoM), Bill-wise details		
	3 C	Preparation of Budgets and Stock Valuation		
	Unit 4	Working of GST		
	4 A	Basics of GST and TDS		
	4 B	Returns and Forms, Valuation Rules		
	4 C	TDS and GST, Practical sessions		
	Unit 5	Project Work		
	5 A	Project on Preparation of Final Accounts		
	5 B	Project on Accounts with Inventory Calculations		
	5 C	Project on GST and TDS Applications		
	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	<ul style="list-style-type: none"> ✓ 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



Total Personality Development

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2019-20
Branch:		Semester: IV
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 2.To develop professional attitude 3.To develop placement skills 4. To develop effective communication, interpersonal & soft skills
6	Course Outcomes	The students will be able to: CO1: Identify their strength & weaknesses CO2: Develop their presentation & speaking skills CO3: Apply thinking & problem-solving skills 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	
	Unit 1	Understanding Personality
	A	SWOT Analysis
	B	Personality Test – DISC
	C	Picture Interpretation
	Unit 2	Presentation Skills
	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
	Unit 3	Effective Communication & Soft- skills
	A	JOHARI Window: Interpersonal
	B	Personal Grooming, Dressing sense, Public Speaking
	C	Corporate Etiquettes
	Unit 4	Problem Solving & Decision Making

	A	Thinking Hats-6 styles		
	B	Conducting Meetings, Brainstorming sessions		
	C	Role- Play		
	Unit 5	Professional Skills		
	A	Basics of Resume Writing,		
	B	Handling Group discussions & Interviews		
	C	Time management: Importance, multitasking & Procrastination,		
	Mode of examination	Practical		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*			
	Other References	<ol style="list-style-type: none"> 1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi 2. Seven Habits of Highly Effective People, Steven Covey 3. Personality Development, Elizabeth B. Hurlock 		

Corporate Strategy

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
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"> • Assess the structure of an industry and its influence on potential for profitability of firms in the industry. • Assess a firm's resources and organizational capabilities for their ability to generate competitive advantage. • Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its competitive advantage. • Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization
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 CO2: Understand various tools and frameworks for strategic analysis CO3: Apply the various tools and frameworks for strategic analysis CO4: Analyse the real-life situations of company using a strategic management perspective 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	Syllabus Outline	
	Unit 1	Introduction to Strategic Concepts
	A	Strategic Management and benefits of strategic management.
	B	Strategic Management Model
	C	Strategy and what are different levels of strategy
	Unit 2	Environmental Scanning and Industry Analysis
	A	Scanning the external environment using the PRESTCOM framework
	B	Industry Analysis: Using Porter's Five Forces Model
	C	Strategic Groups and Key Success Factors of an Industry
	Unit 3	Internal Scanning: Organizational Analysis
	A	Resources; Capabilities, Competencies

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

International Finance and Foreign Exchange Management

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: -		Semester: V
1	Course Code	DSE015
2	Course Title	INTERNATIONAL FINANCE AND FOREIGN EXCHANGE MANAGEMENT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	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 : CO1: The students will gain in-depth knowledge of fund mobilization for its organisation through offshore funding. CO2: 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. CO3: 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	
	Unit A	International Finance and Foreign Exchange management
	A 1	<ul style="list-style-type: none"> General Introduction, Link between the National Economy and International Activities, (Each unit will have basic numerical)
	A 2	<ul style="list-style-type: none"> Presentation of Balance of Payments. (Each unit will have basic numerical)
	A 3	<ul style="list-style-type: none"> Evolution of International Monetary System, International Monetary Fund, International Bank for Reconstruction and Development. (Each unit will have basic numerical)
	Unit B	Financing of International Projects
	B 1	<ul style="list-style-type: none"> Different types of Project Financing,

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

International Aspects of Business Operations

School: School of Business Studies		Batch : BBA (2018– 21)
Program: BBA		Current Academic Year: 2020-21
Branch: -		Semester: V
1	Course Code	DSE016
2	Course Title	International Aspects of Business Operations
3	Credits	04
4	Contact Hours	4-0-0
	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 & facilitation are also included in this course.</p>
6	Course Objective	<ul style="list-style-type: none"> - To make students understand various controllable and uncontrollable International trade issues in Business Operations. - To make students describe the Global Production functions in terms of strategies like outsourcing and the logistics implications. - To make students examine the product development process and the impact of R&D and innovation. - To make students illustrate the operational issues in International HRM and Finance - To make students assess the importance of various documents in trade facilitation and international operations
7	Course Outcomes	<p>On completion of this course the learners will be able to</p> <p>CO 1. Recognise controllable and uncontrollable International trade issues in Business Operations.</p> <p>CO 2. Describe Global Production functions in terms of strategies like outsourcing and the logistics implications.</p> <p>CO 3. Illustrate the product development processes and the impact of R&D and innovation.</p> <p>CO 4. Illustrate the operational issues in International HRM and Finance.</p> <p>CO 5. Identify the importance of various documents in trade facilitation</p>

		and International Operations.		
8	Outline syllabus			
	Unit A	International trade issues in Business Operations		
	A 1	Introduction to Globalization , Trade patterns and Exim Policy and Strategy		
	A 2	International trading systems; Multilateral, Regional and Bi-lateral		
	A 3	Pricing and Quotation for Export and Import Business International trade transactions-The Process flows and Systems		
	Unit B	Global Production : Outsourcing and Logistics		
	B 1	Strategy for production and logistics; where to produce; the role of foreign workhouses		
	B 2	Outsourcing production: make or Buy Decisions, the Indian Perspective		
	B 3	Managing Global Supply Chain		
	Unit C	Product Development and R&D		
	C 1	Innovation, patents and product development.		
	C 2	Product attributes: Localization, conformance to quality norms		
	C 3	Distribution strategy, Pricing Strategy and Marketing Mix		
	Unit D	Operational Issues in International HRM and Finance		
	D 1	Strategic role of international HRM; Staffing; training and management development		
	D 2	International mobility of labor. Expatriate managers, Compensation		
	D 3	Financing decisions, currency , exchange rates and quotations		
	Unit E	Documentation and International Operations		
	E 1	Trade facilitation		
	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.		
	E 3	Documentation for international trade transactions,		
	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	<p>Guided study will include text readings, articles on contemporary issues in organization, assignments, case analysis and power point presentations. Reference will be made-</p> <ul style="list-style-type: none"> • Reference 1. Joshi, R. M. (2010): International Business, Oxford University Press, New Delhi • Reference 2. Morrison, Janet. The International Business Environment: Global and Local Market Places in Changing World, Palgrave. • Reference 2 Daniels, J.D., Radebaugh, L.L. and Sullivan, D. P. (2010) International Business: Environments and Operations, Prentice-Hall, 11th Edition. 		



Globalizing Indian Business

School: School of Business Studies		Batch : BBA (2018 – 21)		
Program: BBA		Current Academic Year: 2020-21		
Branch: - IB		Semester: V		
1	Course Code	DSE017		
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	<ol style="list-style-type: none"> 1. To make students explain the structural features of India's foreign trade 2. To make students analyze the domestic response to globalization at a disaggregated sectoral level 3. To make students explain various threats and opportunities in doing business from an India-centric perspective in some emerging fields of global business 4. To make students identify the policy environment in India facilitating and/or inhibiting international business 		
7	Course Outcomes	<p>The students will be able to:</p> <p>CO1: Recognize the structural features of India's foreign trade K1</p> <p>CO2: Explain the domestic response to globalization at a disaggregated sectoral level K2</p> <p>CO3: Illustrate various threats and opportunities in doing business from an India-centric perspective in some emerging fields of global business K3</p> <p>CO4: Categorize the policy environment in India facilitating and/or inhibiting international business K4</p>		
8	Outline syllabus			
	Unit A	Characteristics of India's Foreign trade		
	A 1	<ul style="list-style-type: none"> • Globalization 		
	A 2	<ul style="list-style-type: none"> • Trends in composition of India's foreign trade 		

	A 3	<ul style="list-style-type: none"> • Factors contributing to recent changes 		
	Unit B	Domestic policy response to globalization		
	B 1	<ul style="list-style-type: none"> • Manufacturing Sector: Concepts of Non-Agricultural Market Access 		
	B 2	<ul style="list-style-type: none"> • Most Favoured Nation 		
	B 3	<ul style="list-style-type: none"> • National Treatment, Anti-dumping duties 		
	Unit C	Domestic policy response to globalization		
	C 1	<ul style="list-style-type: none"> • Service Sector: Implications of GATS 		
	C 2	<ul style="list-style-type: none"> • Agriculture, forestry and fisheries Sector: Implications of subsidies, tariff and non-tariff barriers in international agri-business 		
	C 3	<ul style="list-style-type: none"> • Media industry: Implications of Globalizations for Entertainment, Advertising, Print and News Industries 		
	Unit D	Sunrise sectors in international business		
	D 1	<ul style="list-style-type: none"> • Energy, entertainment, retail trade and India's position thereof 		
	D 2	<ul style="list-style-type: none"> • Education, • health services, • ITES and India's position thereof 		
	D 3	<ul style="list-style-type: none"> • Agro-processing, tourism and hospitality and India's position thereof 		
	Unit E	India's policy environment for international business		
	E 1	<ul style="list-style-type: none"> • Industrial policy 		
	E 2	<ul style="list-style-type: none"> • Agricultural policy, • Forest • & Environment policy 		
	E 3	<ul style="list-style-type: none"> • Land Acquisition policy and Labour policy 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Datta, Samar K. & Deodhar Satish (eds) (2001): „Implications of WTO Agreements for Indian Agriculture“, Oxford & IBH Company, N.Delhi, 2001, CMA Monograph no.191. • Datta, Samar K. & Chakrabarti, Milindo (2001): A Note on the Definition of a „Resource Poor-Farmer“ 		

		<p>: Chapter 18 in „Implications of WTO Agreements for Indian Agriculture“, Oxford & IBH Company, N.Delhi, 2001, CMA Monograph no.191: pp.552- 568.</p> <ul style="list-style-type: none">• 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.

Management of Cross- Cultural Issues

School: SBS		Batch: 2018-2021
Program: BBA (IB)		Current Academic Year: 2020-2021
Branch: International Business (IB)		Semester: V
1	Course Code	DSE-018
2	Course Title	Management of Cross-Cultural Issues
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	ELECTIVE
5	Course Objective	<ol style="list-style-type: none"> 1. To introduce the key concepts and main theoretical framework of culture. 2. To introduce how cultural differences may impact the management of individuals, teams and organizations. 3. To introduce effective human resource management practice in multinational organizations. 4. To develop the students' critical thinking and creativity.
6	Course Outcomes	<p>The Course will enable students to:</p> <p>CO1: Recall about the meaning, concept, facets and levels of cultures.</p> <p>CO2: Explain about Cross Cultural differences by using models and mapping methods that are useful for making strategic decisions.</p> <p>CO3: Apply the knowledge of global business environment to improve the effectiveness of cross-culture in the organizations.</p> <p>CO4: Analyze different business cultures of different countries across the world for managing cross-culture in the organizations.</p> <p>CO5: Determine different negotiation strategies effective in Cross-Cultural environment by understanding intercultural communication patterns.</p>
7	Course Description	<p>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. Course offers understanding of cultural similarities and differences among clusters of countries through discussions on cross- cultural research findings of Geert. Hofstede, Fons. Trompenaars. The course also aims to offer basic skills of effective cross- cultural communication and negotiation important to adjust to a varied international business environment.</p>
8	Outline syllabus	
	Unit 1	Understanding of Culture
	A	Culture: Concept and Importance
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes
	C	Culture Levels: Individual, Team, Organizational, Regional, National
	Unit 2	Cultural Models
	A	Hofstede cultural dimensions

	B	Hampden & Trompenaar's Model		
	C	GLOBE (Global Leadership and Organizational Behaviour Effectiveness) Project		
	Unit 3	Global Business Environment and Cross-Cultural Management		
	A	Major characteristics and challenges of Multinational Corporations.		
	B	International Assignments and Expatriation		
	C	Cross cultural effectiveness: Need & benefits of Cross-cultural Training		
	Unit 4	Business Cultures in different part of the world		
	A	Cultural influences on business culture of China, Japan & India		
	B	Business culture in Middle East & America		
	C	Business culture in Africa		
	Unit 5	Communication across Cultures		
	A	Barriers to intercultural communication		
	B	Negotiation in cross cultural environment		
	C	Emotions in Intercultural Negotiations		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Shobhana Madhavan, Cross- Cultural Management Concept & Cases, II Edition, Oxford Higher Education		
	Other References	<ul style="list-style-type: none"> ● Browaeys, M.J.& Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi ● Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill 		

Corporate Governance & Business Ethics

School: SBS		Batch : BBA 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: -		Semester: VI
1	Course Code	BCM310
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	<ol style="list-style-type: none"> 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 2. To explain the various concept and various theories of Business ethics. 3. To learn the various approaches to ethical decision making. 4. To make students acquainted with ethical code, value & Corporate Social Responsibility.
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Define and describe concepts related to corporate governance and business ethics</p> <p>CO2: Explain the various models related to corporate governance and business ethics</p> <p>CO3: Apply the principles and approaches in taking governance and ethical decisions.</p> <p>CO4: Analyse business situations in view of models and principles related to governance and ethics.</p>
8	Syllabus Outline	
	Unit 1	Corporate Governance
	1a	Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations
	1b	Corporate governance committees – India and International
	1c	Codes of Corporate Governance in global context
	Unit 2	Theory and Practice of Corporate Governance
	2a	Theoretical basis of corporate governance
	2b	The evolution and structure of the Board of Directors

	2c	Different approaches to corporate governance - Corporate governance and corporate social responsibility		
	Unit 3	Corporate Governance and responsibility		
	3a	Corporate Governance: reporting and disclosure - Public sector governance.		
	3b	Internal control and review: Management control systems in corporate governance - Internal control, audit and compliance in corporate governance		
	3c	Internal control and reporting - Management information in audit and internal control.		
	Unit 4	Introduction to Business Ethics		
	4a	Concepts related to Business Ethics, morals & Values – comparison and types		
	4b	Professional practice and codes of ethics - Conflicts of interest and the consequences of unethical behaviour		
	4c	Ethics theories – consequential (egoism, utilitarianism) and other non-consequential theories		
	Unit 5	Ethical Decision Making		
	5a	Ethical characteristics of professionalism - Social and environmental issues in the conduct of business		
	5b	Ethical decision Making, Corporate Value and Ethical Decision Making		
	5c	Business Ethics and Social Responsibility		
	Mode of examination	Theory		
	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 Business Ethics An Indian Perspective: BiztantraPublication-Prof. (Col.) P.S. Bajaj &Dr. Raj Agrawal (2004) Ethics in Management and Indian Ethos: Vikas Publication- Biswanth Ghosh (2005)		

International Trade Theory and Policy

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: IB		Semester:VI
1	Course Code	DSE019
2	Course Title	International Trade Theory and Policy
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<ol style="list-style-type: none"> 1. To understand the concept of international trade with a chronologically evolved approach 2. To assist students to integrate international trade policy of India into operating a prospective international business 3. To introduce students to the aspects of international exchange rates and currencies, BOP and other issues of international transfers 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	<p>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</p> <p>CO2: The student will be able to describe the contemporary context of international trade and discuss it in terms of the abovementioned concepts</p> <p>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</p>
7	Course Description	<p>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.</p>

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

	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ol style="list-style-type: none"> 1. "International Economics", Dominick Salvatore, 11th ed., Wiley 2. Foreign Trade Policy Document of India 2015-20 3. Francis Cherunilam, International Business Environment, (4th Edition) Himalaya Publishing House 		
	Other References			



Monetary Economics

School:		School of Business Studies	Batch : 2018-21
Program:		Bachelor of Business Administration Current Academic Year: 2020-21	
Branch: IB		Semester:VI	
1	Course Code	DSE020	
2	Course Title	Monetary Economics	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	<p>The objectives of this course are:</p> <p>a) to provide a conceptual framework of monetary economics and how it is related with real economy</p> <p>b) to introduce analytical concepts related to monetary policy</p> <p>c) to expose the learners to different aspects of financial markets</p> <p>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</p>	
6	Course Outcomes	<p>CO1: The student will be able to define money and money supply, along with identifying the concepts of money multiplier and demand for money</p> <p>CO2: The student will be able to describe reasons and objectives of monetary policy and its impact on the economy</p> <p>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</p>	
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		
	Unit 1	Introduction – Concept of Money and Money Supply	
	A	Introduction, a brief history of money	
	B	Functions and Definitions of Money	
	C	Monetary Base and Monetary Base Multiplier	
	Unit 2	Demand for Money	
	A	Quantity Equation and Quantity Theory of Money	

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

	Other References	<ul style="list-style-type: none">• Banking and Interest Rates in a World Without Money: The Effects of Uncontrolled Banking Fischer Black, Published Online: 19 SEP 2015• Arestis, P., & Sawyer, M. C. (Eds.). (2006). A handbook of alternative monetary economics Edward Elgar Publishing. Chicago)
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EXIM Policy & Procedures

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: -		Semester: VI
1	Course Code	DSE021
2	Course Title	EXIM Policy & Procedures
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course 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 Objective	<ul style="list-style-type: none"> a) To build upon concept of trade policy based upon basic understanding of international trade. b) To make students aware about trends in international trade and its linkages with foreign trade policy c) To provide a systematic understanding of policy through policy framework To impart knowledge about various documents and procedures along with two recent EXIM policies.
7	Course Outcomes	<p>At the end of this course , Students will be able to :</p> <p>CO1: Distinguish trends in international trade and its linkages with EXIM Policy</p> <p>CO2: Recognize the importance of trade policy in the development of international trade</p> <p>CO3: Establish connection between legal framework, institutional framework and government assistance and its role in promotion of international trade.</p> <p>CO4: Assess EXIM Policy document and draw practical lessons on export and import activities based on EXIM Policy</p>

8	Outline syllabus	
	Unit A	Introduction to EXIM Policy and Trends in Global Trade
	A 1	What is EXIM Policy? A Brief History and main objectives of EXIM Policy.
	A 2	Trends in Import and Export of Goods Since 1985 EXIM Policy of India.
	A 3	Exim Policy and Its influence upon Trends of Country's Share in Global Trade
	Unit B	Framework for EXIM Policy
	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
	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
	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
	Unit C	Export-Import Documents and Electronic Data Interchange EDI System
	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
	C 2	Commercial Invoices, Bill of lading, Airway Bill, Post Parcel Receipt, Insurance Policy Certificate, Bill of Exchange, Shipping Bills
	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

	Interchange System (EDI), EDI and Bar Coding, Role of EDI in Business, Developing EDI Plan		
Unit D	EXIM POLICY 2009-2014		
D 1	EXIM POLICY 2009-2014; Aims and Target, Legal Framework,		
D 2	General Provisions, Special Focus Initiatives, Promotion Measures, Duty Exemption/Remission Schemes,		
D 3	Export Promotion Capital Goods Scheme, Special Economic Zones and Deemed Export		
Unit E	EXIM POLICY 2015-2020		
E 1	EXIM POLICY 2015-2020; Vision, Mission, Objectives, and Planned Targets.		
E 2	Trans- Atlantic Trade and Investment Partnership and Regional Comprehensive Economic Partnership (RECP)		
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.		
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 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, http://rbidocs.rbi.org.in/rdocs/notification/PDFs/14ME010212FS.pdf Govt. of India Publication Division, Handbook of EXIM Procedures and Documentation, http://dgftcom.nic.in/exim/2000/procedures/ftp-hbcontentE-1011.pdf Export Procedures and Documentation, http://eximsupport.com/Aboutus/ExportProcedureandDocumentation.aspx The Hindu, August 28, 2014, Opinion, Framework to boost exports. http://www.thehindu.com/todays-paper/tp-opinion/framework-to-boost-exports/article6358205.ece		

Structure of Global Economy

School: SCHOOL OF BUSINESS STUDIES		Batch : 2018-21
Program: BBA IV		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE022
2	Course Title	Structure of Global Economy
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The course aims to:</p> <p>Make students describe various effecting various global demographic variables and trends.</p> <p>Make students explain the need for global Industries to Shift their Strategic Priorities.</p> <p>Make students Illustrate the global agriculture productivity and its transition. .</p> <p>Make students explain the causes and consequences of income inequality.</p> <p>Make students explain the environment challenges at global level.</p>
6	Course Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Describe various effecting various global demographic variables and trends. 2. Explain the need for global Industries to Shift their Strategic Priorities. 3. Illustrate the global agriculture productivity and its transition. . 4. Explain the causes and consequences of income inequality. 5. Explain the environment challenges at global level.
7	Course Description	
8	Outline syllabus	
	Unit 1	Global Demography: Fact, Force and Future(Reading 1)
	A	Global Demographic Trends and Patterns
	B	Effect on Economics
	C	Thinking Ahead
	Unit 2	Why Global Industrials Must Shift Strategic Priorities (Reading 2)
	A	Industrial trends and sales model transformation; Re-evaluating and optimizing value chain participation
	B	Developing a “match-fit” organization; Embracing and leveraging disruptive technology and digital capabilities
	C	Configuring for fast-cycle R&D, innovation and technology adoption

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

Marketing Specialization

Retail Management

School: School of Business Studies		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE064
2	Course Title	Retail Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at enable critical thinking and analysis of retail marketing.
6	Course Objectives	<ol style="list-style-type: none"> 1. To introduce the basic concepts of retail management and the latest developments in retailing in the Indian context 2. To introduce to the framework of Retail mix and each of its elements. 3. To provide a strategic perspective of the retailing industry
7	Course Outcomes	<p>CO1:The student will gain knowledge of basic retailing concepts in prevailing retail environment.</p> <p>CO2:The student will be able to classify traditional and modern Retailing formats.</p> <p>CO3: The students will understand the significance of Retail location and interpret retail merchandising strategies.</p> <p>CO4: The student will be able to interpretand contrast Retail Marketing Mix strategies and infer measures of retail performance.</p>
8	Outline syllabus	
	Unit A	
	A 1	Significance of retail industry
	A 2	Theories of retail development
	A 3	Classification of retail stores, Retail Formats
	Unit B	
	B 1	The evolution of merchandising function in retail
	B 2	The process of merchandising buying and the procedure for selecting vendors and building partnerships
	B 3	The concept of own brand and manufacturers' brand
	Unit C	
	C 1	Importance ,types and selection of location
	C 2	Relationship between store image and store design, Components of exterior and interior
	C 3	Visual merchandising in retail

	Unit D			
	D 1	Product & Service Assortment Mix		
	D 2	Elements of retail price and developing a pricing strategy		
	D 3	Communication & Distribution Mix		
	Unit E			
	E 1	Measures of Financial Performance, Strategic Profit Model		
	E 2	Measures of Retail performance		
	E 3	Importance of CRM for the retail		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s	<ul style="list-style-type: none"> • Berman , Barry and Joel Evans Retail Management 		
	Other References	<ol style="list-style-type: none"> 1. Cooper, J. Strategy planning in Logistics and Transportation 2. Cox, Roger and Paul Brittain Retail Management 3. Levy & Weitz Retailing Management 4. Gibson and Vedmani: Retail Management 		



Advertising and Brand Management

School: School of Business Studies		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE065
2	Course Title	Advertising and Brand Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course aims to equip the students with the fundamental knowledge of branding and brand management and also with the intricacies of advertising
6	Course Objectives	1. To make the students conversant with the challenges arising out of the complexities of branding and brand management 2. To make the students familiar with the mechanics of advertising campaign planning and execution
7	Course Outcomes	CO1: The student will be able to describe the brand management process. CO2: The student will be able to explain the concept of brand equity. CO3: The student will be able to demonstrate how to reinforce and revitalize brands. CO4: The student will be able to explain the concept integrated marketing communications (IMC) and classify advertisements. CO5: The student will be able to evaluate advertising campaigns.
8	Outline syllabus	
	Unit A	
	A 1	<ul style="list-style-type: none"> • Significance of branding, difference between product and brand
	A 2	<ul style="list-style-type: none"> • Branding challenges and opportunities, types of brands
	A 3	<ul style="list-style-type: none"> • Strategic brand management process
	Unit B	
	B 1	<ul style="list-style-type: none"> • Defining customer-based brand equity, making a strong brand
	B 2	<ul style="list-style-type: none"> • Sources of brand equity
	B 3	<ul style="list-style-type: none"> • Building a strong brand: the four steps of brand- building

	Unit C			
	C 1	<ul style="list-style-type: none"> Brand architecture, brand hierarchy, designing a branding strategy 		
	C 2	<ul style="list-style-type: none"> Brand extension, advantages and disadvantages of brand extension 		
	C 3	<ul style="list-style-type: none"> Reinforcing and revitalizing brands 		
	Unit D			
	D 1	<ul style="list-style-type: none"> Introduction to integrated marketing communications 		
	D 2	<ul style="list-style-type: none"> Tools of integrated marketing communications 		
	D 3	<ul style="list-style-type: none"> Types of advertising 		
	Unit E			
	E 1	<ul style="list-style-type: none"> Players in the advertising world, advertising agency 		
	E 2	<ul style="list-style-type: none"> Advertising strategy, the DAGMAR approach 		
	E 3	<ul style="list-style-type: none"> Concept of creativity, idea generation, creative brief, creating an appeal 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s	<ul style="list-style-type: none"> 'Brand Management – Principles and Practices' by Kirti Dutta (Oxford University Press) 'Advertising and Promotion: An Integrated Marketing Communications Perspective' by George E. Belch, Michael A. Belch and KeyoorPurani(McGraw-Hill) 		
	Other References	<ul style="list-style-type: none"> 'Advertisement and Promotions: An IMC Perspective' by Kruti Shah and Alan D'Souza (McGraw-Hill) 'Strategic Brand Management' by Kevin Lane Keller, MG Parameswaran and Isaac Jacob (Pearson) 		

Sales and Distribution Management

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE066
2	Course Title	Sales and Distribution Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	<p>1. To provide insights into the core functions of Sales and Distribution in Organization</p> <p>2.To highlight the role of Sales and Distribution functions in enhancing Organization productivity</p> <p>3.To analyze the challenging role of Sales and Distribution functions and its role in enhancing Market share for organization</p> <p>4. To demonstrate the critical role of Sales and Distribution function in enhancing Customer service and finally achieving Vision of the Organization.</p>
6	Course Outcomes	<p>CO1: To understand the importance and scope of Sales and Distribution functions in an Organization and its role in organization productivity</p> <p>CO2: To have a thorough knowledge of Sales & Distribution techniques and their contribution to sustain in competitive environment</p> <p>CO3:To evaluate Sales and Distribution contribution to Organization productivity and Customer Service in dynamic changing environment</p> <p>CO4: To gain insights into the emerging trends in Sales and Distribution functions and the role of Information Technology in achieving Organization sales & distribution objectives.</p>
7	Course Description	The course is designed to provide insights in the Area of Sales and Distribution function to students in real time environment. The challenging role of Sales and its Contribution for Organization productivity and growth of market share in competitive environment. The Course lays emphasis on the role of Information technology in enhancing Sales and Service to its customers equipped with high security issues and features.
8	Outline syllabus	

	Unit 1	Introduction		
	A	Nature and scope of sales management & Ethical Leadership		
	B	Sales forecasting and Budgeting decisions		
	C	Emerging trends in sales management & Personal selling strategies		
	Unit 2	Sales Territories & Quotas		
	A	Designing Sales Territories & Sales Organization structure		
	B	Sales forecasting techniques		
	C	Recruitment and selection of sales force, Motivation & Compensating sales force		
	Unit 3	Distribution management		
	A	Introduction to distribution channels		
	B	Marketing channels strategy		
	C	Levels of Channels & Distribution channel management		
	Unit 4	Distribution strategy		
	A	Classifications, Functions, Key tasks & Role of I.T in Distribution		
	B	E-commerce & Distribution strategies		
	C	Security Issues in Distribution Case Studies		
	Unit 5	Supply Chain management		
	A	Introduction to SCM		
	B	Benefits & issues related to Supply Chain Integration		
	C	3 rd Party Logistics & Outsourcing Case studies		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Sales and Distribution Management, 6e, by Richard R still & Edward W. Cundiff, Pearson Education, 2017		
	Other References	1. Marketing Channels, Stern, L.W. El Ansari, A.L. Coughlan, PHI 2. McMurry & Arnold How to build a dynamic Sales Organisation 3. Pradhan ,Jakate& Mali Elements of Salesmanship and Publicity 4. Anderson R Professional Sales Management 5. F.L. Lobo Successful Selling		

Consumer Behaviour

School: School of Business Studies		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE068
2	Course Title	Consumer Behaviour
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of consumer decision processes and their interplay with marketing.
6	Course Objectives	1. To make the students aware of the theoretical principles and real-life applications of consumer behaviour 2. To make the students familiar with the mental processes that govern consumer behaviour 3. To make the students comprehend the interplay of consumer behaviour and marketing strategy
7	Course Outcomes	CO1: The student will be able to describe the different components of the framework of consumer behaviour. CO2: The student will be able to explain how personality and other internal factors influence consumer decisions and behaviour. CO3: The student will be able to show how consumer decisions are influenced by social class and other external factors. CO4: The student will be able to analyse the post-purchase behaviour of consumers. CO5: The student will be able to compare organizational buying behaviour with individual buying behaviour.
8	Outline Syllabus	
	Unit A	
	A1	Definition of consumer behaviour and its role in marketing
	A2	The framework of consumer behaviour
	A3	The changing face of consumer behaviour
	Unit B	
	B1	Personality and self-concept in consumer behaviour
	B2	Consumer motivation and perception
	B3	Consumer attitude and learning
	Unit C	
	C1	Reference groups and opinion leadership
	C2	Family, age and gender influences on consumer behaviour
	C3	Social class and consumer behaviour

	Unit D			
	D1	Diffusion of innovation		
	D2	Influence of culture on consumer behaviour		
	D3	Post-purchase behaviour of consumers		
	Unit E			
	E1	Organizational buying roles		
	E2	Organizational buying situations		
	E3	Influences on organizational buying behaviour		
	Mode of Examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Textbook/s	„Consumer Behavior“ by Leon G. Schiffman and Leslie Lazar Kanuk (Pearson)		
	Other References	„Consumer Behavior - Buying, Having, and Being“ by Michael R. Solomon (Pearson)		



Services Marketing

School: School of Business Studies		Batch: 2018-2021
Program: BBA (Mktg.)		Current Academic Year: 2020-21
Branch: Marketing		Semester: VI
1	Course Code	DSE067
2	Course Title	Services Marketing
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course is aimed at imparting students a broad understanding of services marketing techniques and practices, for the marketing function of a services-based business.
6	Course Objectives	1. To impart students an in-depth understanding of services marketing practices. 2. To make the students understand and learn the basic strategies that underlies service management in the context of marketing activities. 3. To help the students understand the challenges of modern-day service marketing 4. To understand service consumer and markets
7	Course Outcomes	CO1: The students will be able to identify and recognize services marketing and its various theories as an important aspect of modern-day marketing practices. CO2: The students will be able to describe and interpret the consumer behaviour in the context of services, while also being able to illustrate the role of culture in service encounters CO3: The students will be able to demonstrate and assess the various marketing strategies in the light of services management and marketing. CO4: The students will be able to examine and illustrate the importance of services marketing theories and strategies towards delivering service quality, satisfaction and positive services encounters CO5: The students will be able to identify and demonstrate the role of various marketing strategies towards service recovery and customer relationships in the service environment
8	Outline syllabus	
	Unit A	
	A 1	Understanding Service Products, Consumers & Markets -Marketing in the Service Economy
	A 2	Understanding Service Products, Consumers & Markets -Understanding Service Consumers
	A 3	Understanding Service Products, Consumers & Markets -Customer Behavior, Culture and Service Encounters
	Unit B	
	B 1	Understanding Service Products, Consumers & Markets – Positioning Services
	B 2	Applying 4P's of Marketing to Services – Developing Services Products & Brands
	B 3	Applying 4P's of Marketing to Services – Distributing Services through Physical & Electronic Channels
	Unit C	
	C 1	Applying 4P's of Marketing to Services – Service Pricing, Services Marketing Communications
	C 2	Adapting the Service Environment

	C 3	Shaping the Service Environment		
	Unit D			
	D 1	Managing People for Service Advantage		
	D 2	Service Quality & Productivity		
	D 3	Service Quality & Productivity		
	Unit E			
	E 1	Handling customer complaints		
	E 2	Service Recovery		
	E 3	Service Recovery		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Textbook/s	<ul style="list-style-type: none"> Lovelock, Patterson, Wirtz, <i>Services Marketing: An Asia-Pacific and Australian Perspective</i>, 6th edition, Pearson Wirtz, J., Lovelock, C., & Chatterjee, J., <i>Services Marketing</i>, 8e, Pearson 		
	Other References	<ul style="list-style-type: none"> Rao, K. R. M., <i>Services Marketing</i>, 2nd edition, Pearson 		

Advanced Digital Marketing

School: School of Business Studies		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE069
2	Course Title	Advanced Digital Marketing
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting students a broad understanding of digital techniques and practices of the marketing domain.
6	Course Objectives	3. To impart students an in-depth understanding of digital marketing practices. 4. To make the students understand and learn the basic tools and techniques utilized by digital marketers. 5. To help the students understand the challenges of modern-day digital consumers 6. To understand tools of an effective digital marketing strategy
7	Course Outcomes	CO1: The students will be able to identify and recognize digital marketing as an inherent aspect of modern day marketing. CO2: The students will be able to describe and interpret the various tools and techniques of digital marketing; while also being able to differentiate the online consumer. CO3: The students will be able to discover and analyze social media channels as an important aspect of digital marketing. CO4: The students will be able to interpret and explain search engines as an effective tool for digital marketing; while also being able to recognize their various marketing features. CO5: The students will be able to identify and explain the relevance of e-mails and websites towards impacting modern day marketing practices.
8	Outline syllabus	
	Unit A	
	A 1	Digital Marketing – Introduction; Traditional Vs. Digital Marketing
	A 2	Tools & Techniques of Digital Marketing – An Introduction
	A 3	Digital Consumer Behavior
	Unit B	
	B 1	Social Media Marketing – An Introduction

	B 2	Facebook, Instagram, Twitter and other growing Social Media Channels		
	B 3	Influencer Marketing		
	Unit C			
	C 1	Content Marketing & Blogs		
	C 2	Search Engine Optimization – An Introduction		
	C 3	On Page & Off Page SEO		
	Unit D			
	D 1	SEO - Keywords, Inbound Links, Duplicate Content, Meta Tags		
	D 2	Affiliate Marketing - Introduction		
	D 3	Affiliate Marketing		
	Unit E			
	E 1	E-mail Marketing		
	E 2	Website as a Digital Marketing Tool		
	E 3	Website Management		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s	<ul style="list-style-type: none"> Teacher Notes & Reference Material 		
	Other References	<ul style="list-style-type: none"> Strauss, J., El-Ansary, A., & Frost, R., <i>E- Marketing</i>, 4th Edition, Prentice Hall of India 		

Advanced Research Techniques in Marketing

School: School of Business Studies		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE070
2	Course Title	Advanced Research Techniques in Marketing
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting students an understanding of advanced research tools of applicability to the marketing function in a business domain.
6	Course Objectives	<ol style="list-style-type: none"> 1. To provide students an in-depth understanding of the research function and methods, in the context of marketing domain particularly. 2. To prepare students to conduct an independent study – formulating the study, choosing the research design, designing questionnaire and applying the various research methods 3. To develop skills towards both qualitative and quantitative approaches to research 4. To provide students an understanding of the various tools and techniques of data analysis in the domain of research
7	Course Outcomes	<p>CO1: The students will be able to recognize and interpret the concepts of business research and illustrate the same in marketing context.</p> <p>CO2: The students will be able to demonstrate and explain the research process as a function of the marketing domain for business organizations</p> <p>CO3: The students will be able to describe and experiment with various tool and techniques of business research</p> <p>CO4: The students will be able to recognize and apply appropriate research design, methods and tools to address a research problem.</p> <p>CO5: The students will be able to identify, and illustrate the applicability of statistical research tools and methods in business research for the marketing domain.</p>
8	Outline syllabus	
	Unit A	
	A 1	Nature & Scope of Research in Marketing
	A 2	Marketing Research Process
	A 3	Understanding consumer insights

	Unit B			
	B 1	Secondary Data		
	B 2	Qualitative Research in Marketing		
	B 3	Measurement & Scaling – Types of Scales		
	Unit C			
	C 1	Sampling Techniques & Methods		
	C 2	Sampling Techniques & Methods		
	C 3	Hypothesis Testing		
	Unit D			
	D 1	Hypothesis Testing		
	D 2	Introduction to SPSS		
	D 3	Introduction to SPSS – Descriptive Statistics		
	Unit E			
	E 1	Correlation & Regression using SPSS		
	E 2	Correlation & Regression using SPSS		
	E 3	SPSS – t test / z test		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s	<ul style="list-style-type: none"> Parsuraman, A., Grewal, D., & Krishnan, R., Marketing Research, 2nd Edition, Houghton Mifflin Cooper, D. R., Schindler, P. S., & Sun, J. (2006). <i>Business research methods</i> (Vol. 9). New York: McGraw-Hill Irwin. 		
	Other References	<ul style="list-style-type: none"> Kothari, C. R. (2004). <i>Research methodology: Methods and techniques</i>. New Age International. 		

Marketing Strategy

School: School of Business Studies		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE071
2	Course Title	Marketing Strategy
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Description	This course is aimed at enable critical thinking and analysis of Marketing Strategy
6	Course Objectives	<ol style="list-style-type: none"> 4. To understand fundamental concepts in marketing strategy development and execution. 5. To understand various marketing strategy factors in the competitive landscape. 6. The role of creative decision making and innovation for marketing strategy
7	Course Outcomes	<p>CO1: Student will be able to understand idea about the dimensions of marketing strategy formulation.</p> <p>CO2: To apply creative decision making based on subjective and analytical skill in the evaluation of marketing strategy.</p> <p>CO3: Student will be able to infer marketing strategies and assess key implementation issues/challenges associated with them.</p> <p>CO4: To evaluate Markets and Strategic Issues in Marketing</p>
8	Outline syllabus	
	Unit A	
	A 1	Basic concepts of marketing strategy
	A 2	Strategic planning process: marketing plan
	A 3	Corporate and division Strategic Planning Mission and Vision Statement
	Unit B	
	B 1	Strategy Formulation; External and internal Environmental Analysis ETOP and SAP; SWOT Analysis
	B 2	Competitor analysis: identifying competitors, identifying competitors'' objective.
	B 3	Developing marketing goals and objectives.
	Unit C	

	C 1	Product Strategy; Product Portfolio Strategy; New product development; Managing products and brands		
	C 2	Pricing Strategy:Key Issues in pricing strategy, Fixed versus dynamic pricing, Case Study		
	C 3	Distribution Strategy:Trends in marketing channels, Distribution concepts, collaborations.		
	Unit D			
	D 1	Strategic issues in IMC		
	D 2	Advertising Strategies, Case Study		
	D 3	Sales Promotion and Direct Marketing Strategies		
	Unit E			
	E 1	Strategic issues in marketing and control,		
	E 2	Evaluating markets, Case Study		
	E 3	Approach to marketing implementation		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s	1. Strategic Marketing by O C Ferrell & Michael D Hartline, Cengage Learning		
	Other References	1. Strategic Market Management, Aaker, David A. 2. Strategic Marketing Management, Richard M.S. Wilson, 3. Strategic Marketing: An Introduction, 2000, London:Routledge 4. Strategic Marketing: Cases & Concepts John Atkinson & Ian Wilson – Addison. 5. Strategic Marketing, 5e David W Cravens – Irwin Inc Wesley Longman		

Entrepreneurship Specialization

LEADERSHIP AND CHANGE MANAGEMENT

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE079
2	Course Title	LEADERSHIP AND CHANGE MANAGEMENT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
5	Course Objective	<ol style="list-style-type: none"> 1. To understand the concept and various styles of Leadership. 2. To know about the Trait and Behavioural theories of Leadership. 3. To understand Contingency theories of Leadership. 4. To describe concept and models of Change Management. 5. To understand the role, Characteristics and skills of change agents.
6	Course Outcomes	<p>CO1: To understand the concept and different styles of Leadership and implement best leadership style in the organization for achieving organisational and individual goals.</p> <p>CO2: To evaluate trait and behavioural theories with emphasis on required specific traits, intelligence of mind, behavioural Patterns and style of interaction with other group members in the organisation for becoming a successful leader.</p> <p>CO3: To observe the various organizational situations which affect leadership as well as recognise the needs of the situation and act accordingly to enhance leadership behaviour.</p> <p>CO4: To apply systematic models of change and impediment to change in organizational context and the measures to overcome these.</p> <p>CO5: To understand the role of change agents in order to bring the desired changes for improving the performance of the organization.</p>
7	Course Description	The aim of the course is to provide a comprehensive understanding of the concept of leadership and change Management. Course offers understanding of various styles and theories of leadership. The Course also aims to offer brief knowledge of change models, resistance to change and change agents.
8	Outline syllabus	
	Unit 1	Leadership Concept
	A	<ul style="list-style-type: none"> • Concept and Importance of leadership. • Leadership Behaviour, Competence and Skills leadership vs. management
	B	<ul style="list-style-type: none"> • Leadership Styles- Autocratic, Democratic, Free Reign • Forces influencing the selection of leadership style
	C	<ul style="list-style-type: none"> • Charismatic Leadership, Transactional Leadership, Transformational Leadership
	Unit 2	Trait and Behavioural Theories of Leadership
	A	<ul style="list-style-type: none"> • Trait Theory of leadership- Big Five Model
	B	<ul style="list-style-type: none"> • Behavioural Theory of Leadership- Ohio State Theory and University of Michigan Studies
	C	<ul style="list-style-type: none"> • Managerial Grid Model

	Unit 3	Contingency Theories of Leadership		
	A	<ul style="list-style-type: none"> • Fiedler Model 		
	B	<ul style="list-style-type: none"> • Hersey and Blanchard Theory of leadership 		
	Unit 4	Change Management		
	A	<ul style="list-style-type: none"> • Introduction, Drivers of change in business, Alternative strategies of change 		
	B	<ul style="list-style-type: none"> • Change models, Phases of planned change 		
	C	<ul style="list-style-type: none"> • Resistance to change, Overcoming resistance to change 		
	Unit 5	Change agents		
	A	<ul style="list-style-type: none"> • Introduction, Role of change agent, Characteristics of change agents 		
	B	<ul style="list-style-type: none"> • Internal and External Change Agents 		
	C	<ul style="list-style-type: none"> • Skills of a change agent 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Gary Yukl, Leadership in Organizations, Pearson Education (http://corenet.org.pk/js/Gary-Yukl-Leadership-in-Organizations.pdf) 		
	Other References	<ul style="list-style-type: none"> • David R. Kolzow, Leading from Within: Building organizational Leadership Capacity (http://www.iedconline.org/clientuploads/Downloads/edrp/Leading_from_Within.pdf) • Thomas G. Cummings and Christopher G. Worley, Organizational Development and Change, Cengage Learning (http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf) • Stephen P. Robbins, Organization behaviour, Pearson Education (http://bba12.weebly.com/uploads/9/4/2/8/9428277/organizational_behavior_15e_-_stephen_p_robbins_timothy_a_judge_pdf_qwerty.pdf). 		

Financing for Expansion and New Ventures

School: School of Business Studies		Batch : 2018-2021
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: V
1	Course Code	DSE080
2	Course Title	Financing for Expansion and New Ventures
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
5	Course Objective	<p>1. The course is designed to acquaint the students with the basic concepts of new ventures and financial aspects of such ventures.</p> <p>2. To provide the student knowledge about the traditional, non-traditional, short-term and long-term sources of finance.</p> <p>3. To gain the knowledge about microfinance in context of new ventures and study about some important financial institutions in India.</p>
6	Course Outcomes	<p>By the end of this course module the students will be able to:</p> <p>CO1 Describe the idea of new business ventures.</p> <p>CO2 Discuss the financial considerations related to new business ventures.</p> <p>CO3 Illustrate the various forms of funding available to ventures nationally and internationally</p> <p>CO4 Compare these funding from different types of sources.</p>
7	Course Description	This course enables the students to delve into the concepts of options available to fund new ventures from both traditional as well as modern sources available in the market in recent times. In addition, the emerging concepts like Microfinance are discussed.
8	Outline syllabus	
	Unit 1	Introduction to finance of New Venture
	A	Introduction of finance for new business, importance of finance functions, financial decisions
	B	Financial Planning –Steps & tools of Financial Planning and possible funding sources for them. Understanding Capital Structure –Factors affecting Capital Structure
	C	Meaning and concept of venture capital, Venture Capitalists, Venture Capital Vs. Traditional Funding, Venture Capital Process, venture capital Process
	Unit 2	Raising of finance- Traditional long term finance-1
	A	Equity market- Equity shares, Preference shares and retained earnings. Equity Valuations -Basic
	B	Debt market- Debenture, Term Loan and Bond. Difference between equity and debt capital. Debt Valuations -Basics
	C	Global sources- American depository receipts (ADR), Global depository receipts (GDR) , Process Involved in the Issue of ADR/GDRs

	Unit 3	Raising of finance- Non- Traditional long term finance-2		
	A	Introduction, Rationale for Leasing and types of Lease financing. Advantage and disadvantages of Leasing; Evaluating of Financial Lease		
	B	Factoring- meaning, types and process. Cost of Factoring		
	C	Forfaiting- meaning & mechanics, Factoring Vs Forfaiting		
	Unit 4	Raising of finance- Short term sources		
	A	Money market instruments- commercial papers, treasury bills and certificate of deposits		
	B	Working capital- meaning, concept and types, approaches for determining financing mix		
	C	An overview of different component of working capital management, Liquidity vs. profitability: a risk returns trade off; Different sources of Working Capital Financing		
	Unit 5	Micro- finance		
	A	Why Microfinance? Microfinance as a Development tool :The Indian Experience, Evolution and Character of Microfinance in India		
	B	Impact of Microfinance, Financial Products and Services, Revenue Models of Microfinance: Profitability, Efficiency and Productivity, An introduction of Different Micro-finance Institutions in India		
	C	Emerging issues, Financial Institutions- SIDBI, IDBI, IFCI, ICICI Venture Funds Ltd, Governments schemes to finance MSMEs. Different Schemes launched by different micro-finance institutions for new ventures		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Financial Management By SHEEBA KAPIL (WILEY Publication)		
	Other References	<ol style="list-style-type: none"> 1. Financial Management, R.P.Rustagi (Taxmann Publication) 2. Corporate finance, Prasanna Chandra (Tata McGraw Hill Publication) 3. Financial Management, M.Y. Khan (Tata McGraw Hill Publication) 4. Financial Management, Ravi M. Kishor (Taxmann) 5. Financial management, Sudhindra Bhat (Excel books) 6. Financial management, R.S.Singal & Kapil Verma (Anand Publication) 		

Social Entrepreneurship

School: SBS		Batch :2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: V
1	Course Code	DSE035
2	Course Title	Social Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	<ol style="list-style-type: none"> 1. Understand the social entrepreneurial landscape in general, 2. Understand the process of opportunity scouting and pitching the ideas in social entrepreneurial landscape. 3. Understand the various funding options available to a social enterprise. 4. Understand different frameworks that can be used by a social enterprise.
6	Course Outcomes	<p>CO1: The student will be able to <i>describe the social enterprise and other entities and frameworks around social enterprises</i></p> <p>CO2: The student will be able to <i>assess different kinds of opportunities available and the role of market failures for a social enterprise.</i></p> <p>CO 3 The student will be able to <i>describe different frameworks available to assess opportunities</i></p> <p>CO4: The student will be able to <i>present a business plan and pitch it.</i></p> <p>CO 5: The student will be able to <i>prepare a social venture strategy including scaling up and its social impact.</i></p> <p>CO 6: The student will be able to <i>compare different funding options available to a firm</i></p>
7	Course Description	Social entrepreneurship is a rapidly developing and changing business field in which business and non-profit leaders design, grow, and lead mission-driven enterprises. As the traditional lines blur between non-profit enterprises, government, and business, it is critical that business students understand the opportunities and challenges in this new landscape.
8	Outline syllabus	
	Unit 1	Introduction to Social Entrepreneurship
	A	What is social entrepreneurship: Definitions and Perspective
	B	Non-Profits Organizations, Government and Business Organizations and the case of Social Enterprise
	C	Social Entrepreneurship and correcting market failures
	Unit 2	Scouting and Assessing Opportunities in a Social Entrepreneurial Venture
	A	Social Venture Opportunity Identification
	B	Assessing Social Venture Opportunities: Social Impact Theory -Part I
	C	Assessing Social Venture Opportunities: Social Impact Theory -Part II
	Unit 3	Frameworks for Social Enterprise
	A	Marketing, Finance and Operational Management for Social Ventures
	B	Legal, Strategic and Risk Framework for a Social Enterprise

	C	Entrepreneurial Leadership and Motivation for a Social Enterprise		
	Unit 4	Funding for and understanding strategies Social Ventures		
	A	Means of funding Social Ventures		
	B	Strategies for Scaling Social Venture		
	C	Social Impact Theory		
	Unit 5	Business Plan for a Social Enterprise		
	A	Components of a Business Plan for a Social Enterprise		
	B	Developing the Social Venture Strategy and launch		
	C	Venture Entry: Positioning the Firm for Social and Strategic Advantage		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*			
	Other References			

Micro, Small and Medium Enterprises (MSMEs) and Family Business

School: SCHOOL OF BUSINESS STUDIES		Batch : 2018-2021
Program: BBA		Academic Year: 2020-21
Branch: - Entrepreneurship		Semester: V
1	Course Code	DSE081
2	Course Title	Micro, Small and Medium Enterprises (MSMEs) and Family Business
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
5	Course Description	Today, there is a great need of job creators rather than only increasing the workforce of job seekers. Keeping this in mind, this course of MSME and Family business has been designed. The purpose of this course is to motivate and equip the students with the necessary knowledge and skills which are required to start and manage not only a MSME enterprise but also to manage successfully a family business as well.
6	Course Objective	<ol style="list-style-type: none"> 1. To help the students in developing an understanding of the various issues and aspects relating to MSMEs, their contribution in economic development and the Management of Family enterprises. 2. To provide the necessary knowledge relating to MSMEs development framework of India including Start-Up India and Make in India initiative 3. To equip the students with the necessary knowledge and skills required to start and manage an MSME and / or family enterprise successfully. 4. To help the students to develop their thinking and understanding towards various issues relating to family business conflicts, succession of family enterprises, and MSMEs growth.
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Describe and demonstrate the knowledge of the various issues and aspects relating to MSMEs, contribution of MSMEs in economic development and also the Management of Family enterprises.</p> <p>CO2: Understand, classify and explain MSMEs and Family Business enterprises along-with the MSMEs development framework available in India including Start-Up India and Make in India initiative.</p> <p>CO3: Understand and apply the knowledge of Detailed Project Report (DPR/Business Plan), Operational concepts and Family Business models to resolve issues relating to starting, managing and governance of MSMEs and Family Business enterprises.</p> <p>CO4: Analyze, Evaluate, and Point out the various issues/factors relating to family business conflicts, succession of family enterprises, and MSMEs growth.</p>
8	Outline syllabus	
	Unit A	An Overview of MSMEs sector in India
	A 1	<ul style="list-style-type: none"> • Concept- Meaning & Definitions of Micro, Small & Medium Enterprises • Understanding the Micro, Small & Medium Enterprises (MSME) Act, 2006
	A 2	<ul style="list-style-type: none"> • Role of MSMEs in Economic Development • Growth & Development of MSMEs in India

	A 3	<ul style="list-style-type: none"> Challenges and Opportunities for MSMEs' Sector in India 		
	Unit B	Institutional Framework & Support System Available for MSMEs Sector Development in India		
	B 1	<ul style="list-style-type: none"> Various Institutions (National/State/District Level) Helping/ Supporting Development of MSMEs sector in India 		
	B 2	<ul style="list-style-type: none"> Policies, Schemes & Incentives available to MSME entrepreneurs in India 		
	B 3	<ul style="list-style-type: none"> An overview of Start-up India, Make in India and Mudra Yojna MSME Clusters and Development issues 		
	Unit C	Starting and Managing Issues Relating to MSMEs		
	C 1	<ul style="list-style-type: none"> Understanding Detailed Project Report/ Business Plan for a given opportunity Various Sources of Finance including angel investors and venture capitalist 		
	C 2	<ul style="list-style-type: none"> Dealing with the Legal issues and IPR related Issues Group Presentation / DPR/ Business Plan Presentation 		
	C 3	<ul style="list-style-type: none"> Marketing, HR and Operations Issues faced by MSMEs sector in India Group Presentation / DPR/ Business Plan Presentation 		
	Unit D	Understanding Family Business and Family Business Dynamics		
	D 1	<ul style="list-style-type: none"> Understanding Family Businesses What constitutes a family business? The Unique Nature of Family Business and its Characteristics 		
	D 2	<ul style="list-style-type: none"> Understanding the Family Business Dynamics Case Study 		
	D 3	<ul style="list-style-type: none"> Handling Family Business Conflicts Issues relating to the compensation Case Study 		
	Unit E	Management and Governance of Family Businesses		
	E 1	<ul style="list-style-type: none"> The Three Circle Model of Family business Succession Issues in Family Business Understanding the Profile of a Successful Successors 		
	E 2	<ul style="list-style-type: none"> Governance of Family Firms Role and Significance of the Family Council 		
	E 3	<ul style="list-style-type: none"> Group Presentation/ Family business plan presentation 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Text Bok: Indian Institute of Banking & Finance,' Small and Medium Enterprises in India', Taxmann Publications Family Business, Third Edition; Ernesto J. Poza by Cengage Learning		
	Other References	Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E Ministry of MSME Reports Instructor's Material Governance of Family Firms by Rajesh Jain ; Macmillan Publication		

Working Capital Management

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: VI
1	Course Code	DSE083
2	Course Title	Working Capital Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	1.This course is designed to acquaint the student with basic concepts and components of working capital and their management 2. To enable the student to apply the various tools used to manage cash, inventory and receivables 3. To understand the different sources of working capital financing and some norms guiding the working capital mix
6	Course Outcomes	On completion of this module the student will be able to: CO1. define the meaning and different types of working capital CO2. understand the need to estimate the working capital requirement for a firm CO3. apply the various tools and techniques to the short-term investment decisions for a firm CO4. analyse the importance of optimum level of working capital for a firm
7	Course Description	The course provides some of the underlying concepts and theories involved with basic financial information on working capital and it's planning like financing and management of cash, inventory and receivables.
8	Outline syllabus	
	Unit 1	Introduction to Working Capital
	A	Working Capital planning and Management: Concept need and types of working capital
	B	Working capital cycle, Profitability- liquidity trade-off, Factors influencing working capital requirements
	C	Working capital approaches: Matching, Conservative & Aggressive, Working capital estimation and calculation
	Unit 2	Cash Management
	A	Cash management: Meaning and Concept, Motives of holding cash, Objective of cash management
	B	Determining optimum cash balance. Cash management models- Baumol's model and Miller-Orr model
	C	Cash budget and problems on cash budget, Tools for efficient cash management
	Unit 3	Inventory management
	A	Inventory management: Meaning and Types, Objectives of inventory management, Benefits of holding inventory
	B	Inventory policy and its management, Risk and Cost of holding inventory

	C	Techniques of inventory management:ABC analysis, JIT and EOQ, Determining stock levels and safety stocks, Inventory turnover ratio		
	Unit 4	Receivable management		
	A	Receivable management: Meaning, Cost and Benefits of maintaining receivable, Objective of receivable management		
	B	Credit conditions: Credit policies, Credit term, Credit period		
	C	Analysis of the receivable management		
	Unit 5	Working capital financing		
	A	Financing of working capital: Determining the working capital financing mix, Traditional source of financing:Trade credit, Bank loan, Bank overdraft		
	B	Modern Sources of Financing:Commercial paper, Factoring and Forfeiting		
	C	New trends in financing of working capital by Banks, Dahejia Committee Report, Tondon Committee Report, and Chakravarty Committee Report		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ol style="list-style-type: none"> 1. Bhalla V.K., Working Capital Management- Text and Cases (Anmol Publications Pvt. Ltd.) New Delhi 2. SheebaKapil, Financial Management - Pearson 		
	Other References	<ol style="list-style-type: none"> 1. Bhattacharya, Working Capital Management: Strategies and Techniques (PHI Learning) 2. IM Pandey, Financial Management (Vikas Publications) 3. Khan and Jain – Financial Management (Tata McGrawHill) 4. Ravi M Kishore- Financial Management (Taxmann) 		

SCHOOL: SCHOOL OF BUSINESS STUDIES		Batch: 2018-21 Current Academic Year: 2020-21 Sem. VI	
Program: BBA		Branch: Entrepreneurship	
1	Course code	DSE059	
2	Course Title	Project Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	DSE	
5	Course Objective	<p>The objective of this course is to expose the students to different dimensions of project management in a global business environment.</p> <p>C01 Understand the steps, stages, and roles involved in effective project management C02 Develop skills in organizing project teams, selecting members, clarifying tasks and roles, and implementing effective reporting structures C03 Develop skills involving project leadership and followership for high impact scientific teams C04 Develop an understanding of overall project operations and controls involving planning, coordination, and tracking.</p>	
6	Course Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the modern project management practices and concepts. 2. Define the project, and develop estimates for the project and also plan for risk management. 3. Schedule resources, and reduce project duration; be an effective leader. 4. Monitor project, measure performance, evaluate, and control. <p>Understand Project closure</p>	
7	Course Description.	In this course, you will learn how to apply the various concepts of POM and interpret technical issues which are theoretical as well as practical in real life.	
8	Outline Syllabus Topics		
		Unit I	
		A	Modern Project Management
		B	Organization Strategy and Project Selection
		C	Organization: Structure and Culture
		Unit II	
		A	Defining the Project
		B	Estimating Project Times and Costs
		C	Developing a Project Plan; Managing Risk
		Unit III	

	A	Project network: Activity on Arrow (AOA)
	B	Project network: Activity on Node (AON)
	C	Project network activity time related calculations, Total Float, and Free Float
	Unit IV	
	A	Scheduling Resources and Costs
	B	Reducing Project Duration
	C	Leadership: Being an Effective Project Manager; Managing project teams
	Unit V	
	A	Outsourcing: Managing Inter-organizational Relations
	B	Progress and Performance Measurement and Evaluation
	C	Project Closure / Termination
Mode of Examination:		
Weightage Distribution	<ul style="list-style-type: none"> • Continuous Assessment 30% Mid Term 20% • End Term Examination 50 % 	
Text book	1. Clifford Gray, McGraw Hill/Irwin : Project Management	
Other references	1. R.Panneerselvam&P.Senthikumar : Project Management (PHI Learning Pvt. Ltd.) 2. SitangshuKhatua : Project Management and Appraisal (Oxford Higher Education) 3. A guide to Project Management Body of Knowledge (PMBOK Guide) Fifth Edition 4. Project Management in Practice 4e - mantel et al, Wiley	

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: VI
1	Course Code	DSE084
2	Course Title	Innovation and Creativity
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	<ol style="list-style-type: none"> 1. The course aims at helping students with entrepreneurial aspirations to develop their creative potential. 2. This course will enable them to understand the basic fundamentals of creative idea generation and its evaluation for business proposition. 3. This course helps students gain appreciation of the role of IPRs in protecting innovative business ideas. 4. The course helps prepare students of entrepreneurship to provide innovative solutions to the problems in their entrepreneurial journey.
6	Course Outcomes	<p>CO1: The student will be able to recognize the importance of creativity and innovation for an entrepreneur.</p> <p>CO2: The student will be able to explain various means of generation and protection of innovative ideas.</p> <p>CO3: The student will be able to apply creativity and design thinking to the identification and development of new business ideas.</p> <p>CO4: The student will be able to analyze or select an innovative idea to address business opportunities and problems.</p> <p>CO5: The student will be able to choose or recommend feasible innovative solutions in business problems/cases presented to them.</p>
7	Course Description	<p>Creativity and innovation are essential for the development of successful new ventures, and critical to the survival of existing organizations, especially in competitive contexts. This module is designed to introduce participants to the use of creativity and design thinking to help them develop more innovative business solutions. It also emphasises the importance of familiarity with intellectual property rights to protect their innovative ideas.</p>
8	Outline syllabus	
	Unit 1	Entrepreneurship, Creativity & Innovation
	A	<ul style="list-style-type: none"> • Defining creativity and innovation.
	B	<ul style="list-style-type: none"> • Importance of creativity as a critical entrepreneurial trait that leads to innovation • Effectuation: The Role of Creativity in Entrepreneurial Mindset

	C	<ul style="list-style-type: none"> Exploring creative and divergent thinking strategies such as <ul style="list-style-type: none"> A. Wallas' Four Stage Sequence B. DeBono's six thinking hats and their implications 		
	Unit 2	Creative Problem Solving through opportunity scouting and idea generation		
	A	<ul style="list-style-type: none"> Sources of Business Ideas and tools for evaluating ideas. 		
	B	<ul style="list-style-type: none"> Steps to generating creative ideas: Preparation, Incubation, Insight, Evaluation, Elaboration 		
	C	<ul style="list-style-type: none"> Enhancing individual and organizational creativity 		
	Unit 3	Responding to Business Opportunities and Problems with Innovative Solutions		
	A	<ul style="list-style-type: none"> Role of creativity and innovation in business concept development 		
	B	<ul style="list-style-type: none"> Relevant Cases 		
	C	<ul style="list-style-type: none"> Presentation of Innovative Ideas 		
	Unit 4	Design Thinking		
	A	<ul style="list-style-type: none"> Understanding Design Thinking 		
	B	<ul style="list-style-type: none"> Design thinking as a tool to foster creativity and innovation 		
	C	<ul style="list-style-type: none"> Utilizing Design thinking for creative problem solving 		
	Unit 5	Familiarity with Intellectual Property Rights to Protect Innovative Business Ideas		
	A	<ul style="list-style-type: none"> Implications of IPR for Businesses (including Startups) and Brands 		
	B	<ul style="list-style-type: none"> Introduction to Patents, Trademarks and Copyrights to protect innovative business ideas 		
	C	<ul style="list-style-type: none"> Real Life Cases: Learning from IPR debacles 		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*			
	Other References			

School:		Batch : 2018-21
Program:		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE032
2	Course Title	Launching New Venture
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	<ol style="list-style-type: none"> 1. Understand the nuances of entrepreneurial landscape in India. 2. Understand the key functions to launch an entrepreneurial venture. 3. Understand the various growth and strategic exit options available to an entrepreneurial venture.
6	Course Outcomes	<p>CO1: The student will be able to describe the components of entrepreneurial landscape.</p> <p>CO2: The student will be able to identify different requirements for and functions of an entrepreneurial venture.</p> <p>CO3: The student will be able to prepare a blue-print for their entrepreneurial venture</p> <p>CO4: The student will be able to appraise an entrepreneurial firm and decide growth and exit strategies.</p>
7	Course Description	The course aims to guide students by exposing students to various facets such as how to understand and start a business; operational and financial landscape of an entrepreneurial set-up; marketing; the new product development associated with an entrepreneurial venture and growth and exit strategies available to them.
8	Outline syllabus	
	Unit 1	Entrepreneurial Landscape of a New Venture
	A	Doing Business in India-Challenges; Types of Organizations and Legal Compliances
	B	Entrepreneurial Support-Policies and Commercialization
	C	The Role of Intellectual Property Rights in the Entrepreneurial Landscape
	Unit 2	Operations and Financial Management for an Entrepreneurial Firm
	A	Introduction; Purchasing Process and Inventory Management Managing During Disasters-Identifying; reducing; planning for disasters
	B	Understanding and Preparing Financial Statements and their limitations
	C	Understanding Cash Flow Management-Cash Management; Financial Blue-Print for One's own venture
	Unit 3	Human Resource Management of an Entrepreneurial Firm
	A	Introduction-Hunting for Suitable Candidates; Conducting Interviews and Induction and creating a blue print for the same.
	B	Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same.
	C	Training and Termination-Different kinds of training and dealing with situations of firing
	Unit 4	

	A	Characteristics of Entrepreneurial Marketing		
	B	Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue -print for the same.		
	C	4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship		
	Unit 5	Growth and Exit Strategies for an Entrepreneurial Firm		
	A	Stages of Growth; Growth Strategies; Global Expansion and Financing Growth for an entrepreneurial firm		
	B	Reason for exiting; long- and short-term preparation for an exit		
	C	Seller Financing and IPO		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education.		
	Other References	The Small Business Start-Up Work-Book; Cheryl Rickman; Published by Robinson Publication. Compilation of articles		

Banking & Finance Specialization

Module for Business Taxation (B.B.A.)

School:	Batch : 2018-21	
Program:	Current Academic Year: 2020-21	
Branch:	Semester: V	
1	Course Code	DSE039
2	Course Title	BUSINESS TAXATION
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
	Course Requisite	Attendance: Students are required to have a <u>minimum of 65%</u> regular attendance in this course during the term. Those who fall short of attendance are not able to clear this course. Those students who do not meet the attendance requirement will not be allowed to sit in examinations.
5	Course Objective	To provide basic knowledge about tax laws under different provisions of the Income tax, Goods and Service tax
6	Course Outcomes	After completing the module, students should be able to: CO 1 : apply the concept of Taxation –direct and indirect and its significance in business. CO 2 : demonstrate the different basic terms used in income tax law; CO 3 : Compute the income under the different heads of income; CO 4 : demonstrate the various provisions of tax laws for computing the taxable income and tax liability of an individual. CO 5 : practice the applicability of various provisions of indirect taxes (GST) in businesses;
7	Course Description	Knowledge of tax is essential for people engaged in any type of business activity. Tax is a cost on business and tax compliance is the most common area where business and government come into contact. Government imposes two types of taxes on business namely Direct Taxes and Indirect Taxes. Under Direct Taxes, person who pays the tax and bears the burden of it e.g. Income Tax, while in Indirect Taxes, the person who pays the tax and shifts the burden on the person who consumes the goods or services e.g. G.S.T. Taxation Laws has always been a challenging area and is generally found to be technical and difficult to grasp by under graduate students who are new to this course. Here in this course students would be well versed with the provisions of Income Tax and G.S.T.
8	Outline syllabus	

	Unit 1	Introduction of Business Taxation
	A Introduction	Basics and Definitions - Introduction of income tax ; Assessment Year, Previous Year Agricultural Income, Casual income, person, assessee, Gross Total Income, Total Income
	B Residential Status of an Assessee	Determination of Residential Status of an Individual, Firm, Hindu Undivided Family (HUF), Company, Association of Persons (AOPs), Body of Individuals (BOI) etc.
	C Total Income and Incidence of Tax	Receipt of Income, Accrual of Income, Income deemed to accrue or arise in India; Tax incidence on an individual, Firm, Company, Tax Rates and Computation of Tax
	Unit 2	Computations of Income under different Heads -I
	A Exempted Income from Tax	Income Exempt from Tax, Different heads of Income Basis of charge of salary income, Different forms of salary, Different Allowances- How chargeable to tax,
	B Income under the head 'Salaries'	Perquisites – When taxable and not taxable, Valuation of perquisites fro tax purposes, Tax treatment of Provident Fund
	C Computation of Income from Salaries	Deductions from Salaries, Deduction under section 80C, Problems on computation of Salary Income.
	Unit 3	Computations of Income under different Heads –II
	A Income under the Head of House Property	Basis of Charge, Determination of Annual Value Under Section 23, Computation of Annual Value/Net Annual Value, Deductions from Income under the head House Property, Loss from House Property, computation income from house property etc.
	B Income from Business or Profession	'Business' or 'Profession'; Income Chargeable to Income-Tax (Section 28); Point for consideration while computing income under the head Business or Profession; Profits and Losses of Speculation Business; Deductions Allowable; Expenses Restricted/Disallowed (Section 40 and Section 40A), Deemed Profits.
	C Income from Capital Gains & Other Sources	Capital Gain, Capital Assets, Transfer, Computation of Short-term & Long-term Capital Gain, Computation of Income from Other Sources.

	Unit 4	Clubbing Of Income, Set-off and Carry-Forward of Losses and Deductions from Total Income		
	A Clubbing of Income	Clubbing of Income –Meaning, Transfer of Income without transfer of assets, problems on Clubbing of income.		
	B Set-Off and Carry-Forward of Losses	Mode of set-off and carry forward; Inter-source adjustment; Inter-head adjustment, Carry forward of loss – How to set off.		
	C Deductions from Gross Total Income	Permissible deductions from Gross Total Income –restricted to Individual assessee.		
	Unit 5	An Overview of Indirect Tax		
	A Basics of indirect tax	An Introduction of Indirect Tax, Difference between Direct & Indirect Tax, Features of Indirect tax.		
	B Goods & Service Tax - I	What is GST, How it Works & its Advantages , Features of GST, Structure and type of taxes, Exemptions, Composition Scheme		
	C Goods & Service Tax - II	Levy of GST, Rate of GST, Registration process and purpose of registration, How to fill the registration Form with practical case study; Filing of Return –An Introductions, Importance of Return in GST Laws		
	Mode of examination	Course Evaluation		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ol style="list-style-type: none"> 1. Dr Girish Ahuja & Dr Ravi Gupta : Simplified Approach to Income Tax (A.Y. 2018 -19); Flair Publications Pvt.Ltd. 2. C.A. Kamal Garg, Neeraj Kumar Sehrawat; Beginner’s Guide to Goods & Services Tax; Bharat Law House Pvt.Ltd., New Delhi (2018 edition) 		
	Other References	<ol style="list-style-type: none"> 1. C.A. Manjusha Goel, Students’ Guide to Income Tax; Bharat Law House Pvt.Ltd., New Delhi (2018 edition) 2. Dr. Vinod K. Singhania & Dr. Monica Singhania: Students’ Guide to Income Tax 		

		with Service Tax and Value Added Tax; Taxmann Publications Pvt. Ltd., New Delhi (New edition 2018-19)
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3. Direct Taxation-Dr. Meena Goyal (Biztantra)

4. V.Balachandran S. Thothadri- Taxation Law & Practice (Eastern Economy Edition)

School:		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE040
2	Course Title	Security Analysis and Investment Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<ul style="list-style-type: none"> • Introduction to various kinds of investments. • Understand primary and secondary markets and their functioning • Understand the various ways of valuation of investments. • Introduction to Portfolio management and Financial Derivatives
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1. Describe key terms and concepts of financial market.</p> <p>CO2. Estimation of risk and return for investment in Share, Debentures and Bonds.</p> <p>CO3. Calculate market value of equity share and debentures</p> <p>CO4. Classify various innovations in financial derivatives</p>
7	Course Description	Investment Management deals with the understanding of key concepts and terms of financial markets, calculation of risk and return for various investment avenues, calculation of intrinsic value of shares and debentures and also an insight for financial derivative market.
8	Outline syllabus	
	Unit 1	
	A	Introduction to capital market: Primary and Secondary market
	B	Stock Exchange – Introduction and function, New Issue Markets - Meaning, process and parties to an IPO and their roles.
	C	Regulatory Mechanism: SEBI and its role in Investor Protection.
	Unit 2	
	A	Theoretical concept of Risk and Return
	B	Types of risks: systematic and unsystematic risk and other components of risk
	C	Measures of risk and return (calculation)
	Unit 3	
	A	Nature and Concept of bonds

		Types of bonds		
	B	Yield to Maturity, Yield to Call		
	C	Valuation of bond		
	Unit 4			
	A	Nature of equity instruments Types of Shares Valuation of Preference shares		
	B	Valuation of Equity: Dividend Discount Models – Single Period model, Multi Period model, Zero Growth model, Constant Growth model, Variable Growth model		
	C	Valuation through PE ratio		
	Unit 5			
	A	Theoretical concept of Portfolio, Diversification Theoretical concept of Portfolio Risk & return		
	B	Introduction to Mutual Funds: Meaning, Structure, Advantages and Types.		
	C	Introduction to Financial Derivatives: Meaning, Characteristics and types: Forward contracts, Future Contracts, Option Contracts.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ol style="list-style-type: none"> 1. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.) 2. Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill) 		
	Other References	<ol style="list-style-type: none"> 1. Chandra P - Investment Analysis and Portfolio Management (Tata Mc GrawHill) 2. Fischer and Jordan - Security Analysis and Portfolio Management (Prentice-Hall, 1996, 6th edition) 3. Ranganatham - Investment Analysis and Portfolio Management (Pearson Education, 1st Ed.) 4. Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 6th Ed.). <p>Online Resources:</p> <p>www.sebi.gov.inwww.amfiindia.comwww.capitalmarket.comwww.nsdl.co.inwww.bseindia.comwww.bondmarkets.comwww.nse-india.cometc</p>		

School:		School of Business Studies (SBS) Batch : 2018-21
Program:		BBA Current Academic Year: 2020 - 21
Branch:		Finance Sem.V
1	Course Code	DSE041
2	Course Title	Indian Banking System
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	Banking system in India is undergoing structural transformation under the influence of globalization, deregulation, technological advances, and institutional and legal reforms. The main objective of this course is to understand what a sound banking system is and how it is helpful in meeting the challenges being faced by the banking industry in the current scenario.
6	Course Outcomes	On completion of this module the student will be able to: CO 1: gain in-depth knowledge of how fund mobilization is done by the banks and how these funds are deployed. CO 2: understand the Merchant banking activities done by the banks and other NBFCs. CO 3: relate how banks are facing different types of management issues and what new innovative methods are being employed by them to handle these challenges. CO 4: infer how man power planning is done in banking system
7	Outline syllabus	
	Unit 1	Banking System in India
	A	General Introduction, The Banking System in India
	B	Commercial Banking: Structure and Evolution
	C	Functions of Commercial Banks, Liabilities and Assets of Banks
	Unit 2	Merchant Banking
	A	Merchant Banking-Meaning, Role of Merchant Banks
	B	Non Banking Financial Institutions

	C	Management in Banks		
Unit 3	Major issues in Banks			
	A	Banking Innovations		
	B	Major issues of Banking		
	C	Management by Objectives.		
Unit 4	Services for Banks- Challenges			
	A	Marketing of Banking Services		
	B	Customer Services in Banks		
	C	Human Capital Management		
Unit 5	Planning & Control Mechanism in Banks			
	A	Manpower planning in Banks, Quality circles in Banks		
	B	Management Information System, Management Audit in Banking		
	C	Decision –Making in Banks, Future of Indian Banking		
Mode of examination	Theory /Practical/Viva			
Weightage Distribution	CA	MTE	ETE	
	30%	20%	50%	
Text book/s*	Bank Management- Vasant Desai			
Other References	1. Introduction to Banking-VijayaragavanIyengar 2.Commercial Banking-Benton E. Gup			

School:		School of Business Studies (SBS) Batch : 2018-21
Program:		BBA Current Academic Year: 2020-21
Branch:		Finance (Sem. 5)
1	Course Code	DSE015
2	Course Title	INTERNATIONAL FINANCE AND FOREIGN EXCHANGE MANAGEMENT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The main objective of this subject is to have understanding and basic knowledge of international finance, foreign exchange and their importance & implication
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO 1: have knowledge of International Finance & Foreign Exchange and also would be able to examine the role of different foreign agencies involved in exchange regulation.</p> <p>CO 2: identify the risks involved in project finance and also distinguish different types of project financing. Also the student would be able to compare different foreign exchange markets globally.</p> <p>CO 3: solve different foreign exchange rates for different maturities</p> <p>CO 4: explain LC financing done in international trade and the risks involved therein.</p>
7	Outline syllabus	
	Unit 1	International Finance
	A	General Introduction, Link between the National Economy and International Activities, (Each unit will have basic numerical)
	B	Presentation of Balance of Payments. (Each unit will have basic numerical)
	C	Evolution of International Monetary System, International Monetary Fund, International Bank for Reconstruction and Development. (Each unit will have basic numerical)
	Unit 2	Financing of International Projects
	A	Different types of Project Financing,

		(Each unit will have basic numerical)
	B	Participants in International Project Financing (Each unit will have basic numerical)
	C	Risk associated with International Projects (Each unit will have basic numerical)
	Unit 3	International Capital Markets
	A	Introduction to Capital Market (Each unit will have basic numerical)
	B	Development of International Capital Markets (Each unit will have basic numerical)
	C	Euro-credit Market, External Bond Market, Euro-currency Loan, Euro-notes, Market of Euro-equities (Each unit will have basic numerical)
	Unit 4	Foreign Exchange Market
	A	Introduction to FE Market, participants in the FE Market, Quoting in the FE Market, (Each unit will have basic numerical)
	B	Different types of rates, Settlements in Forex Market (Each unit will have basic numerical)
	C	Types of LC's, Negotiation of documents under LC, (Each unit will have basic numerical)
	Unit 5	Foreign Exchange Rate Risk Assessment & Internal techniques of Hedging
	A	Introduction to FE Risk, Exchange Rate Risk of an Enterprise, (Each unit will have basic numerical)
	B	Evaluation of Exchange Rate Exposure (Each unit will have basic numerical)
	C	Internal & External Techniques of Hedging (Each unit will have basic numerical)
	Mode of examination	

	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	International Finance And Management- P.K. Jain		
	Other References	International Finance And Management- P.G.Apte International Finance And Management- A.V. Rajawade		

School:		School Of Business Studies	Batch : 2018-21
Program:		BBA(B&F)	Current Academic Year:2020-21
Branch:		Semester: VI	
1	Course Code	DSE043	
2	Course Title	Banking Law & Practice	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	<p>1. Banking is an essential activity for individuals and organizations and there is a need to groom future accounts and finance managers in banking transactions</p> <p>2. Banking & financial services, corporate and other organizations employ more than 30 lakh manpower in this work area. This course is meant to enhance the students' basic banking Knowledge and will enable them to connect with their work profile.</p>	
6	Course Outcomes	<p>CO1: The student will be able to recall banking structure in the country, different types of accounts opened in banks & financial instruments used in banking transactions.</p> <p>CO2: The student will be able to describe ancillary services of banks, understand banking laws & practices as also to distinguish between situations which warrant a practice different from law.</p> <p>CO3: The student will be able to apply his understanding to practical situations while he would be handling banking transactions</p> <p>CO4: The student will be able to point out right course of action in typical cases of handling of Negotiable Instruments</p>	
7	Course Description	Banking Institutions have become important enablers in the economic growth. For students who specialize in Banking & Finance, this is a core course. The course is designed to acquaint the students with legal and operational aspects of basic instruments used in financial transactions. This course will enable them to enhance their decision taking abilities while dealing with financial instruments / transactions	
8	Outline syllabus		
	Unit 1	Indian Banking Structure	
	A	Introduction-Origin, Evolution of Banking Institutions, (1.3-1.6)	
	B	Types & functions of banks; Commercial banks – PSBs & Pvt Sector-Indian & Foreign; RRBs; Cooperative Banks-State cooperative, District Cooperative, Primary Credit Societies; Development Banks- country level/State level, Land Development Banks (1.7-1.16)	

	C	Reserve Bank of India & its main functions; Other Apex Banking Institutions like IDBI, SIDBI, NABARD, EXIM BANK, NHB. & their role (1.17-1.36)		
	Unit 2	Basics of Banking		
	A	Types of relationship between Bank & Customers – debtor & creditor, as trustee, as agent; Obligations of a banker in different circumstances; Rights of a Banker; (2.1-2.42)		
	B	Types of Deposit Accounts of the customer- FD, SF, RD, CA-basics only; Opening & closing of accounts, Single, Joint, Nominations; (2.47-2.65)		
	C	Remittance Services to Customers by demand drafts, pay orders /Banker cheque, NEFT, RTGS, UPI app, SWIFT; safe deposit vault / lockers, safe custody of articles, standing instructions – legal issues; credit cards, debit cards, Travellers’ cheque/cards		
	Unit 3	Negotiable Instruments, 1881 Act		
	A	Negotiable Instruments - definition, essential features, Kinds, Holder & holder in due course (3.3-3.22)		
	B	Endorsement- meaning, kinds, legal implications, Negotiation, Crossing of cheques, Payment of cheques-in order or otherwise, dishonour, Statutory protection, Payment in due course (3.23-3.31)		
	C	Collection of cheques-statutory protection of collecting bank; Liability of collecting bank, duties of collecting bank (3.83-3.99)		
	Unit 4	Rights & Liabilities of parties to Negotiable Instrument		
	A	Dishonor Of Negotiable Instruments, steps to be taken, Modes of giving notice, Noting & protesting (3.109-3.117)		
	B	Capacity of parties-minors, legal representative; liability of parties-drawer of bill & cheque, ,liability of maker of note & acceptor of bill (3.124-3.137)		
	C	Instruments obtained by unlawful means (3.140-3.142)		
	Unit 5	Other Related Acts		
	A	Basics of Banking Regulation Act		
	B	Consumer Protection Act		
	C	The Banking Ombudsman Scheme		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Banking Law & Practice by PN Varshneya- Sultan Chand & sons		
	Other References			

School:		School Of Business Studies	Batch : 2018-21
Program:		BBA_(B&F)	Current Academic Year:2020-21
Branch:		Semester: VI	
1	Course Code	DSE045	
2	Course Title	Credit Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	<p>1. To familiarize student with different types of loans given by banks.</p> <p>2. To gain basics of Lending principles and policies of a bank</p> <p>3. To understand nuances of Credit Management from pre sanction stage to post sanction stage of a borrowal account by a bank</p> <p>4. To develop competency for sound lending and monitoring so as to ensure that the portfolio stays healthy and does not become Non -Performing Asset.</p>	
6	Course Outcomes	<p>CO1: The student will be able to recollect & reproduce basic concepts of credit management.</p> <p>CO2: The student will be able to understand the need for policy guidelines for taking sound lending decisions.</p> <p>CO3: The student will be able to identify and choose the type of credit facilities required by a borrower from the bank.</p> <p>CO4: The student will be able to point out analytical tools to be used for appraisal of loan proposals of MSME enterprises.</p> <p>CO5: The student will be able to summarise the risks involved in loan proposals and action needed to monitor health of credit portfolio.</p>	
7	Course Description	<p>This is a compulsory course for students undergoing specialization in banking & finance.</p> <p>Banks accept deposits, which are subject to withdrawal, for the purpose of lending. Difference between interest earned on lending and interest paid on deposits forms the core of revenue generation for a bank.</p> <p>Lending is, thus an essential activity in a banking institution but it is subject to risk of non recovery of interest as well as principle.</p> <p>As such Credit Management forms an essential course for students.</p>	
8	Outline syllabus		
	Unit 1	CREDIT MANAGEMENT – BASICs	

	A	Introduction & Principles of sound lending (P 3-9)		
	B	Importance of Credit Policy for lending decisions (P 12-16)		
	C	Types of borrowers & types of credit facilities (47-62, 69-78)		
	Unit 2	TECHNIQUE & TOOLS OF CREDIT APPRAISAL		
	A	Validation of proposal on factors like credit worthiness of borrower, purpose of loan, source of repayment (100-107)		
	B	Credit Risk Rating (basic Model for MSME only) , its objective and use of collaterals (118-129)		
	C	Basic tools of appraisal- analysis of key financial parameters, key ratios & CIBIL rating (155-172)		
	Unit 3	APPRAISAL OF QUANTUM OF LOAN-Basic		
	A	Concept of technical, marketing, management & financial appraisal. (206-220)		
	B	Working Capital assessment- what is working capital/ operating cycle. (253-260)		
	C	Assessing Working capital proposal of Micro & Small enterprises. ((260-264)		
	Unit 4	BASICS OF OTHER CREDIT FACILITIES		
	A	Letter of Credit – Basics (333-336)		
	B	Letter of Guarantee-Basics ((350-354)		
	C	Export Credit – Basics (369-376)		
	Unit 5	POST SANCTION MONITORING & CONTROL		
	A	Objectives & need for post sanction monitoring. (500-502)		
	B	Monitoring through periodic statements and monthly visits. (503-508)		
	C	Concept of Non Performing Assets and their treatment for Income recognition and classification for provisioning. (538-550)		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	CREDIT MANAGEMENT – IIBF & Mc’MILLAN Publishers India Pvt Ltd (page nos indicated in bracket)		
	Other References			

School:		School of Business Studies (SBS) Batch : 2018-21
Program:		BBA Current Academic Year: 2020-21
Branch:		Finance
1	Course Code	BBA046
2	Course Title	Retail Banking
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The objective of this module is to acquaint the students with the latest changes happening around the Global banking industry in the area of Banking and in particular in Retail Banking. The students would gain knowledge of retail banking; its advantages, products, delivery of credit, its problems & possible remedies, ways to market the products & boost profitable business for the organization, etc
6	Course Outcomes	On completion of this module the student will be able to: CO 1: describe the role of retail banking CO 2: discuss the in-depth concepts of retail banking CO 3: prepare the exact requirements of the customer CO 4: distinguish different retail banking products for the customer.
7	Outline syllabus	
	Unit 1	RETAIL BANKING-BASICS
	A Introduction of Retail Banking	Banking operations within banks in the area of retail.
	B Retail Banking Concepts	Applicability of retail banking concepts
	C Types of Banking	Difference between Retail Banking and Corporate Banking
	Unit 2	RETAIL PRODUCTS
	A Understanding of Customer requirement	Customer requirements & Product development process

	B Product understanding	Important Products, credit scoring for appraisal
	C Plastic Cards & remittances	Credit & Debit cards, Remittance Products
	Unit 3	MARKETING IN RETAIL BANKING
	A	Marketing & Delivery channels,
	B	Delivery Models & Use of technology
	C	Customer Relationship Management & Service standards
	Unit 4	MANAGEMENT ISSUES IN RETAIL BANKING
	A	Recovery aspect
	B	Securitization
	C	Other Issues- Third party Products distribution by banks, Demat accounts, Wealth Management, Private Banking (Concepts only)
	Unit 5	Case Study
	A <i>Citi Bank Strategy</i>	Citi Bank E- Business strategy
	B Recent Changes in Banking	Latest in Banking
	C Latest Guidelines	Recent Guidelines by RBI

	Mode of examination	Theory /Practical/Viva	
	Weightage Distribution	C A	MTE
		3 0 %	20%
			ETE
			50%
	Text book/s*	Text Book: Indian Institute of Banking & Finance---Retail Banking, Macmillan Publishers, India	
	Other References	Banking-Theory , Law & Practice, Gordon Natrajan, Himalaya Publishing House	

School:		School of Business Studies (SBS) Batch : 2018-21
Program:		B.B.A Current Academic Year: 2020-21
Branch:		Finance VI
1	Course Code	DSE044
2	Course Title	MARKETING OF FINANCIAL PRODUCTS AND SERVICES
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
Course Type		Elective
5	Course Objective	The objective is to make the students understand the strategy for Marketing of Financial Products. The effective strategy of Marketing the Financial Products and right aspects to get the best of solutions. In Current Era of Competition , It is very important that the Banks offer the Precise Proposition to its Customers at all the times and Creates a right Pricing for different Sets of Customers.
6	Course Outcomes	On completion of this module the student will be able to: CO1.Understand the Strategy to Market the Financial products and pitch it to the right Audience. CO2. Understand the Financial product creation process and Customer relationship management. CO3.Analyse the right business Markets. CO4. Clear Understanding of Sales Model of Financial Products. CO5. Have a clear competency on Global Scenario of Financial Product Marketing.
7	Course Description	The banking is expanding across all the dimensions and different countries have different models of Banking and Financial Products Sales spectrum . The banks have to design the right Model and Product Proposition to make its strategy Profitable and the Organic growth can be experienced in terms of Profitability and Customer retention.
8	Outline syllabus	
	Unit 1	Introduction of Concept
	A Financial Products	Financial Products in Service Spectrum and Its Importance.

	B Business Environment	Business Environment of Financial Services Sector and Growth strategies.
	C Transformation	Transformation in marketing Practices and analysis of Digital Marketing in Financial Products.
	Unit 2	Production Management and Customer relationship management
	A <i>Product Management</i>	Product Concept , Product and Differentiate Product Management.
	B <i>CRM Model</i>	Importance of CRM in marketing of Financial Services and Relationship Marketing.
	C <i>CRM implementation</i>	CRM implementation and evaluation. Specific Live cases of Successful CRM Models.
	Unit 3	Analyzing Business Markets
	A <i>Corporate Selling</i>	Organizations Buying Process and Participants. Strategies of Organizations Buying Process.
	B <i>Sales in institutional and Governmental Markets</i>	Institutional and Government Markets. Corporate Sales and Government Relationship Management.
	C Competitors	<ul style="list-style-type: none"> • Competitors : Identifying and Analyzing. • Designing Competitive Strategies . Improvement in Competitive advantage.
	Unit 4	SALES MODEL IN FINANCIAL PRODUCTS
	A DSA/DMA	ROLE of DSA/DMA in Bank. CASA Strategy and Third Party Sales in Bank.
	B	Channel Management and Selling Functions of Bank.

	Sales Process	Strategy of Cross Selling.		
	C Pricing Strategy	Factors affecting Pricing Decisions in Bank. Priority Banking Concept in Banks.		
	Unit 5	The Global Scenario of Financial Product Marketing		
	A <i>US Market</i>	Marketing Financial Products in US		
	B <i>UK Market</i>	Marketing Financial Products in UK		
	C <i>China Market</i>	Marketing Financial Products in China		
	Mode of examination	Theory /Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Marketing of Financial Products and Services By R B Solanki And Rajeshwari Malik Managing and Marketing of Financial Services by IIB&F Marketing Financial Services by Hooman Estelami		
	Other References	The student should read one Normal and one Econimical daily on regular basis and they should visit on Online on all the Banks website and RBI Website to get updates on Marketing of Financial Products.		

Human Resource Management Specialization

INDUSTRIAL RELATIONS

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Coder	DSE026
2	Course Title	INDUSTRIAL RELATIONS
3	Credits	4
4	(L-T-P)	4-0-0
5	Course Objective	<ul style="list-style-type: none"> • To introduce the basic concepts and functions of Industrial Relations. • To create an awareness of the role, function and functioning of personnel management in industrial organization. • To build awareness of certain important and critical issues in Industrial Relations. • To develop an understanding of interaction pattern among labour, management and the organization.
6	Course Outcomes	<p>On completion of this course, students will be able to :</p> <p>CO 1: To understand industrial relations system in India.</p> <p>CO 2: To recognize the different approaches to IR.</p> <p>CO 3: To apply the concept of Workers Participation in Management.</p> <p>CO 4: To prepare record and compliances under various provisions of the different acts.</p>
7	Course Description	The main aim of this course is to impart the basic and theoretical concept in the field of Industrial Relations. The module examines the role and objectives of the main actors in the employment relations – employers, employees and trade unions and the government.
8	Outline syllabus	
	Unit A	Introduction to Industrial Relations
	Introduction to the concept of Industrial Relations	Concept and Objectives of Industrial Relations
	Approaches to Industrial Relations	<ul style="list-style-type: none"> • Psychological Approach 7. Sociological Approach 8. Ethical Approach 9. Gandhian Approach
	Industrial Relation System	<ul style="list-style-type: none"> • Industrial Relation System (Actors and Parties involved), Factors affecting Industrial Relations
	Unit B	Industrial Disputes and Trade Unions
	Introduction to Industrial Dispute	<ul style="list-style-type: none"> • Industrial Disputes: Causes and effects
	Industrial	<ul style="list-style-type: none"> • Preventive measures to industrial disputes

	Dispute measures			
	Introduction to Trade Union	Trade Union: objective, functions and classification; internal and external challenges of trade unions		
	Unit C	Workers Participation in Management		
	Introduction to WPM	WPM: Meaning and Concept		
	Levels of participation	Forms and levels of participation		
	Importance of WPM	Benefit of workers participation in management		
	Unit D	Labour Legislations in India		
	The Factories Act 1948	The Factories Act 1948: Introduction and objective, Provisions regarding the health, safety and welfare of workers.		
	Industrial Dispute Act 1947	INDUSTRIAL DISPUTE ACT 1947: Objective; Definitions: Appropriate government, Industry, workmen, protected workmen, strike, lockout, layoff, and retrenchment; Authorities under the Act, reference of dispute to various authorities and procedure of various authorities.		
	Trade Union Act 1926	Trade Union Act 1926: objective and overview, definition of trade union and trade dispute, recognition and registration of trade union, immunity from criminal conspiracy, civil suit and tortuous act.		
	Unit E	Wage Legislations in India: Objective and overview		
	Introduction to Equal Remuneration Act 1976, Payment of Wages Act 1936	<ul style="list-style-type: none"> • Equal Remuneration Act 1976 • Payment of Wages Act 1936 		
	Introduction to EPF Act, 1952	The Employees Provident Fund (and miscellaneous provisions) Act 1952		
	Introduction to Bonus and Gratuity Act.	Payment of Bonus Act 1965, Payment of Gratuity Act 1972		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book*	1.Piyali Ghosh & Shefali Nandan – Industrial Relations & Labour Laws (Mc Graw Hill, 2015).		
	other references	1. Bare Acts		

Recruitment & Selection

School: SBS		Batch:2018-21
Program: BBA (HR)		Current Academic Year: 2020-21
Branch: -		Semester: V
1	Course Code	DSE025
2	Course Title	Recruitment & Selection
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
Course Status		Elective
5	Course Objective	<ol style="list-style-type: none"> 1. To be able to comprehend the potential importance of recruitment and selection in successful human resource management. 2. To be able to identify aspects of recruitment and selection that are needed to avoid critical failure factors 3. To be able to understand the various sources and methods Of recruitment and selection 4. To understand the links between recruitment & selection as well as other factors that integrate employees within an organization
6	Course Outcomes	<p>The students will be able to:</p> <p>CO1: Examine the utility of the latest concepts, trends, practices, procedures, and laws related to recruitment & selection</p> <p>CO2: Explain the applicability of different types of commonly used pre-employment tests and interviews for Selection</p> <p>CO3: Prepare a detailed Manpower Planning Strategy and to match an applicant to a job using job analysis and job description</p> <p>CO4: Analyze Recruitment strategy for different levels of hierarchy and the importance of employee onboarding process.</p> <p>CO5: Evaluate the proper methods/ sources of recruiting externally and internally</p>
7	Course Description	<p>This course aims to develop an understanding of all major aspects of recruitment and selection, elaborating the process, sources and methods used. The course is designed as such to incorporate all the latest research and issues related to recruitment and selection to ensure that students are updated with the latest practices in recruitment & selection. It also aims to offer basic skills of recruitment and selection of employees in the organization.</p>
8	Outline syllabus	

Unit A	Human Resources Planning and Job Analysis		
A 1	<ul style="list-style-type: none"> • HRP defined, Issues and challenges 		
A 2	<ul style="list-style-type: none"> • HRP Process, Demand & Supply Forecasting Methods 		
A 3	<ul style="list-style-type: none"> • Job analysis- steps in job analysis, methods, job description and job specification, application of job analysis 		
Unit B	Recruitment		
B 1	<ul style="list-style-type: none"> • Recruitment Concept – Factors affecting recruitment 		
B 2	<ul style="list-style-type: none"> • Methods and Sources of recruitment-Internal & External 		
B 3	<ul style="list-style-type: none"> • E-Recruitment, Inclusive Recruitment 		
Unit C	Selection		
C 1	<ul style="list-style-type: none"> • Process of Selection, Review of applications-Application Blank, weighted application Blank 		
C 2	<ul style="list-style-type: none"> • Selection Tests- Personality & technical, Selection test design, Reliability and Validity of tests 		
C 3	<ul style="list-style-type: none"> • Employment Interviews- Structured, unstructured, behavioural, Group or individual interview, Guidelines for the Interviewer, Pre- employment Checks, Assessment Centre 		
Unit D	Recruitment & Selection Strategies and Evaluation		
D 1	<ul style="list-style-type: none"> • Recruitment Strategies at worker, Middle & Senior Level, Exit Interview 		
D 2	<ul style="list-style-type: none"> • Recruitment & Selection Evaluation: Budget, Time and Acceptance Rate 		
D 3	<ul style="list-style-type: none"> • Employee Onboarding- Process 		
Unit E	Legal & Contemporary Issues		
E 1	<ul style="list-style-type: none"> • Legal issues: Apprenticeship Act, Employment Act, Contract labour Regulation & Abolition Act, Child Labour Abolition Act 		
E 2	<ul style="list-style-type: none"> • Contemporary Issues: Job sculpting, Employer branding, Alternatives to recruitment 		
E 3	<ul style="list-style-type: none"> • Global talent Acquisition & Management 		
Mode of examination	Theory		
Weightage Distribution	CA	MTE	ETE
	30%	20%	50%
Text book/s*	Recruitment and Selection: Theories and Practices, Dipak Kumar Bhattacharyya, First Edition, Cengage		
Other References	<ol style="list-style-type: none"> 1. Human Resource Management 2010: V.S. P. Rao 2. Human Resource Selection, Published: 2009 Author Gatewood, Field(Cengage) 3. Human Resource Management: Sharon Pande (Pearson) 		

Compensation Management

School: SBS		Batch : 2018 -19
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course number	DSE024
2	Course Title	Compensation Management
3	Credits	4
4	(L-T-P)	4-0-0
5	Course Objective	<ol style="list-style-type: none"> 1. The aim of this course is to make aware the students about Compensation and its objectives . 2. Various Compensation systems operating in different industries at different levels. 3. Students would be able to understand the various components of compensation, reward systems operating in organizational set up
6	Course Outcomes	<p>On completion of this course, students will be able to :</p> <ul style="list-style-type: none"> • To learn basic compensation concepts and the context of compensation practice. • Recognize how pay decisions help the organization achieve a competitive advantage. • Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues. • To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.
7	Course Description	<p>Compensation management in organizations, including the role of human resources management in dealing with employees, and methods used to provide compensation. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them. Several important topics will be addressed in the class such as: Compensation professionals’ goals within a human resource department. Ways to strengthen the pay-for-performance link. Ways to strengthen the pay-for-performance link. Health insurance concepts.</p>
8	Outline syllabus	
	UNIT A	Introduction
	Unit A	Introduction to compensation management
	Topic A1	Meaning , objectives and Factors affecting compensation
	Topic A2	Types of compensation- Direct compensation & indirect compensation
	Topic A3	Major components of wage, Methods of payment-Time rate method, piece rate method and monthly.
	Unit B	Management of Compensation & compensation theories
	Topic B1	Compensation Planning, compensation for Workers and Managers

	Topic B2	Two Factor theory of compensation		
	Topic B3	ERG Theory of compensation		
	Unit C	Workers Compensation- Legal framework		
	Topic C1	Minimum Wages Act(concept of Fixation of wage, Administration of Act)		
	Topic C2	Equal Remuneration Act		
	Topic C3	e Employee's Provident Fund & Misc. Provisions Act, 1952(Definitions, Administration of Act, Employees pension Scheme, Employees Deposit – Linked Insurance Scheme)		
	Unit D	Pay Systems		
	Topic D1	Various type of pay systems- Performance based pay system		
	Topic D2	Knowledge / skill based pay		
	Topic D3	Wage Policy at Organizational Level		
	Unit E	Incentive Plans		
	Topic E1	Concept, objective and limitations		
	Topic E2	Types of Incentives –Individual and Group based incentives		
	Topic E3	Individual incentives Plans-straight piece rate, standard hour, Hasley Premium Plan, Profit sharing, Stock options, Group Incentive Plans- Taylor differential piece rate system, Priests Mans plan		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Compensation & Reward Management by B.D. Singh Excel Books		
	Other References	Compensation by George T Milkovich, CS Venkata Ratnam (Ninth Edition) Mc Graw Hill		

School:	SBS	Batch : 2018-21
Program:	BBA	Current Academic Year: 2020-21
Branch:	Semester: V	
1	Course Code	DSE023
2	Course Title	Employee Training & Development
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	1-To illustrate the systematic approach to training and development 2-To elaborate the concepts of conducting assessment of the training needs, 3-To Guide students on the fundamentals of design , development and implementation of training 4-To Explain the process of evaluating the effectiveness of training and development programs.
6	Course Outcomes	CO1: The student will be able to describe the relevance of Training & development for organizational growth. CO2: The student will be able to discuss- Training Needs, various ways to design, develop and evaluate the training program. CO3: The student will be able to prepare- training objectives, ways to design & develop content, suitable training methods according to the implementation methodology and evaluate the outcomes of training programmes. CO4: The students will be able to assess organisational scenarios and make training related decisions
7	Course Description	This course provides the detailed insights related to the training and development practice of HR function for the organisations. It covers a variety of approaches to instruction and learning and contrasts these with their practical application. It comprises of a mix of theory and application aspects related to design and conduct needs analyses and to plan, implement and evaluate training programs.
8	Outline syllabus	
	Unit 1	Introduction to Training & Development
	A	Definition, Need and Importance of Training
	B	Difference between Training, Development and Education; Steps of Training
	C	Types of Learning-KSA
	Unit 2	Training Needs Assessment
	A	Training & Non-Training Needs, Types of Training Needs
	B	Determination of Training Needs
	C	TNA Model- A systematic view to TNA
	Unit 3	Designing & Development of Training Program
	A	Key consideration in designing a training program, Constraints in designing a training Program
	B	Developing Objectives, Identifying Trainees and Trainer

	C	Training Methods- On the Job and Off the Job		
	Unit 4	Implementing and Evaluation of Training Program		
	A	Implementing ideas for Training, Dry run and Pilot program, transfer of training		
	B	Resistance to training evaluation, Types of evaluation data- Process Data and Outcome Data		
	C	Kirkpatrick Four Level Approach for evaluation		
	Unit 5	Management Development		
	A	Concept, Objectives of Management Development		
	B	Techniques of Management Development		
	C	Challenges in management development		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Sahu, R. K. (2005). <i>Training for Development</i> . Excel Books		
	Other References	1-Blanchard P. Nick and James W. Thacker (2009) <i>Effective Training- Systems, Strategies and Practices</i> . Pearson Education 2-Rao, P. L. (2008). <i>Enriching Human Capital Through Training & Development</i> . Excel Books		

School: SBS		Batch : 2018-2021
Program: BBA		Current Academic Year:2020-21
Branch:		Semester: VI
1	Course Code	DSE029
2	Course Title	Performance & Competency Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>1.To describe how to set & clarify expectations , communicate & delegate performance goals effectively</p> <p>2.To elaborate on how to manage performance & give ongoing constructive and positive feedback</p> <p>3. To illustrate how to approach and conduct performance appraisals in the context of performance management.</p> <p>4.To describe the importance of creating development plans to encourage employees to learn new skills and grow.</p>
6	Course Outcomes	<p>CO1: The student will be able to reproduce the conceptual knowledge of performance management.</p> <p>CO2: The student will be able to differentiate between the various steps of performance management</p> <p>CO3: The student will be able to relate with the various available methodology & select the most suitable for the organisation</p> <p>CO4: The student will be able to appraise ways to analyze various organisational scenarios connecting with performance management.</p>
7	Course Description	This Course provides an understanding of performance management and its importance for organizational and individual success. Through the detailed decoding of step by step process of Performance Management it sensitizes the student to the complexities and problems of improving and managing performance in the organization. The course describes the role and scope of performance management along with its applications.
8	Outline syllabus	
	Unit 1	An overview of Performance Management System
	A	Performance management meaning, scope, objective, importance & principles
	B	Difference between Performance Management and Performance Appraisal
	C	Trends related to performance management in Industry
	Unit 2	Performance Planning
	A	Meaning ,Goal Setting & Principles of setting Performance criteria)
	B	Process & Methodology of Performance planning
	C	Barriers of Performance planning
	Unit 3	Performance Managing
	A	Definition, characteristics

	B	Objectives & Importance		
	C	Process of performance managing		
	Unit 4	Performance Appraisal & its Methods		
	A	Meaning, Characteristics, Objectives, Importance, Principles, Process,		
	B	Additional Methods of Performance Appraisal- Ranking(forced ranking Method) and Rating , Forced Bell curve Method,		
	C	Modern Methods of Performance Appraisal- 360 degree appraisal, Assessment Centres		
	Unit 5	Performance Counselling , development & Reward		
	A	Meaning & Importance		
	B	Outcomes of Performance Appraisal		
	C	Individual development Plan		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	1. Deb T., Kohli A.S, “ <i>Performance Management</i> ” Oxford University Press.		
	Other References	1. Sahu RK..; “Competency Mapping” Excel Publication.		

School: SBS		Batch: 2018-2021
Program:		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE030
2	Course Title	Team Building & Leadership
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Elective
5	Course Objective	<ol style="list-style-type: none"> 1. To learn the interpretive framework necessary to understand how high-performance teams will function in a particular cultural location. 2. To learn the stages of team development and gain the skills to move embryonic teams through those stages to the highest levels of team performance. 3. To gain self-awareness of personal leadership style, strength and personality for the purpose of effective team leadership. 4. To develop the critical coaching competencies for effective team leadership.
6	Course Outcomes	<p>The students will be able:</p> <p>CO1: to define principles & concepts applicable to the study of groups, teams, conflicts & leadership.</p> <p>CO2: to describe models & theories of conflict, leadership and team building.</p> <p>CO3: to illustrate essential team building & leadership skills</p> <p>CO4: to analyse the challenges and problems relating to team building and leadership.</p>
7	Course Description	The overall objective of this Course is to build and develop students' competency in teamwork and Leadership. Students will gain knowledge and skills about leadership development and team-building skills based on theories, principles, concepts, application, exercises/class activities, and experiential learning.
8	Outline syllabus	
	Unit 1	Understanding Teams
	A	Group vs teams, Stages of team development
	B	Types of teams, Team building process- How to build great teams?
	C	Managing cross-functional teams, diverse teams, virtual teams, self-managed teams- Challenges Team building in globalized era
	Unit 2	Group
	A	What is a group, types of groups: Formal and informal groups
	B	Group Structure: Group roles, status, size, norms
	C	Group decision making processes- group think.
	Unit 3	Leadership
	A	Leadership Defined, Attributes of an effective leader
	B	Managing & leading teams
	C	Leadership vs management, Leadership Styles
	Unit 4	Theories of leadership
	A	Trait Theory-Big five/ OCEAN model.

	B	Behavioral Theory -Managerial grid-Mounton &Blake Model		
	C	Contingency Theory -Hersey Blanchard theory.		
	Unit 5	Conflict		
	A	Conflict- Concept, Causes and types		
	B	Stages of conflict formation		
	C	Conflict Resolution for effective Team building		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Rathan Reddy-Team building & Leadership (Jaico)		
	Other References	<ul style="list-style-type: none"> ● Sahu R K-Group dynamics & team building ● West Michael - Effective Team Work (Excel Books, 1st Ed.) ● Sadler Philip - Leadership (Crest Publishing House) ● Case studies, video clippings, TEDx Talks, Readings 		

Human Resource Information Systems

School: SBS		Batch: 2018-2021
Program: BBA (HR)		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE027
2	Course Title	HRIS
3	Credits	4
4	Contact Hours (L-T-P)	0-0-8
	Course Type	Elective
5	Course Objective	<p>The objective of this course is</p> <ol style="list-style-type: none"> 1) To explain the basic terms and concepts related to HRIS. It also gives hands on experience on system administration function which includes user management, job management, creating and maintaining organization structure, skills inventory, and configuration of the modules according to the user requirements. 2) To make use of HRIS software to carry out recruitment and selection process of the organization. 3) To demonstrate the Personnel Information Management (PIM) function which includes creation of reporting methods, importing employee data, adding employee information, describing workflows and generation of reports. 4) To exhibit how to manage the employees' leave and attendance processing using HRIS software and payroll calculation using MS Excel. 5) To manage the performance of the employees through HRIS software by creating KPI, tracking, establishing L&D, reviewing the employees' performance and offering increments/ bonuses.
6	Course Outcomes	<p>CO1: The student will be able to recognize the basic terms and concepts related to HRIS.</p> <p>CO2: The student will be able to describe the use of HRIS software to carry out recruitment and selection process of the organization.</p> <p>CO3: The student will be able to manage the employees' leave and attendance process using HRIS software and payroll calculation using MS Excel.</p> <p>CO4: The student will be able to Compare different HRIS software, compute ROI, and do cost-benefits analysis.</p> <p>CO5: The student will be able to evaluate the performance of the employees through HRIS software by creating KPI, tracking, establishing L&D and reviewing the employees' performance.</p>
7	Course Description	This course is designed to explore the students to provide basic knowledge about Human Resource Management through software application with hands on experience in different HR functions. It includes Compare different HRIS software, compute ROI, and do cost-benefits analysis.
8	Outline syllabus	

	Unit 1	HRIS and HR Planning		
	A	HRIS Introduction, Need for HRIS, Different types of HRIS, HRIS Installation and Configuration.		
	B	Human Resource Planning 1 : Use of software to define organizational structure, new jobs and reporting structure.		
	C	Human Resource Planning 2 : Use of software to create positions, search and update employee records.		
	Unit 2	Recruitment		
	A	Recruitment Overview, Use of software to create and approve new job opening with pay grades and job categories.		
	B	Use software to screen applicants and explain how IS can help.		
	C	User Management : Creating and Managing different types of Users and Configuring modules based on User level. Maintaining Skills inventory.		
	Unit 3	HR Operations & Profile Management		
	A	HR Operations 1 : Understand different types of leave, Leave calculation and approval		
	B	HR Operations 2 : Understand components of compensation , Simulate pay run using Excel		
	C	Performance Management and Profile Management: Profile overview, Use of software to manage employee profile		
	Unit 4	Compensation & reports		
	A	Increments and bonuses : How salary matrix is used for increments, How performance affects bonuses, Use software to award increments and bonuses		
	B	Reports : Importance of reporting in HR, Create customized reports by using HRIS		
	C	Query Manager; Using Prompt ; Criteria		
	Unit 5	HR workflow and HR Strategy		
	A	Workflow, how HRIS can be used to configure workflows, Reasons of different workflows needed in core HR functions , Describe how workflows are handled in the HRIS,		
	B	Use the HRIS to configure workflows in recruitment, L&D, performance management and leave application		
	C	HR Strategy: · Comparing different HRIS software, Calculation of ROI, Cost benefits analysis, Making a recommendation		
	Mode of examination	Practical		
	Weightage Distribution	CA	MTE	ETE
		60%	N/A	40%
	Text book/s*	Human Resource Information Systems: Basics, Applications, and Future Directions 3rd Edition, by Michael J. Kavanagh, Mohan Thite ,Richard D. Johnson, Sage Publications.		
	Other References	<ol style="list-style-type: none"> 1. Practical Guide to Human Resource Information Systems by Satish M. Badgi. 2. Encyclopedia of Human Resources Information Systems: Challenges in E-HRM by Teresa Torres-Coronas, and Mario Arias-Oliva, Information Science, Newyork. 		

School:		Batch : 2018-21
Program:		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE028
2	Course Title	Human Resources-Values & Contribution to Organisational Success
3	Credits	04
4	Contact Hours (L-T-P)	0-0-8
	Course Status	Compulsory
5	Course Objective	<p>This course uncovers the ways through which the various HR functions establish Their contribution to the organisational health and climate. It weaves the Relationship between practices, performance and effectiveness of HR.</p> <p>1-Guide typical aims and objectives of the HR function in a contemporary context, 2-Enabling them to make an effective contribution to the HR department of an organisation. 3-Attain a greater understanding and appreciation of the role played by HRM in adding value to activities which contribute to the success of an organisation.</p>
6	Course Outcomes	<p>After completing this course, students should be able to:</p> <p>CO1: To understand the HR practices that acts as a differentiating factor for effective organisations. CO2: To explore the best practices followed in contemporary industrial practices. CO3: To establish a synthesis between various HR functions. CO4: To analyse and evaluate the strategic connect of various HR practices.</p>
7	Course Description	This will enable students to show an awareness of HR as a key contributor to organisational success. This course provides the opportunity to make links between the role and function of HR and show how HR is emerging in the modern world.
8	Outline syllabus	
	Unit 1	Exploring Procurement Practices
	A	Case study Analysis Exercise on Modern Procurement Practices
	B	Group Survey of five Contemporary Companies of an industry
	C	Presenting the Outcomes and Comparative Analysis
	Unit 2	Understanding the Training & Development Practices
	A	Analysing a Case on latest trends in Training & Development Practices
	B	Group Survey of three Companies of an industry
	C	Deliverables to be Presented by the team
	Unit 3	Appreciating the Performance Management System
	A	Case study Analysis Exercise on changing Performance Management Practices
	B	Group Survey of two Companies of an industry
	C	Presenting the Outcomes and Analysis
	Unit 4	Exploring the Employee Engagement Practices
	A	Case study Analysis Exercise on the modern employee Engagement Practices
	B	Survey of five companies engagement practices in an industry
	C	Demonstrating how the learning can be transferred for SU
	Unit 5	A Relook at the Industrial Relation Practices

	A	Exploring the IR best practices in Secondary Literature sources		
	B	Case Study Analysis of two IR disputes & their handling mechanism .		
	C	Presentation on the modern outlook towards IR		
	Mode of examination	Viva		
	Weightage Distribution	CA	MTE	ETE
		60%		40%
	Text book/s*	Contemporary HRM Issues		
	Other References	Reports from Great Place to work Series		

BBA Finance & Accounting

School: SBS		Batch : 2018-21
Program: BBA ACCA		Current Academic Year: 2020-21
Branch:		Semester: II
1	Course Code	BBA150
2	Course Title	Cost Accounting and Performance Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. This course is designed to acquaint the student with the basic concepts used in cost accounting and various methods involved in cost ascertainment. 2. To provide the student knowledge about use of costing data for planning, control and decision making 3. To apply relevant knowledge, skills and exercise professional judgment in applying performance management techniques in different business contexts and to contribute to the evaluation of performance of an organization
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1: Describe the basic concepts of cost and cost accounting system in the organization.</p> <p>CO2: Identify and understand the accounting for material, labour and inventory.</p> <p>CO3: Apply the practical knowledge used on cost sheet, computation of wages, bonus schemes and overhands</p> <p>CO4: Analyze the cost sheet, contract costing and process costing problems</p> <p>CO5: Evaluate cost accounting problems in the light of changing scenario</p>
7	Course Description	Cost accounting provides key data to managers for planning and controlling, as well as data on costing products, services, and Labor.
8	Outline syllabus	
	Unit 1	An Overview of Cost Accounting and performance management
	A	Concept of Cost, Costing and Cost Accounting. Tools of Cost Accounting, Installation of Costing system in an organization. Classification of cost.
	B	Cost Unit and Cost centres, Objectives and Limitations of cost accounting
	C	Performance Management – Meaning and Conceptual framework, Management tools to evaluate performance
	Unit 2	Element of Costs- Material management
	A	Accounting for material- ordering receiving and issue- material inventory account- Methods of pricing material issues- FIFO, LIFO, HIFO

	B	Inventory control – Meaning and objectives, techniques of inventory control and management –E.O.Q and ABC-Analysis, computation of E.O.Q.		
	C	Inventory control and techniques - Stock levels and Just in Time, Computation of different stock levels.		
	Unit 3	Element of costs-Accounting and Control of Labour & Overhead		
	A	Computation of Wages and bonus schemes- Halsey and Rowan premium plan, Taylor’s differential piece rate plane		
	B	Concept and treatment of Idle Time, Overtime. Labour Turnover- Meaning and Calculation		
	C	Overhead classification: Allocation, Absorption and Apportionment. Apportion the costs to various departments		
	Unit 4	Unit costing (output)		
	A	Cost sheet- meaning and purpose, treatment of stocks, Preparation of cost sheet		
	B	Contract costing- understand the meaning and features of a contract and types of industries in which contract costing method is used.		
	C	Calculation of profit or loss when contract is completed. Calculation of profit or loss when contract is incomplete		
	Unit 5	Process Costing		
	A	Process costing- meaning and types of industries in which Process costing method is used		
	B	Preparation of Process Account, Normal vs. Abnormal wastage or losses. Understanding the meaning of By-products and Joint products		
	C	Meaning and need of Reconciliation of Cost and Financial Accounts.		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	Dr. M.N. Arora Vikas Publishing House, New Delhi		
	Other References	<ul style="list-style-type: none"> • Cost & Management Accounting, By- Ravi M. Kishore (taxman) • Basic Costing- theory & Practice, By- A. K. Singhal (vayu education India) • Cost management – P.C.Tulsian (Tata Mc Graw Hill) • Cost and Management Accounting, by-S.P Jian & K.L.narang (kalyani publishers) • Cost Accounting- by-Thakur (excel) • https://www.youtube.com/watch?v=YG9xOWT3KVM(Cost concept) 		

School: School of Business Studies		Batch : 2018-2021
Program: BBA ACCA		Current Academic Year: 2020-2021
Branch: Accounts and Finance		Semester: III
1	Course Code	BCM 235
2	Course Title	Corporate Financial Reporting
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. This course is designed to gain ability to understand the items of financial statements and consolidated financial statements 2. To analyze the financial statements using Ratio Analysis. 3. To interpret the basic framework of financial reporting in terms of inventory and long-lived assets.
6	Course Outcomes	<p>On completion of this module the students will be able to:</p> <p>Define the concept of financial statements and the various items in financial statements. Explain the reporting of these items in the financial statements. Construct the linkages among the four financial statements. Analyze the financial statements using popular techniques. evaluate the reporting in financial statements</p>
7	Course Description	<p>This course enables the students to understand about the various financial statements used for reporting purposes by a company. They will get a general understanding of the newly introduced IFRS and reporting of some peculiar items under IFRS. The linkages between the various financial statements will be brought to light and they will be taught to analyse the statements using financial ratios. The students will also understand the meaning and preparation of Consolidated financial statements.</p>
8	Outline syllabus	
	Unit 1	Introduction to Financial Reporting
	A	Introduction of Financial Reporting and its significance in business. Purpose and users of financial reports
	B	Understanding how business activities are classified for financial reporting purposes
	C	Understanding of Ind AS and IFRS
	Unit 2	Understanding Financial statements and Consolidated Financial Statements
	A	Meaning and types of financial statements
	B	Understanding of various items of Income Statement and forms Income Statement (Comparative and Common Size Income Statement), Understanding of various items of Balance Sheet and forms of Balance Sheet (Comparative and Common Size Balance Sheet)
	C	Theoretical understanding of Consolidated Financial Statements, Preparation of

		Consolidated Balance Sheet		
	Unit 3	Ratio analysis		
	A	Meaning, Objectives, Advantages and Limitations of Ratio analysis		
	B	Types of ratios- Liquidity ratios, Profitability ratios, Activity ratios, Solvency ratios		
	C	Practical problems related to above ratios		
	Unit 4	Inventory Accounting		
	A	Theoretical understanding of costs included in inventories and costs recognized as expenses in the period in which they are incurred		
	B	Theoretical understanding of how inflation and deflation of inventory costs affect the financial statements and ratios of companies.		
	C	Basis of cash flow statement		
	Unit 5	Long-lived Assets		
	A	Theoretical understanding of costs that are capitalized and costs that are expensed in the period incurred- how they affect financial statements and ratios		
	B	Compare financial reporting of following intangible assets- purchased, internally developed, acquired		
	C	Understanding Leasing (Capital and Operating Lease) and how leasing rather than purchasing assets affects financial statements. Understanding how financial lease and operating lease affect financial statements from the perspective of both lessor and lessee		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Analysis of Financial Statements- T.S. Grewal, Sultan Chand and Sons Pvt. Ltd.		
	Other References	1. Financial Reporting and Analysis, Book-3, SchweserNotes for the CFA Exam, Level-1. Fundamentals of Corporate Accounting- J.R. Monga, Mayur Paperbacks.		

School: School of Business Studies		Batch : 2018-2021
Program: BBA ACCA		Current Academic Year: 2020-2021
Branch: - Economics & IB		Semester: III
1	Course Code	BCM 223
2	Course Title	Global Business Environment
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	The course describes the various micros, industry factors that affect the business organizations, industries, countries and world at large. Also, this course describes the spread of trade, investment, And technology across borders and the ways in which these factors affects firms, workers, and communities in developed and developing countries. The focus of this course is also to describe the advantages and disadvantages.
6	Course Objective	<ol style="list-style-type: none"> 1. To make students identify the contemporary scenario of global trade 2. To make students explain the role of different components contributing to globalization 3. To make students illustrate the role of FDI in global trade 4. To make students categorise the types of barriers to international trade 5. To make students identify the role of trade blocs in present global business environment
7	Course Outcomes	<p>After the completion of this course the students will be able to:</p> <p>CO1: Identify the contemporary scenario of global trade. K1</p> <p>CO2: Explain the role of different components contributing to globalization. K2</p> <p>CO3: Illustrate the role of FDI in global trade. K3</p> <p>CO4: Categorise the types of barriers to international trade. K4</p> <p>CO5: Identify the role of trade blocs in present global business environment. K4</p>
8	Outline syllabus	
	Unit A	India and Global trade
	A 1	The Macro economic variables: NI, exports and imports
	A 2	The world trade and India's role in it
	A 3	The top ranking businesses of the world
	Unit B	The Globalization Index
	B 1	Indices of globalization
	B 2	WEF and globalization: key indicators of globalization
	B 3	International organizations and international trade
	Unit C	International trade and FDI
	C 1	Role of FDI in international trade
	C 2	Norms of FDI and their justifications

	C 3	Ways in which FDI can flow in an economy		
	Unit D	Barriers to international trade		
	D 1	Tariff Barriers and implications		
	D 2	Non Tariff Barriers and implications		
	D3	The gainers and losers from barriers to trade		
	Unit E	Trade Blocs		
	E 1	Types of trade Blocs		
	E 2	and role of trade Blocs		
	E 3	The role of trade Blocs in global business environment		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> International Business: Environment and Operations: John Daniels, Lee Radebaugh, Pearson Publications. International Business Management: S C Gupta, Ane Publications 		
	Other References	<ul style="list-style-type: none"> The International Business Environment: Text and Cases: Anant K. Sundaram, J. Stewart Black, PHI Publications 		

School: SBS		Batch : 2018-2021
Program: B.COM/ ACCA/B.COM LLB		Current Academic Year: 2020-2021
Branch:		Semester: III
1	Course Code	BCM 209
2	Course Title	Management Accounting
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
Course Status		Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. The course introduces the students to contemporary management accounting concepts and techniques which facilitates the management in internal decision-making. 2. Understanding of the tools used to design and develop costing systems; preparation of budgets and their role as a planning and control tool; other decision-making tools including CVP analysis, pricing decisions, inventory issues and costs of quality etc. 3. A sound understanding of the theoretical concepts particularly in the context of Standard costing /variance and activity based costing
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1: Identify and describe the objective and general principles of Management Accounting and emerging tools of management accounting.</p> <p>CO2: Apply the practical approach of various tools and techniques for managerial decision making</p> <p>CO3: Apply the practical approach of various tools and techniques for Controlling</p> <p>CO4: Analyze the practical approach of Standard costing and variance analysis.</p> <p>CO5: Analyze and examine Activity based Costing and Responsibility Accounting in an organization.</p>
7	Course Description	<p>This course provides students with an understanding of management accounting concepts related to the management functions of planning, control, and decision making. The course covers management accounting fundamentals and introduces a range of management accounting tools, including process costing, variance analysis, activity based costing and the balanced scorecard, as well as behavioral responses to management accounting information. Students are introduced to the application of management accounting tools for pricing, budgetary control, cost allocation and performance evaluation as well as new developments in management accounting knowledge and techniques and how to assess these through cost-benefit analysis.</p>

8	Outline syllabus		
	Unit 1	An overview of Management Accounting	
	A	Concept and Meaning of Management Accounting, Objectives and advantages of Management Accounting. Difference Between Cost and Management accounting, difference between Financial and Management Accounting	
	B	Role and functions of management accounting. Scope & Limitations of Management Accounting. Tool and techniques of management accounting	
	C	Short run managerial decisions- Make/ buy, add/ drop, sell/ process further, operate/shutdown decisions.	
	Unit 2	Marginal Costing	
	A	Marginal costing meaning and advantages, assumption of marginal costing. Cost volume Profit (CVP) analysis.	
	B	Techniques of CVP analysis-contribution, Profit volume ratio analysis, implications and calculation	
	C	Breakeven point and its analysis, margin of safety meaning and calculation.	
	Unit 3	Budget and Budgetary control	
	A	Concept and meaning of Budget, Budgeting and Budgetary Control. Advantages and Limitations of Budgetary Control	
	B	Different types of Budget- financial budget, master budget, zero based budget and rolling budget	
	C	Cash Budget & Flexible Budget- significance & Preparation of Cash Budget & Flexible Budget	
	Unit 4	Standard costing and variance analysis	
	A	Concept and features of Standard costing, Variance Analysis –meaning and classification	
	B	Calculations of material cost variances, price and usage and mix variance.	
	C	Labour cost variance, Labour rate and efficiency variances	
	Unit 5	Activity based Costing and Responsibility Accounting	
	A	Activity based Costing-meaning and objectives. Steps in activity based costing, ABC activates categories,	
	B	Responsibility accounting- meaning and advantages of responsibility accounting. Types of responsibility centers.	
	C	Emerging tools of management accounting- life cycle costing, kaizen costing and back flush costing	
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA	MTE
		30%	20%
			ETE
			50%
	Text book/s*	Management Accounting-Debarshi Bhattacharyya (Pearson Publication)	
	Other References	R.P.Rustagi-Fundamentals of management accounting- Taxmann	
		R.S.Singhal -Management accounting-‘Anand’	
		Khan and Jain- “Management Accounting” (Tata McGraw Hill)	
		Pandey I.M - “Management Accounting” (Vikas)	

School: SBS		Batch : 2018-2021
Program: BBA ACCA		Current Academic Year: 2020-21
Branch: Accounting & Finance		Semester: IV
1	Course Code	BCM233
2	Course Title	Income Tax-Law and Practices
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsary
5	Course Objective	<ol style="list-style-type: none"> 1. This module provides the basic knowledge about the structure of direct tax and GST 2. It provides the basic knowledge about the levy of tax. 3. It deals with all the provisions for computation of total income of the employee. 4. It also aims to provide practical knowledge regarding payment of direct tax
6	Course Outcomes	<p>CO1: Describe the concept of Tax and its significance. demonstrate the different key terms used in income tax law</p> <p>CO2: Discuss and classify the Residential Status of different assessee.</p> <p>CO3: Apply the tax provisions in computation of taxable income</p> <p>CO4: Solve the practical problems in computation of taxable income under the different heads of income</p> <p>CO5: Demonstrate the various provisions of tax laws for computing the taxable income and tax liability of an employee</p>
7	Course Description	This course is an introduction to fundamental concepts of Indian taxation, including the definition of income, the computation of tax liability, exclusions from income, basis, deductions available for individuals in computing taxable income, and assignment of income. This course is design for B.COM (Hons) as well ACCA.
8	Outline syllabus	
	Unit 1	Introduction of Income Tax
	A	Introduction to the income tax: meaning and features. Direct tax vs. Indirect Tax, an introduction to GST, Component of GST- SGST, CGST and IGST, Tax avoidance vs. tax evasion
	B	Assessment Year, Previous Year, Casual income, person, Assessee, Gross Total Income, Total Income,
	C	Agricultural Income- Meaning and computation, Difference between exemption and deduction
	Unit 2	Residential status
	A	Residential Status of an Individual, Firm, Hindu Undivided Family (HUF), Company, Association of Persons (AOPs).
	B	Receipt of Income, Accrual of Income, Income deemed to accrue or arise in India; Indian income vs. Foreign income, Tax incidence on an individual, Tax Rates and Computation

		of Tax		
	C	Income Exempt from Tax under section 10, Different heads of Income		
	Unit 3	Computations of Income from Salary		
	A	Basis of charge of salary income, Different forms of salary, tax provisions of Pension and Gratuity, Different Allowances- fully Taxable, fully Exempted and partially taxable. Computation of House rent allowances		
	B	Perquisites – When taxable and not taxable, Valuation of perquisites for rent free accommodation and motor car,		
	C	Tax treatment of Provident Fund, Deductions from Salaries, Deduction under section 80C and 80 D, Problems on computation of Salary Income		
	Unit 4	Computations of Income from House property and Business		
	A	Basis of Charge, Determination of Annual Value Under Section 23, Computation of Annual Value/Net Annual Value		
	B	Deductions from Income under the head House Property, computation income from house property		
	C	Computation of Income under the head “Profits and Gains from Business or Profession		
	Unit 5	Computations of Income from capital gain and other sources		
	A	Capital gain- meaning and types, Capital assets, Transfer of capital assets		
	B	Computation of short term capital gain and long term capital gain.		
	C	Income from others sources- meaning and chargeability, Computation of Income from Other Sources		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Dr. Vinod K. Singhania & Dr. Monica Singhania: Taxmann Publications Pvt. Ltd., New Delhi		
	Other References	2. Systematic approach to income tax-Dr. Girish Ahuja and Dr. Ravi Gupta: Wolters Kluwer 3. V.Balachandran S. Thothadri- Taxation Law & Practice (Eastern Economy Edition) 4. Mahesh Chandra & D.C.Shukla- Income tax and Sales tax- (Pragati Publication)		

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-2021
Branch:		Semester: IV
1	Course Code	BCM211
2	Course Title	Corporate Law
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsary
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: CO1: To outline the process of incorporation of a Company CO2: To describe the financial structure of the company CO3: To explain the various types of director and meetings CO4: To illustrate the responsibility of the Company to the society CO5: To summarize the effect of other regulations affecting the functioning of the companies.
7	Course Description	The course introduces the students to the various aspects of Corporate Law.
8	Outline syllabus	
	Unit 1	
	A	Characteristics of a company, Landmark case - Salomon vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil
	B	Types of companies, Promoters, Formation and incorporation of a company.
	C	Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions
	Unit 2	Financial Structure and Membership
	A	Meaning of the term 'Capital', Shares – Kinds, Equity Shares and Preference Shares (including distinction),
	B	Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.
	C	Debentures – Characteristics, Members vs. Shareholders, Methods of becoming a Member, Termination of Membership, Rights and Duties of Members
	Unit 3	Company Management and Meetings
	A	Directors - Qualification and Disqualification of Directors, Number of Directorship, Powers and Liabilities of Directors
	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
	C	Prevention of oppression and Mismanagement
	Unit 4	Winding Up and CSR

	A	Meaning, Modes of Winding up, Official Liquidator and his Duties		
	B	Corporate Social Responsibility -Provisions in Companies Act 2013		
	C	Role of SEBI		
	Unit 5	Competition Act 2002		
	A	Anti Competitive agreement, Abuse of dominant position		
	B	Structure and Function of CCI		
	C	Competition Advocacy in India		
	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"> • Singh, Avatar, <i>Introduction to Company Law</i>, 10th ed., 2006, Eastern Book Co. • Singh, Avatar, <i>Company Law</i>, 15th ed., 2007, Reprinted 2009, EBC Web store • The Companies Act 2013 		

School: School of Business Studies		Batch: 2018-2021
Program: BBA ACCA		Current Academic Year: 2020-21
Branch: Accounting & Finance		Semester: V
1	Course Code	BCM 322
2	Course Title	Audit and Assurance
3	Credits	4
4	Contact Hours(L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	<p>This subject aims to-</p> <ol style="list-style-type: none"> 1. This subject aims to provide a basic working knowledge and understanding of the concept of Auditing and an overview of the process of carrying out the assurance engagements. 2. Explain the concept of audit and assurance and the functions of audit, corporate governance, including ethics and professional conduct, describing the scope and distinguishing between the functions of internal and external audit. 3. Describe and evaluate internal controls, techniques and audit tests, including IT systems to identify and communicate control risks and their potential consequences, making appropriate recommendations. 4. Demonstrate how the auditor obtains and accepts audit engagements, obtains an understanding of the entity & its environment, assesses the risk of material misstatement, planning of audit and understanding the process of verification and vouching.
6	Course Outcomes	<p>CO1: Define and describe the objective and general principles of Audit and Assurance engagements.</p> <p>CO2: Identify the significance of auditing and assurance principles & extend the linkage for developing a foundation to apply the theoretical concepts in understanding the process of auditing & assurance related engagements.</p> <p>CO3: Apply & carry out the preparation of an Audit Plan and programme and its execution/ with its related /Understanding the use and evaluation of Internal control systems by Auditors.</p> <p>CO4: Explain the General Considerations in relation to the appointment/Qualifications Disqualification of Auditors in the Companies.</p> <p>CO5 Analyse and reporting mechanism and statement on review and reporting to discuss current developments in auditing and other assurance services.</p>
7	Course Description	<p>The course is aimed for the students Studying B.COM (ACCA) and majoring in Accounting and Finance. The goal of this course is to provide students with an overview of Audit and assurance of financial statements taking into account current practices adopted globally. The discipline introduces assurance as a service, its regulation standards and the process and chronology of audit to the students. The aim of this course is to ensure students understand the different</p>

		aspects of Auditing & Assurance process and the assessment of internal controls and gathering of evidence on an assurance engagement.		
8	Outline syllabus			
	Unit 1	Fundamentals of Auditing and Assurance-Framework		
	A	Introduction to the concept of Auditing and Assurance. /Meaning of Audit/Principal aspects to be covered in Audit/Benefits of Auditing & Limitation of Auditing.		
	B	External Audits- Corporate Governance- Professional Ethics, ACCA Code of Ethics and Conduct vs ICAI Code of Ethics.		
	C	Internal Audit and Governance, Differences between External and Internal Audit, The Scope of Internal Audit Function ,outsourcing and internal Audit assignments.		
	Unit 2	Audit Planning and Risk Assessment		
	A	Audit Plan & Audit Programme/Advantages and Disadvantages, Audit Evidence, Essentials of Audit evidence, Factors considered while obtaining audit evidence and techniques of obtaining Audit evidence.		
	B	Assessment of Audit Risks –Understanding the entity and its environment –Frauds –Audit planning process and Documentation.		
	C	Concept materiality, Concept of True and Fair Disclosure of Accounting policies, Materiality in planning and performing audit, analytical procedures and SA on external confirmations. Audit Working papers and obtaining certificate from Management.		
	Unit 3	Internal Control		
	A	Internal Control Systems – Concept, Environment, Inherent limitation, Accounting and Financial controls, Internal control. The Use and evaluation of Internal control Systems by Auditors.		
	B	Computerized Information System, Internal Check and Internal Audit.		
	C	General IT controls and applications- Control objectives, procedures and activities, Communication on Internal control.		
	Unit 4	Audit Documentation & Testing		
	A	Vouching and Verification, Audit working papers, Audit files, Audit of Cash Transactions, Audit of Trading Transactions, and Analytical Procedures.		
	B	Audit of Ledgers and Balance Sheet and Verification of Assets and Liabilities.		
	C	Audit Sampling and other means of Testing, the audit of specific items- computer assisted audit techniques-The work for others-Not for profit organization.		
	Unit 5	Analytical Review and Reporting Procedures		
	A	Review and Reporting Subsequent events- Purpose /Responsibilities, Procedures.		
	B	Going Concern – significance, importance and needs written representations- Audit finalizations		
	C	Final review- Audit Reports- basic Elements –Unmodified audit opinions/Audit of Limited Companies/ Section 177 of the Companies Act,2013 and allied provisions therein.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Textbook/s*	Kamal Gupta, Ashok Arora: Fundamentals of Auditing: Tata McGraw Hill Education Limited 9. Kamal Gupta: Contemporary Auditing: Tata McGraw Hill Education Limited		

	Other References	Audit and Assurance, Kaplan Publishing ,2016 Audit and Assurance, BPP learning Media Ltd Institute of Chartered Accountant of India –Auditing and Assurance Standards.

School: School of Business Studies		Batch: 2018-21
Program: BBA ACCA		Current Academic Year: 2020-21
Branch: Accounting & Finance		Semester: V
1	Course Code	DSE075
2	Course Title	Investment Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	<ul style="list-style-type: none"> • Introduction to various kinds of investments. • Understand primary and secondary markets and their functioning • Understand the various ways of valuation of investments. • Introduction to Portfolio management and Financial Derivatives
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1: Describe key terms and concepts of financial market.</p> <p>CO2: Estimation of risk and return for investment in Share, Debentures and Bonds.</p> <p>CO3: Calculate market value of equity share and debentures</p> <p>CO4: Classify various innovations in financial derivatives</p> <p>CO5: Evaluate the market performance in the current scenario.</p>
7	Course Description	Investment Management deals with the understanding of key concepts and terms of financial markets, calculation of risk and return for various investment avenues, calculation of intrinsic value of shares and debentures and also an insight for financial derivative market.
8	Outline syllabus	
	Unit 1	Overview of Capital Market
	A	Introduction to capital market: Primary and Secondary market
	B	Stock Exchange – Introduction and function, New Issue Markets - Meaning, process and parties to an IPO and their roles.
	C	Regulatory Mechanism: SEBI and its role in Investor Protection.
	Unit 2	Risk & Return
	A	Theoretical concept of Risk and Return
	B	Types of risks: systematic and unsystematic risk and other components of risk
	C	Measures of risk and return (calculation)
	Unit 3	Valuation of Bonds
	A	Nature and Concept of bonds Types of bonds
	B	Yield to Maturity, Yield to Call

	C	Valuation of bond		
	Unit 4	Valuation of Equity		
	A	Nature of equity instruments Types of Shares Valuation of Preference shares		
	B	Valuation of Equity: Dividend Discount Models – Single Period model, Multi Period model, Zero Growth model, Constant Growth model, Variable Growth model		
	C	Valuation through PE ratio		
	Unit 5	Portfolio and Financial derivatives		
	A	Theoretical concept of Portfolio, Diversification Theoretical concept of Portfolio Risk & return		
	B	Introduction to Mutual Funds: Meaning, Structure, Advantages and Types.		
	C	Introduction to Financial Derivatives: Meaning, Characteristics and types: Forward contracts, Future Contracts, Option Contracts.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	3. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.) 4. Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill)		
	Other References	5. Chandra P - Investment Analysis and Portfolio Management (Tata Mc GrawHill) 6. Fischer and Jordan - Security Analysis and Portfolio Management (Prentice-Hall, 1996, 6th edition) 7. Ranganatham - Investment Analysis and Portfolio Management (Pearson Education, 1st Ed.) 8. Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 6th Ed.).		
		Online Resources: www.sebi.gov.in www.amfiindia.com www.capitalmarket.com www.nsdl.co.in www.bseindia.com www.bondmarkets.com www.nse-india.com etc		

School: School of Business Studies		Batch : 2018-21
Program: BBA ACCA		Current Academic Year: 2020-21
Branch:		Semester: V
1	Course Code	DSE010
2	Course Title	Industrial Law
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Discipline Specific Elective
5	Course Objective	The objective of this course is to give a basic orientation to the students about industrial rules and regulations. It seeks to make students aware of the economic cost and expenses incurred to organisations in circumstances of disputes between employer and employee as well under the social security legislations.
6	Course Outcomes	On the completion of the course the student will be able to: CO1: To describe the issues in labour-management relations CO2: To appraise the employers of the labour compliances in an organisation/factory CO3. To know and utilize the benefits of various social security legislations CO4: To identify the grounds of entitlement of workers to payment of wages, gratuity and bonus CO5: To explain the various welfare provisions available to woman and children, issues relating to contract Labour .
7	Course Description	The course introduces the students to the basics of Industrial Law.
8	Outline syllabus	
	Unit 1	
	A	Industrial Disputes Act, 1947: Definition – Appropriate Government, Industry, Authorities
	B	Industrial Disputes Act, 1947: Strikes Lockouts, Lay Offs, Retrenchment and Closure, Grievance Redressal Machinery
	C	The Trade Union Act, 1926 –Membership, Registration, Rights and Liabilities of Trade Union members
	Unit 2	Laws related to Health, Safety and Welfare
	A	The Factories Act 1948: (Provisions related to Health, Safety and Welfare)
	B	The Employee Compensation Act, 1923 Provisions – Employers liability for compensation (S-3 to 13)
	C	Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)
	Unit 3	Social Legislation

	A	Employee State Insurance Act 1948		
	B	Employees Provident Fund Act 1952		
	C	Unorganised Workers' Social Security Act, 2008		
	Unit 4	Laws Related To Compensation Management		
	A	The Payment of Wages Act 1948		
	B	Payment of Bonus Act, 1965 – Meaning, Eligibility and Disqualification, (No calculations)		
	C	The Payment Of Gratuity Act, 1972 (No calculations)		
	Unit 5	Miscellaneous Laws (Basic provisions)		
	A	Maternity Benefit Act, 1961		
	B	Child Labour (Prohibition & Regulation) Act, 1986		
	C	Contract Labour (Regulation & Abolition) Act, 1970.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Labour and Industrial Laws, P.K.Padhi, Second Edition, PHI publications		
	Other References	<ul style="list-style-type: none"> • Introduction to Labour and Industrial Law, Avtar Singh and Harpreet Kaur, Third edition, LexisNexis • Handbook of Industrial Law, N.D.Kapoor, Twelfth updated edition, Sultan Chand and Sons • Malik, P.L., (2001) Industrial Law, Vol. 1 & 2, Easter Book Company • Malhotra, The Law of Industrial Disputes, (1988) • Misra S.N., Labour and Industrial Laws (1997), Central Law Publications, Allahabad. • Bare Acts <ul style="list-style-type: none"> ○ Industrial Disputes Act, 1947 ○ Maternity Benefit Act, 1961 ○ Contract Labour (Regulation & Abolition) Act, 1970. ○ Child Labour (Prohibition & Regulation) Act, 1986 ○ The Payment Of Gratuity Act, 1972 ○ The Payment of Wages Act 1948 ○ Payment of Bonus Act, 1965 ○ Unorganised Workers' Social Security Act, 2008 ○ Employees Provident Fund Act 1952 ○ Employee State Insurance Act 1948 ○ The Workmen's Compensation Act, 1923 ○ The Trade Union Act, 1926 		

School:		School of Business Studies (SBS) Batch : 2018-21
Program:		B.B.A V Current Academic Year: 2020-21
Branch:		Finance
1	Course Code	DSE011
2	Course Title	MICRO FINANCE AND RURAL CREDIT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	The objective is to Make the students understand the Concept of Micro Finance and Rural Credit . This is a very new and Exciting area of Study and became popular across the Globe after Md Yunus of Banagladesh won the Nobel Peace Prize for Promoting this Concept . The study can give the insight to the Students to use this for the development and Growth of Our Country.
6	Course Outcomes	On completion of this module the student will be able to: CO1.Describe the Concept of Micro Finance and its ability to bring Social Changes. CO2. Discuss the Important work done by some of the Key Innovators in this Concept. CO3. Select the right strategy of Growth and Changing the livelihood.. CO4. Assess the different Models of Micro Finance and have a conceptual understanding. CO5. Choose the right mix of Rural Development. CO6 Prepare the application aspects of all the concept of Rural Development and its ability to change the different aspects.
7	Course Description	The course talks about the development of Micro Finance and Rural Credit and understanding of Conceptual meaning of these two aspects.
8	Outline syllabus	
	Unit 1	Introduction To Micro Finance
	A Concept	Concept of Micro Finance and Micro Credit
	B Evolution	Evolution of Micro Finance in South Asia with Focus on Grameen Bank Model of Bangladesh founded by Muhammad Yunus.
	C Regulatory and Growth in India	Growth of Micro Finance with special focus on Indian Perspective . Regulatory aspect of Micro Finance in India.
	Unit 2	Micro Finance and Livelihood Approach
	A <i>Social Security</i>	Micro Finance and Social Security .

	B <i>Livelihood approach</i>	Livelihood approach of Micro Finance and strategies to Growth through all round Development.		
	C <i>SHG Group</i>	Importance of Self Help Group (SHG) for Sustainable Model Creation and Challenges.		
	Unit 3	Models of Micro Finance		
	A <i>Models</i>	Different Models of Micro Finance (NABARD,BASIX and BANDHAN Models)		
	B <i>Problems and Prospects</i>	Success Stories , Problems and Prospects of Micro Financing in Rural Areas.		
	C <i>Entrepreneurial Development</i>	Micro Finance and Entrepreneurial Development. Specific Cases of Rural Women.		
	Unit 4	Concept of Rural Credit		
	A <i>Concept</i>	Rural Credit System and Role of Rural Credit in Rural Development.		
	B Evolution	Evolution and Growth of Rural Credit System In India.		
	C Agri Credit	Agricultural Committee and Agricultural Credit Review Committee.		
	Unit 5	Growth of Rural Credit		
	A <i>Non Farm Credit</i>	Rural Credit to Non-farm Sector, Credit for small and marginal entrepreneur		
	B <i>Role Of Government Institution</i>	Role of Government Institutions towards facilitating Rural Credit.		
	C Role of Non Government Institution	Role of Non- Government/ Semi Government / Quasi- Government Institutions. Growth and Present trend of Rural Financing towards Small scale and Cottage Industries		
	Mode of examination	Theory /Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Micro Credit Financing in India- Dr Monika Bohra Rural Credit in India- C.S .Rayudu		
	Other References	The students should read on Normal and One Economical Paper daily and should keep them updated on all the Concept through various websites.		

School: SBS		Batch : 2018 -21
Program: BBA ACCA		Current Academic Year: 2020-21
Branch: ACCA		Semester: VI
1	Course Code	BCM 327
2	Course Title	ADVANCED FINANCIAL MANAGEMENT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsary
5	Course Objective	1.To acquaint the students with the concepts of Advanced Financial Management and the significance of decision making in finance. 2. To highlight the necessity of managing different risks associated with financing. 3. To appreciate the relevance of different tools used for risk management.
6	Course Outcomes	On completion of this module, the students will be able to CO1: Describe the role & responsibilities of Financial Manager. CO2: Estimate the risk associated with the project. CO3: Apply different tools used to hedge interest rate risk and foreign currency risk. CO4: Compare the risk associated with different proposals and prioritize the investment. CO5 Evaluate the performance of organization in the current scenario.
7	Course Description	This is an introductory course in Advanced 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	
	Unit 1	Role & Responsibilities of Financial Manager
	A	-Understand the Key Areas of Responsibility for the Financial Manager. - Understand Agency theory and Strategies for the resolution of stakeholder conflict.
	B	-Objective, Purpose, Content and Key Requirements of Integrated Reporting. -Understand Behavioural Finance and Efficient Market Hypothesis. -Discuss different types of biases as an investor.
	C	-Concept, calculation & implication of Macaulay Duration, -Concept, calculation & implication of Modified Duration. -Concept, Calculation & Implication of Risk adjusted WACC - Concept, calculation & implication of Adjusted present value technique (APV).
	Unit 2	International Operations & International Investment Appraisal
	A	-Discuss practical reasons for International Trading. - Understand different types of Trade Barriers. -Discuss Trade agreements & common markets with reference of (WTO, IMF, World Bank).

	B	-Understand Strategic Issues for MNCs. -Calculation for Forecasting foreign exchange rates by Parity, cross rate & changing inflation rates method.		
	C	-Understand the impact of taxation, intercompany cash flows and remittance restrictions. -Calculation of Working Capital requirement in foreign projects. -Calculation of NPV & Free cash flows in foreign projects		
	Unit 3	The Financing Decision & Option Pricing		
	A	-Understand Modigliani and Miller's Theory - Static Trade-off Theory & Pecking order theory		
	B	-Overview of Specific Debt Financing Options like Bond Issue, Debenture Issue, Convertible Bond Issue, Mezzanine Finance, Syndicated Loan. -Overview of Specific foreign currency financing options like Eurocurrency Loans, Syndicated Loans, Syndicated Credits, Multiple Option Facilities, Euro notes, Eurobonds.		
	C	- Introduction of Call Option, Put Option & drivers of option value, also the effects of drivers of option value. - Understand the Black-Scholes model & how it is used to value call options		
	Unit 4	Foreign Exchange Risk Hedging & Strategic Aspects of Acquisitions		
	A	- Introduction to various types of forex risk. -Introduction, advantages & disadvantages of Forward contracts. - Characteristics & Forecasting Future Contracts. - Introduction & calculations of Currency options.		
	B	-Types of Merger & Acquisitions. - The reasons for growth by acquisition or merger		
	C	-Definition & sources of Synergy, Defences against hostile takeover bids. -Understand the advantages & disadvantages of different forms of consideration for a takeover.		
	Unit 5	Interest Rate Risk Hedging		
	A	- Introduction & Calculation of Interest rate risk & Forward Rate Agreements (FRAs). -Introduction of Options on FRAs		
	B	- Introduction & Calculation of Interest Rate Futures & Options on Interest Rate Futures		
	C	- Introduction of Caps, Floors & Collars - Comparison of options & Futures		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30	20	50
	Text book/s*	Advanced Financial Management by Association of Chartered Certified Accountants (ACCA)- (Kaplan Publishing)		
	Other References	Advanced Financial Management, Becker Educational Development Corp., 2016		
		Advanced Financial Management, Kaplan Publishing, 2016		
		Advanced Financial Management, BPP Learning Media Ltd., 2016.		

School: SBS		Batch : 2018-2021
Program: BBA ACCA		Current Academic Year: 2020-21
Branch: ACCA		Semester: VI
1	Course Code	BCM332
2	Course Title	Strategic Business Leader
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	<ol style="list-style-type: none"> 1. Understand the concept of leadership, organizational culture and overall ethical culture of an organization. 2. Understand the strategic position of the organization versus internal and external environment of the firm. 3. Understand the role of CSR and governance issues that may exist in an organization. 4. Understand risk profile, internal control and audit system of an organization. 5. Understand innovation, performance excellence and change management of an organization.
6	Course Outcomes	<p>CO1: The student will be able to apply leadership and ethical skills in the context of an organization</p> <p>CO2: The student will be able to evaluate various feasible strategic options available to a firm</p> <p>CO 3 The student will be able to evaluate the effectiveness of the governance and the agency system of an organization.</p> <p>CO4: The student will be able to analyse risk profile and audit system disruptive technologies.</p> <p>CO5 The student will be evaluate leading and managing projects. of an organization</p>
7	Course Description	This course gives an overview of what does the strategic business leader needs to be cognizant of before taking decisions in terms of strategy, leadership, governance, risk, audit and innovation landscape of the organization.
8	Outline syllabus	
	Unit 1	Leadership
	A	Qualities of leadership
	B	Leadership and organizational culture

	C	Professionalism, ethical codes and the public interest.		
	Unit 2	Strategy		
	A	Concepts of strategy		
	B	External analysis and competitive forces		
	C	Internal analysis and strategic choice		
	Unit 3	Governance		
	A	Agency; Stakeholder analysis and CSR		
	B	Governance scope and approaches; reporting to stakeholder		
	C	The board of directors and public sector governance.		
	Unit 4	Risk, Organizational Control and Audit		
	A	Risk Identification, assessment and measurement		
	B	Managing, monitoring and mitigating risk		
	C	Internal control, audit and compliance		
	Unit 5	Innovation, performance excellence and change management		
	A	Disruptive technologies and enabling success		
	B	Change management		
	C	Leading and managing projects		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Strategic Business Leader Exam Kit Sept 2018-June 2019		
	Other References	None		

School: School of Business Studies		Batch : 2018-21
Program: BBA ACCA		Current Academic Year: 2020-21
Branch: ACCA		Semester: VI
1	Course Code	BCM 328
2	Course Title	Advanced Performance Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
Course Type		Compulsary
5	Course Objective	<p>This subject aims to-</p> <ol style="list-style-type: none"> Provide relevant knowledge, skills to the students for exercising professional judgment in selecting and applying strategic management accounting techniques in different business contexts. Enable the students in realising the significance of proactive approach and promote strategically thinking in anticipating organizational needs, recognizing the wider business environment and dynamics. Equip students to contribute to the evaluation of performance of an organisation and its strategic development. Align the strategies/techniques learnt for the achievement of organizational strategic objectives confirming with the stakeholder needs and managers expectations.
6	Course Outcomes	<p>CO1: Define and describe the Strategic Planning and Control models for assessing the organizational performance.</p> <p>CO2: Identify the key external influences on Organizational performance.</p> <p>CO3: Apply appropriate strategic performance measurement techniques for improving organization performance.</p> <p>CO4: Explain the client and Senior Management on the strategic business performance</p> <p>CO5: Evaluate the performance on recognizing vulnerability to corporate failure.</p>
7	Course Description	This course examines the importance of an effective performance management system in helping organizations define and achieve short and long term goals. It explains and reinforces the concept that performance management is not a one-time supervisory event, but an ongoing process of planning, facilitating, assessing, and improving individual and organizational performance.
8	Outline syllabus	
	Unit 1	Strategic Planning & Control
	A	Concepts of Strategy, Strategic planning ,levels of Strategy, Nature of Strategic Decisions, Introduction to Strategic performance management and its role in strategic planning and Control.

	B	Environmental Scanning and Internal appraisal analysis, Impact of External factors on performance management, Performance Hierarchy, Performance Management and Control of the organization. SWOT Analysis, BCG, Balanced Score card, Porter's generic strategies and 5 forces model.		
	C	Changes in the business structure, Environmental and ethical Issues.		
	Unit 2	Impact of Risk & Uncertainty on Organizational performance		
	A	Concept of risk and uncertainty /Understanding the impact of risk and uncertainty on performance management. Types of Risks, Scope and applicability of Risk Management.		
	B	Assess the impact of different risk appetities of stake holders on performance management. Risk analysis techniques assessing business performance.		
	C	Evaluate how risk and uncertainty play an important role in the long term strategic planning and decision making,		
	Unit 3	Performance Management systems and Designs		
	A	Understanding of the performance management systems and designs, Measures of Corporate performance, measuring divisional and evaluating functional performance.		
	B	Sources of management information and Recording and processing methods,		
	C	Management Reports – Evaluate the output reports of an information system in the light of – Best practices in presentation, Mistakes and Conceptions in the use of numerical data used for performance management, Advise on common mistakes and misconceptions in the use of numerical data.		
	Unit 4	Strategic Performance and Measurement		
	A	Understanding of different measures of Performance- Gross profit and operating profit, R OCE,ROI,EPS,EBITDA,RI,NPV,IRR,EVA		
	B	Divisional performance and Transfer pricing issues.		
	C	Non-Financial Performance indicators & Performance Management and Strategic Human Resource Management issues.		
	Unit 5	Performance Evaluation & Corporate Failure		
	A	Alternative views of performance measurement and management.		
	B	Strategic performance issues in complex business structures.		
	C	Predicting and preventing corporate failure		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	ACCA- Advance Performance Management- KAPLAN PUBLISHING		
	Other References	ICWA-Cost Accounting/Advance performance reporting		

School: SBS		Batch : 2018-2021
Program: BBA ACCA		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE012
2	Course Title	FUNDAMENTALS OF DERIVATIVES
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Discipline Specific Courses
5	Course Objective	<p>1. To provide students with an understanding of the basic tools employed in managing financial risks.</p> <p>2. To emphasis on how firms use a range of derivative instruments including forward, futures, options, and swap contracts to manage financial price risks.</p> <p>3. To make available students with a strong theoretical base and sound analytical skills.</p>
6	Course Outcomes	<p>On completion of this module, the students will be able to</p> <p>CO1: describe the basic types of derivatives, their payoff functions, their developments, and the economic roles they play in the financial markets</p> <p>CO2: explain the mechanism of futures and forward contracts and trading strategies using these derivatives.</p> <p>CO 3 : explain the mechanism of Call and Put options and various pricing models</p> <p>CO4: apply the various tools and techniques used in hedging the risks for enhancing the value of the firm.</p> <p>CO5: understand the swap as a tool for risk hedging and various types of swap contracts.</p>
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 derivatives, risk and insurance through the use of theory questions and practical problems.
8	Outline syllabus	
	Unit 1	Introduction of Derivatives and Risk Management
	Introduction to Derivatives	Introduction and types of Derivatives Instruments
	Role and Development	Role of Derivatives in Hedging Risks , Development of Derivatives Trading in Indian Financial
	Risk Management	Introduction to risk management , types and various means of managing risk-limitation of risk management
	Unit 2	Futures and Forward
	Basic of Forward and Future	Future contracts, Equity Futures, Index Futures, Forward Contracts- Positive Aspects and Negative Aspects of Forward Contracts
	Pricing of Forward and Future	Stock Future and Stock Index Future
	Basic Market Concepts and	Standardisation of Derivatives Contracts and other basic Concepts

	Mechanics			
	Unit 3	Options		
	Introduction to Options	Meaning and its Silent Features, Types of Options- Call Option and Put Options, Stock Options, Index Options.		
	Determinants	Factors Determining Option Values		
	Option trading strategies	Bionomical Model and Black & Scholes Model for option Valuation		
	Unit 4	Trading with options		
	Principles of option trading	Basic principles of option trading, strategies involving a single option and a stock,		
	Spreads	Spreads, vertical spreads, combinations		
	Option Strategy	Hedging with option- fixed hedging, the concept of fixed hedge, naked and covered strategy, stop-loss strategy, zero cost option strategy.		
	Unit 5	Swaps		
	Basics of Swaps	Meaning and Salient Features, Types of Swaps		
	Currency Swaps	Meaning and Mechanism of Currency swaps, Exchange of Interest rates in Currency Swaps		
	Interest Rate Swaps	Meaning and Role of Interest Rate Swap		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Derivatives and Risk Management --- Srivastava Rajiv (Oxford University Press)		
	Other References	<p>1. Derivatives & Risk Management, 1e --- Varma, J R (Tata McGraw- Hill Publishing)</p> <p>2. Derivatives – Principles and Practice; Sundaram,Das (Mc Graw Hill Education, Indian Edition)</p> <p>Online Resources: www.capitalideasonline.com www.sebi.gov.in www.amfiindia.com www.capitalmarket.com www.nsdl.co.in www.icicidirect.com www.bseindia.com www.bondmarkets.com www.nse-india.com www.debtonnet.com www.motilaloswal.com</p>		

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	DSE013
2	Course Title	Insurance and Risk Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Elective
5	Course Objective	1. To acquaint the students with the concept and conduct of Insurance business. 2. To highlight the legal aspects of insurance contracts. 3. To comprehend the working of insurance business.
6	Course Outcomes	On completion of this module, the students will be able to CO1. Identify with the concept of risk management and insurance; legal aspects and the working of insurance business. CO2. Infer the relevance of various insurance categories and products. CO3. Illustrate the process followed by insurance companies and policyholders to get into insurance contract and executing the claims. CO4. Distinguish amongst the various insurance products available in the market.
7	Course Description	This course serves as an introduction to risk management and Insurance is one of the tools to respond to risk. The subject is aimed at providing an insight to Insurance business; principles of insurance, insurance products, insurance regulation, claim settlement procedures and Customer service.
8	Outline syllabus	
	Unit 1	Risk Management and Introduction to Insurance
	A	Concept of risk, Peril, Hazard, Classification of risk, Meaning and Objective of Risk Management, Risk Management techniques – Risk Avoidance, Risk Retention, Risk reduction, Risk Financing.
	B	Meaning of Insurance, Conceptual Framework, Characteristics, Functions, Nature and Scope of Insurance.
	C	History and Development of Insurance; Role and importance of insurance to individuals, business, society and in economic development. Introduction to Reinsurance.
	Unit 2	Legal aspects and types of Insurance
	A	Insurance Contract and Fundamental principles of insurance being specific contract – Utmost Good Faith, Insurable Interest, Indemnity and its Corollaries, Co-insurance, Condition of average
	B	Concept of Proximate Cause, Adhesion, Waiver & Estoppel, Endorsement, Assignment, Alteration and Nomination. Determination of Premium and Bonuses.
	C	Introduction to Life Insurance – Concept, Benefits and Basic terms, General Insurance (Fire Insurance, Marine Insurance, Auto Insurance, Liability Insurance, Travel Insurance, Medical or Health Insurance)
	Unit 3	Life Insurance Products and Underwriting
	A	Traditional Products – Term Assurance, Whole Life Plans, Endowment plans, Money back plans and variations
	B	Non Traditional Products - Market Related plans – ULIPs, Annuities, Pension plans and Key Rider benefits.
	C	Underwriting – Meaning, Importance/Need, Medical Underwriting, Non-medical underwriting and Source of information – Proposal and its scrutiny- Medical report, Agents' confidential report, Role of Actuaries.
	Unit 4	Claim Settlement and Customer Service
	A	Types of claim in Life insurance, Policy servicing – Claims processing, Persons entitled to payment, Rules for Maturity claims, Death claims, Early claims.

	B	Customer Service – customer needs, concept of high quality service, Communication and customer relationship, Ethical behaviour, Role of agents in customer services.		
	C	Grievance Redressal - Overview, Integrated Grievance Redressal System, Consumer Disputes Redressal agencies, Grievance cell in IRDA, Insurance Ombudsman.		
	Unit 5	Insurance Regulations in India		
	A	The need for regulation, introduction of Insurance Act.1938, IRDA (Authority) – duties, powers and its functioning		
	B	IRDA Regulation 2015 (Obligations of Insurers to Rural or Social Sectors); IRDA Regulation 2000(Insurance: Advertisements and Disclosure);		
	C	IRDA Regulation 2000(Licensing of Insurance Agents), Appointment, Code of Conduct, Suspension ;IRDA (Protection of Policy Holders Interest)		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Risk Management & Insurance – S. Arunajatesan, T.R. Viswanathan		
	Other References	1.Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi) 2. GangulyAnand - Insurance Management (New Age International Publishers, New Delhi) 3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York) 4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)		