

BBA (MARKETING)

1. Standard Structure of the Program at University Level

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

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

1.2 Vision and Mission of the School

School of Business Studies, Sharda University

Vision

To be centre of excellence of global repute in business education to foster, learning attitude, professional prudence, creativity, entrepreneurship, and leadership accountable to the society.

Mission

- M1. Creating a stimulating learning environment**
- M2. Consolidating professional skills and attitude**
- M3. Growing our research acumen, teaching, and industry linkages**
- M4. Delivering leading-edge knowledge in management, business development, leadership and global economy for society.**

Core Values

Integrity, Leadership, Diversity and Community

The educational objective of the BBA (Marketing) program of SBS is

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

1.3.2 Map PEOs with Mission Statements:

Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO 1	1	3	2	3
PEO 2	1	2	3	1
PEO 3	1	1	2	2
PEO 4	1	2	3	2

PEO 5	3	1	3	1
PEO 6	3	1	2	3

1.3.3 Program Outcomes (PO's) of BBA program of School of Business Studies

After completion of the program, the students should be able to:

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 : Understand and analyse a complex set of marketing problems

PSO2 : Identify the internal and external influences on consumer behavior, understand the processes of consumer decision making

PSO3 : Understand the micro and macro marketing environment.

1.3.4 Mapping of Program Outcome of BBA Program with its Program Educational Objectives

PO/PSO/PEO	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	3	1	3	1	3	2
PO2	2	3	2	3	1	1
PO3	2	2	1	3	3	3
PO4	3	3	3	2	3	1
PO5	2	2	1	2	1	3
PO6	3	3	2	3	1	2
PSO1	2	2	3	1	2	2
PSO2	2	3	2	2	1	2
PSO3	3	2	3	2	1	2

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

1.3.6 Program Outcome Vs Courses Mapping Table¹:

Program Outcome Courses	Course Name	PO 1	PO2	PO 3	PO4	PO5	PO6	PSO1	PSO2	PSO3
Sem-1	Business Economics	1	2	2	3	2	2	2	2	1
Sem-1	Financial Accounting	1	1	1	1	-	1	2	1	2
Sem-1	Principles of Management	3	2	3	3	2	1	-	1	-
Sem-1	FE-1	-	1	2	1	3	1	-	1	-
Sem-1	Open Elective	1	-	1	1	3	2	-	1	-
Sem-1	Basic Business Mathematics	3	2	1	-	-	1	-	1	-
Sem-2	EEB	2	3	2	1	-	1	-	2	-
Sem-2	Cost & Managerial Accounting	1	2	2	2	3	2	3	2	2
Sem-2	OB	3	1	1	2	3	2	-	2	-
Sem-2	Marketing Management	3	3	1	1	1	1	3	2	2

¹ Cel value will contain the correlation value of respective course with PO.

Sem-2	FE-2	1	1	2	-	3	2	-	1	-
Sem-2	Open Elective	1	1	1	-	1	3	1	1	1
Sem-2	Computer Applications in Business	1	-	1	-	-	3	1	1	-
Sem-3	Business Law	1	2	2	2	3	2	1	3	2
Sem-3	HRM	3	3	2	3	3	-	-	1	-
Sem-3	Business Research Methods	2	2	1	1	1	1	-	3	1
Sem-3	Environmental Studies	2	2	3	3	-	1	-	1	-
Sem-3	Open Elective	1	1	1	1	3	1	1	1	1
Sem-3	Business Communication	2	1	-	-	3	2	1	1	1
Sem-3	Business Statistics	3	1	1	-	-	1	-	1	1
Sem-4	International Business	2	1	2	1	2	2	2	2	2
Sem-4	Financial Management	2	2	3	2	3	2	2	2	2
Sem-4	CAS	1	2	3	2	2	2	2	3	2
Sem-4	Open Elective	1	1	1	1	3	1	1	1	1

Sem-4	Total Personality Development	1	2	2	1	1	2	2	2	2
Sem-4	E-business	1	1	3	-	2	-	-	1	-
Sem-5	Retail Management	2	1	2	3	3	1	2	2	2
Sem-5	Advertising and Brand Management	2	3	3	2	2	2	1	2	2
Sem-5	Sales and Distribution Management	2	3	2	2	1	2	2	2	2
Sem-5	Consumer behavior	2	2	2	2	2	3	2	2	2
Sem-5	Summer Training	2	3	3	2	2	2	3	1	2
Sem-5	Service Marketing	1	1	1	1	1	3	3	2	2
Sem-6	Advanced Digital Marketing/ E-Commerce	2	1	2	2	2	1	2	2	2
Sem-6	Advance Research Techniques In Marketing	2	2	2	3	1	1	3	2	1
Sem-6	Marketing Strategy	2	1	1	2	2	2	2	2	2
Sem-6	Research Report	2	2	2	2	2	1	1	2	2

School of Business Studies
BBA(MKT)
Batch: 2018-2021
TERM: I

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite
				L	T	P		
THEORY SUBJECTS								
1.		BBA 142	Business Economics	4			4	Core
2.		BBA126	Financial Accounting	4			4	Core
3.		BBA143	Principles of Management	4			4	Core
4.		MTH129	Basic Business Mathematics	4			4	Generic Elective
5.			Elective	2	0	0	2	Elective
Practical/Viva-Voce/Jury								
6.			Functional English –I Basic/ Functional English –I Intermediate	1	0	2	2	AECC
TOTAL CREDITS							20	

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

School of Business Studies
BBA(MKT)
Batch: 2018-2021
TERM: II

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite
				L	T	P		
THEORY SUBJECTS								
7.		BBA147	Economic Environment of Business	4			4	Core
8.		BBA157	Cost Accounting & Managerial Accounting	4			4	Core
9.		BBA148	Organisational Behaviour	4			4	Core
10.		BBA144	Marketing Management	4			4	Core
11.			Elective	2	0	0	2	Elective
Practical/Viva-Voce/Jury								
12.		BBP 152	Computer Application in Business	0	0	4	2	GE
13.			Functional English –II Basic/ Functional English –II Intermediate	1	0	2	2	AECC
TOTAL CREDITS							22	

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

School of Business Studies
BBA(MKT)
Batch: 2018-2021
TERM: III

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite
				L	T	P		

THEORY SUBJECTS

14.		BBA267	Business Law	4			4	Core
15.		BBA253	Human Resource Management	4			4	Core
16.		BBA 258	Business Research Methods	4			4	Core
17.		BBA268	Business Communication	4			4	GE
18.		BBA146	Business Statistics	4	0	0	4	GE
19.			Elective	2	0	0	2	Elective
20.		BBA054	Environmental Studies	2	0	0	2	AECC
TOTAL CREDITS							24	

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

School of Business Studies
BBA(MKT)
Batch: 2018-2021
TERM: IV

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite
				L	T	P		

THEORY SUBJECTS

21.		BCM 216	International Business	4			4	Core
22.		BBA210	Financial Management	4			4	Core
23.			Elective				2	
24.		BBA239/ BCM211/	E Business/Cross Cultural Management/Entrepreneurship /Production and Operation Management/Corporate Law *(Any one to be chosen)	4	0	0	4	

Practical/Viva-Voce/Jury

25.		BBP 206	Computerized Accounting System	0	0	6	3	
26.		BBP 252	Total Personality Development	0	0	8	4	GE
TOTAL CREDITS							21	

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

School of Business Studies
BBA(MKT)
Batch: 2018-2021
TERM: V

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁶ : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
27.			Corporate Strategy	4	0	0	4	Core	CC
28.			Retail Management	4	0	0	4	Elective	DSE
29.			Advertising and Brand Management	4	0	0	4	Elective	DSE
30.			Sales and Distribution Management	4	0	0	4	Elective	DSE
31.			Consumer behavior	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury									
32.			Summer Training	0	0	8	4	P	
TOTAL CREDITS							24		

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

School of Business Studies
BBA(MKT)
Batch: 2018-2021
TERM: VI

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁷ : 5. CC 6. AECC 7. SEC 8. DSE
				L	T	P			
THEORY SUBJECTS									
33.			Corporate Governance and Business Ethics	4	0	0	4	Core	CC
34.			Service Marketing	4	0	0	4	Elective	DSE
35.			Advanced Digital Marketing/ E-Commerce	4	0	0	4	Elective	DSE
36.			Advance Research Techniques In Marketing	4	0	0	4	Elective	DSE
37.			Marketing Strategy	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury									
38.			Research Report	0	0	8	4		(P)
TOTAL CREDITS							24		

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

Course Modules

Business Economics

School: School of Business Studies	Batch :BBA (2018 – 2021)
Program: BBA (HR)	Current Academic Year: 2018- 19
Branch: -	Semester: I
1 Course Code	BBA 142
2 Course Title	Business Economics
3 Credits	04
4 Contact Hours	4-0-0
Course Status	Compulsory
5 Course Description	<i>Business Economics</i> is an introductory course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts, supply and demand analysis, theories of the firm, Perfect competition and Imperfect Competition. The course attempts to develop a student's ability to think about the economic forces at work in society and give detailed knowledge of microeconomics.
6 Course Objective	<ul style="list-style-type: none"> - 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</p>

		identify these costs in a given economic decision CO 5 Distinguish between and identify the key characteristics of perfect competition and imperfect competition	
8	Outline syllabus		CO Map ping
	Unit A	The Central Concepts of Economics	
	A 1	Introduction to business , Relevance of economics in business	CO1
	A 2	Definition of economics, Scarcity & efficiency: The twin themes of economics Microeconomics vs. Macroeconomics	CO1
	A 3	The Three problems of economic organization	CO1
	Unit B	Basic Elements of Demand and Supply	
	B 1	Demand Schedule, determinants of demand, demand curve, market demand, shifts in demand	CO2
	B 2	Supply Schedule, determinants of supply, supply curve, shifts in supply	CO2
	B 3	Equilibrium of Supply and Demand	CO2
	Unit C	Supply and Demand : elasticity and Applications	
	C 1	Price elasticity of Demand, Income elasticity of Demand & Cross price elasticity of demand	CO3
	C 2	Price Elasticity of Supply	CO3
	C 3	Applications to major business issues	CO3
	Unit D	Production and Cost	
	D 1	Introduction to Inputs and Production Function, Total, Average & marginal product	CO4
	D 2	Economic analysis of Costs, Fixed Cost and variable cost, marginal cost	CO4
	D 3	Opportunity costs	CO4
	Unit E	Market	
	E 1	Revenue Concept, Perfect Competition : Features, Price and output determination	CO5
	E 2	Monopoly, Monopolistic Competition: Features, Price and output	CO5

	determination							
E 3	Oligopoly : concept of cartel	CO5						
Mode of examination	Theory							
Weightage Distribution	<table border="1"> <tr> <td>CA</td><td>MTE</td><td>ETE</td></tr> <tr> <td>30% One quiz and one assignment due after completion of every unit</td><td>20%</td><td>50%</td></tr> </table>	CA	MTE	ETE	30% One quiz and one assignment due after completion of every unit	20%	50%	
CA	MTE	ETE						
30% One quiz and one assignment due after completion of every unit	20%	50%						
Text book/s *	1. Principles of Managerial Economics (available for free download 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							

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	3	2	1	1	2	1	1	1	1
CO2	2	3	2	1	1	1	...	1	1	2
CO3	2	2	2	2	1	2	1	1	1
CO4	3	1	1	2	1	2	1	..	1
CO5	2	3	2	1	1	1	1	1	1

School: SBS		Batch : 2018 -21	
Program: BBA(HR)		Current Academic Year: 2019	
Branch:		Semester: I	
1	Course Code	BBA 126	
2	Course Title	FINANCIAL ACCOUNTING	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	1.To acquaint the students with the concept, significance and principles of Financial Accounting. 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		CO Mapping
	Unit 1	Introduction to Accounting	
	A	Basics of Accounting: Meaning, Definition, Need, Objectives and Functions, Book keeping and Accounting, Users of Accounting Information.	CO1
	B	Basic Accounting Terms: Assets, Liability, Capital, Equity, Expense, Income, Expenditure, Revenue, Debtors, Creditors, Goods, Cost, Stock, Purchases, Sales, Profit, Loss, Discount, Drawings.	CO1
	C	Classification of Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital Receipt, Revenue Receipt.	CO1,CO2

	Unit 2	Accounting Rules			
	A	Accounting Principles: Accounting Concepts and Conventions.			CO4
	B	Accounting Equation			CO1, CO4
	C	Classification of Accounts: Rules of Debit and Credit			CO2, CO4
	Unit 3	Accounting Process			
	A	Preparation of Journal			CO1
	B	Preparation of Subsidiary Books I – Cash Book			CO1
	C	Preparation of Subsidiary Books II –Other Books and Trial Balance.			CO1, CO4
	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;			CO2
	B	Treatment of Items of Adjustments Appearing in the Trial Balance and Outside the Trial Balance. Practical Problems on Various Adjustments.			CO2, CO3
	C	Preparation of Trading, Profit & Loss Account and Balance Sheet (with or without adjustments)			CO2, CO3
	Unit 5	Depreciation Accounting, Provisions & Reserves			
	A	Concept of Depreciation; Meaning, Causes and Objectives, Difference in Depreciation, Depletion, Amortization, and Dilapidations			CO1
	B	Methods of providing Depreciation- Fixed Installment Method, Diminishing Balance Method.			CO1, CO4
	C	Meaning and Objective of Provisions, Reserves & Types of Reserves, Distinction between Provision and Reserve’.			CO1, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Dr.A.K.Singhal, Dr. H.J. Ghosh Roy, VAYU Education of India			
	Other References	1. Basic Accounting- Rajni Sofat&Preeti Hiro, Eastern Economy Edition 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)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	1	1	2	1	2	...	1	1	...
CO2	2	3	2	1	1	2	...	1	1	...
CO3	2	3	2	1	1	2	...	1	1	...
CO4	3	3	3	3	1	3	...	1	1	...

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	1.To understand the concepts of management as and how it can be applied to current environment of the workplace. 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	CO1: The student will be able to describe various functions of management. CO2: The student will be able to explain the various theories and principles related to management. CO3: The student will be able to apply the elements of organizing and directing in taking managerial decisions. CO4: The student will be able to analyse various organizational designs and challenges for managing the organization effectively.	
7	Course Description	The main aim of this course is to develop the understanding about the basic concepts, principles and various theories of management for the benefit of the students aspiring for acquiring managerial positions in national or international organizations in the upcoming future. The course delivers the deep knowledge about the essential functions of management i.e. Planning, Organising, Staffing, Directing & Controlling. It also provides the awareness the nature and evolution of management. This course also emphasises on conceptual clarity, working of business processes and applications of basic management concepts in the organizations.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Management and Evolution of Management Theories	
	A	Management: Concept and Function, Levels of	CO1

		Management, Managerial roles and skills	
	B	Management Science or Art, Management as Profession, Administration Vs Management	CO1
	C	Classical Management theory: F. W. Taylor, Fayol's principles	CO1,CO2
	Unit 2	Managing Contemporary Planning	
	A	Introduction of planning, Types of Plan: Budget, Policy, Procedure, methods, and rules	CO1
	B	Introduction to strategic, operational, and tactical planning	CO1,CO4
	C	Planning process and limitations	CO1
	Unit 3	Managing Contemporary Organization	
	A	Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of Control)	CO1,CO4
	B	Authority, Responsibility and Delegation, Centralization and Decentralization	CO1
	C	Common organizational Designs- Traditional Designs (Simple, Functional, divisional), Contemporary Designs (Team structures, Matrix/project structures, boundary less organization)	CO1,CO4
	Unit 4	Directing	
	A	Meaning and Significance of Directing	CO3,CO4
	B	Meaning and Importance of Communication, Motivation	CO1,CO3
	C	Meaning and Importance of Leadership, Supervision	CO3,CO3
	Unit 5	Controlling	
	A	Concept and process of control in organisation	CO1
	B	Types of control - Feedback, Feed forward, Concurrent	CO1
	C	Challenges before future Managers	CO4
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA 30%	ETE 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	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	1	1	1	1	1	3	2	2	2
CO2	1	1	1	1	2	1	2	2	2	1
CO3	2	1	1	1	2	1	2	2	2	1
CO4	1	1	1	2	2	1	2	2	2	1


1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Basic Business Mathematics

School: SBS		Batch : 2018-2021	
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)	3-0-1	
	Course Type	Compulsory	
5	Course Objective	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	CO1: The student will be able to identify applications of mathematics. CO2: The student will be able to demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance. CO3: The student will be able to use equations, formulae, and mathematical expressions and relationships in a variety of contexts. CO4: The student will be able to analyze business problems which can be solved mathematically. CO5: The student will be able to choose mathematical tools accordingly. CO6: The student will be able to develop mathematical ideas from basic axioms.	
7	Course Description	People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of mathematical tools. This modules includes analytical and critical thinking skills.	
8	Outline syllabus		CO Mapping
	Unit 1	Basic Review	
	A	Percentages- Application of percentage	CO1, CO2
	B	Profit & Loss	CO1, CO2
	C	Problems based on percentages, profit & loss	CO1, CO2
	Unit 2	Data Interpretation	
	A	Ratio and proportions.	CO1, CO2
	B	Data Interpretation : Tabulation	CO2, CO4
	C	Problems based on Ratio, Proportion & Tables.	CO2, CO4
	Unit 3	System of Linear Equations	
	A	Linear equation, Slope of line, intercepts of linear equation.	CO1, CO3
	B	Solve the system of linear equations graphically, substitution and elimination method	CO3, CO4
	C	Formulation & Application of system of equations- Word	CO3, CO6



		Problem			
	Unit 4	Quantitative Ability			
	A	Time & Distance: Speed problems; Average speed problems			CO1,CO3, CO4
	B	Time & Work: Problems related to work with respect to time.			CO1,CO3, CO4
	C	Problems based on Time			CO4,CO6
	Unit 5	Interest Calculations			
	A	Simple Interest: Definition , Formula of S.I ,Problems based on simple interest			CO5,CO6
	B	Compound Interest: Definition, Formula for C.I, problems based on compound interest			CO5,CO6
	C	Difference between Simple and Compound Interest. Problems based on Interest			CO5,CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	R.S Aggarwal, Quantitative Aptitude, S Chand.			
	Other References	1. Eugene Don, Joel J. Lerner, “Schaum's Outline of Basic Business Mathematics”, Tata McGraw-Hill 2. M.Raghavachari, Mathematics for Management, Tata McGraw-Hill			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	2	...	1	1	1
CO2	2	2	1	1	1	2	1	2	1	1
CO3	2	3	2	1	1	2	2	1	1	2
CO4	2	3	1	1	1	2	1	2	1	1
CO5	1	2	1	1	1	2	...	1	1	2
CO6	2	3	1	1	1	2	1	1	1

ECONOMIC ENVIRONMENT OF BUSINESS

School: SBS		Batch : 2018 -2021	
Program: BBA (HR)		Current Academic Year: 2019	
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		CO Mapping
	UNIT A	Nature and Dynamics of Business Environment	
	Topic 1	The concept of Business Environment	CO1,CO2
	Topic 2	Significance of Business Environment	CO1,CO2
	Topic 3	Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis)	CO1,CO2
	UNIT B	Political Environment and Economic Systems	
	Topic 1	Market Economy or Capitalism(Evolution of capitalism and its features)	CO1, CO2

	Topic 2	Planned Economy or Command Economy			CO1,CO2
	Topic 3	Mixed Economy			CO1,CO2
	UNIT C	Economic Growth and Development			
	Topic 1	Economic Growth and Development			CO1, CO3
	Topic 2	Methods to Calculate National Income			CO1, CO3
	Topic 3	Real Income and Nominal Income			CO1, CO3
	UNIT D	MACRO ECONOMIC POLICIES			
	Topic 1	Monetary Policy			CO3
	Topic 2	Fiscal Policy			CO3
	Topic 3	India's Import –Export Policies			CO3
	UNIT E	GLOBAL/ INTERNATIONAL ENVIRONMENT			
	Topic 1	Globalisation			CO4
	Topic 2	Foreign Investment			CO4
	Topic 3	Multinational Corporations			CO4
	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			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	3	2	1	1	2	1	2	1	2
CO2	2	3	2	1	1	1	2	2	1	2
CO3	2	2	2	2	1	2	1	2	1	2
CO4	3	1	1	2	1	2	...	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

BBA: COST AND MANAGEMENT ACCOUNTING

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

	A	Introduction to various types of overheads, classification of cost.			CO1,CO2
	B	Various concepts of costing			CO1,CO2
	C	Preparation of cost sheet			CO2
	Unit 3	Marginal Costing			
	A	Marginal costing meaning and advantage, assumption of marginal costing			CO2, CO3
	B	Cost volume Profit (CVP) analysis, Techniques of CVP analysis-contribution, Profit volume ratio analysis and implications.			CO3
	C	Breakeven point and its analysis, margin of safety.			CO3
	Unit 4	Budgeting			
	A	Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control			CO3,CO4
	B	Different types of Budget			CO3,CO4
	C	Preparation of Cash Budget			CO3,CO4
	Unit 5	Standard Costing & Variance Analysis			
	A	Standard Costing- Concept, Meaning, Objective and difference between standard costing & budgetary control.			CO3,CO4
	B	Variance Analysis- Material Variances- Meaning, types- material cost variance, material price variance, material usage variance & its application.			CO3,CO4
	C	Labour Variances- Meaning, types – labour cost variance, labour rate variance & its application.			CO3,CO4
	Mode of examination	Theory/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	M. N. Arora – ‘Cost and Management Accounting’, (Vikas Publication)			
	Other References	[1]S.N.Maheshwari- ‘Cost and Management Accounting’ (Sultan Chand & Sons) [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)			

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

ORGANIZATIONAL BEHAVIOUR

School:		Batch : 2018-21	
Program:		Current Academic Year:	
Branch:		Semester: 02	
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	<p>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.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to OB	
	A	Concept, Meaning, nature and significance of OB	CO1
	B	Contributing Disciplines, Models of OB	CO1
	C	Challenges and limitations of OB	CO1
	Unit 2	Individual Differences	
	A	Perception – Meaning, Factors influencing perception, Errors- Halo Effect, Stereotype, Projection	CO2, CO4

	B	Attitudes- components, functions and job related attitude			CO2, CO4
	C	Personality- Determinants, Trait Theory- Big 5 Model, MBTI, Freudian Theory of personality			CO2, CO4
	Unit 3	Learning and Motivation			
	A	Learning Concepts and Theories- Classical, Operant, and social learning theory			CO2, CO4
	B	Motivation– Concept, types and importance			CO2, CO4
	C	Theories of Motivation- Hierarchy of needs, Two factor theory			CO2, CO4
	Unit 4	Groups and Teams			
	A	Group: Concept, Types of Groups, Group Development Process (Tuckman),			CO2, CO4
	B	Team: Meaning, Difference between groups and teams, types of teams			CO2, CO3
	C	Group Decision Making process and Techniques- Brainstorming, Nominal Group Technique, Delphi Technique, Social Loafing and Group think			CO2, CO3
	Unit 5	Leadership and Organizational Change			
	A	Leadership Theories- Trait theory, Behavioral theory (Ohio, Michigan, Managerial Grid)			CO2, CO4
	B	Situational (path goal theory); Difference between leader and manager			CO2, CO4
	C	Change: Concept, Kurt Lewin’s Model, Resistance to change, Overcoming resistance to change			CO2, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	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			

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

Marketing Management

School: School of Business Studies		Batch: 2018-21	
Program: B.Com./BBA		Current Academic Year: 2018-19	
Branch:		Semester: 2	
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		CO Mapping
	Unit A		
	A1	Core concepts of marketing; selling versus marketing	CO1
	A2	Marketing environment	CO1
	A3	Value chain	CO1
	Unit B		
	B1	Consumer versus customer	CO2
	B2	Factors influencing consumer behaviour	CO2
	B3	Consumer decision-making	CO2
	Unit C		
	C1	Market segmentation – geographic, demographic, psychographic, behavioural	CO3
	C2	Targeting	CO3
	C3	Positioning and repositioning of products	CO3
	Unit D		
	D1	Product versus brand; classification of products; new	CO4

		product development; product life cycle; packaging and labeling			
	D2	Product-mix decisions			CO4
	D3	Factors influencing pricing; types of pricing			CO4
	Unit E				
	E1	Channels of distribution; types of marketing intermediaries			CO5
	E2	Advertising, publicity and public relations			CO5
	E3	Sales promotion, direct marketing and personal selling			CO5
	Mode of Examination	Theory			
	Weightage distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s	<ul style="list-style-type: none"> ‘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) 			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	1	1	1	1
CO2	2	2	2	1	1	1	1	1	2	1
CO3	2	2	2	1	1	1	...	1	1	1
CO4	2	2	2	1	1	1	...	1	1	1
CO5	2	2	2	1	1	1	...	1	1	1

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)	0-0-2
	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
		CO Mapping
		CO1, CO2
		CO1,CO2

		Windows	
	C	Application software: General Purpose Packaged Software and tailor made software , Saving data in a secondary storage device	CO1,CO2
	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.	CO2, CO3
	B	Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, Inserting a table, wrap text, Insert a flow chart or shape in a word document	CO2, CO3
	C	Perform Mail Merge in a word document ; envelopes and labels in mail merge ; How to convert table to text and Vice Versa	CO2, CO3,CO6
	Unit 3	Spreadsheet Ms Excel	
	A	Spreadsheet Concepts; Copying formulas, Operators, Relative & Absolute cell referencing within formulas Common functions, Sum / Average / Max / Min etc.	CO2, CO3,CO6
	B	Count / COUNTA / COUNTBLANK function. Presenting Chart Inserting Charts- LINE, PIE, BAR. How to change chart layout and other chart options.	CO2, CO3,CO6
	C	Insert various Arithmetic Operators and Formulas, Logical Operations (If and other Functions. Sorting and Filtering of data. HLookup and VLookup functions	CO2, CO3,CO6
	Unit 4	MS Powerpoint	
	A	What is importance of creating presentation? Opening a new presentation , inserting slides and formats, numbering of slides , slide sorter	CO2, CO3
	B	Slide Transition , slide show, setting up slide show using animation. Inserting picture and video in a powerpoint slide	CO2, CO3
	C	Changing position of slides in a presentation. Changing the design of slides. Inserting sound in powerpoint slide. How to print handouts from a powerpoint presentation?	CO2, CO3,CO6
	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	CO4, CO5
	B	Important terms associated with Internet: Modem, Router, IP Address, Wi-fi, Gateway, Internet Service Provider, Firewall , Malware, Difference between website and webpages. Meaning of different extensions of website address	CO4,CO5
	C	Emailing , Creating email addresses. How to write an email? How to attach files in an email? What are spam mails? Encryption and Authentication of data.	CO4,CO5
	Mode of examination	Practical	
	Weightage Distribution	CA 60 %	MTE N/A
			ETE 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	1. Turban, Rainer, Potter, Introduction to Information	

	References	Technology, John Wiley. 2. Information Technology for Management: Ramesh Behl (Tata Mc Graw Hill).	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2	PSO3	PSO4
CO1	1	1	1	1	1	1	...	1	1	1
CO2	2	1	2	2	1	2	...	1	2	1
CO3	2	2	1	2	1	3	1	2	2	...
CO4	1	1	2	1	2	1	1	1	1	1
CO5	2	1	2	2	1	2
CO6	1	1	2	2	2	3	...	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Business Law

School: School of Business Studies		Batch : 2018-21
Program: BBA (All specialisations) /BCom/BBA ACCA/BCom ACCA		Academic Year: 2019
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	CO Mapping
	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?			CO2,
	B 2	Types of contracts, Essentials of a valid contract,			CO2
	B 3	Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) - Contract of Indemnity, Guarantee, Bailment, Pledge, Agency			CO2
	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.			CO2
	C 2	Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale.			CO2
	C 3	Rights of unpaid seller. Remedies for breach of contract for sale.			CO2
	Unit D	Negotiable Instruments Act 1881			
	D 1	What are negotiable instruments? Types of negotiable instruments. Parties to instruments.			CO2,CO 3
	D 2	Holder and Holder in due course,			CO2,CO 3
	D 3	Dishonor of Negotiable Instruments			CO2, CO 3
	Unit E	Consumer Protection Act 1986			
	E 1	Important definitions under the Act. Rights of consumers. Who can file complaints?			CO2, CO4
	E 2	Consumer Courts: District Forum, State Commission, National Commission			CO2, CO4
	E 3	How to file complaints? Remedies available under the Act.			CO2, CO4
	Mode of examination	End Term Examination			
	Weightage Distribution	CA	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 			

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

Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Human Resource Management

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year:
Branch:		Semester:III
1	Course Code	
2	Course Title	Human Resource Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 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' job satisfaction and return on investment.</p>
7	Course Description	<p>The course has been designed to enable the students to learn about the exciting world of today's Human Resources Management. This course also focuses at providing the students the inputs on how to link the HRM functions to the corporate strategies, to understand HR as a strategic resource, to learn the concept and functions of human resource management. Further, this course highlights important HR challenges and Issues that are faced by managers and employees in today's business environment.</p>

8	Outline syllabus			CO Mapping
	Unit 1	Basics of HRM		
	A	Human Resources- Meaning; Concept & Scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM		CO1, CO4
	B	HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges, HR as competitive advantage		CO1, CO4
	C	Objectives of HRM, Role of HR Manager, HR Plans & Policies		CO1, CO4
	Unit 2	Manpower Planning & Recruitment		
	A	Job Analysis-meaning-Job Description & Job Specification, Implications of Job Analysis		CO2, CO3
	B	Manpower Planning- Purpose & Process, Demand & Supply Forecasting Techniques		CO2, CO3
	C	Recruitment-Concept, Sources, Process		CO2, CO3
	Unit 3	Selection & Induction		
	A	Selection Concept- Meaning & Purpose		CO2, CO3
	B	Selection Process (From Screening to Induction)		CO2, CO3
	C	Induction / Orientation-Concept & Process		CO2, CO3
	Unit 4	Training		
	A	Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development		CO2, CO3
	B	Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation)		CO2, CO3
	C	Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis)		CO2, CO3
	Unit 5	Performance Appraisal & Compensation		
	A	Job Evaluation, Concept and Objectives of Performance Appraisal, Process of Performance Appraisal		CO2, CO3
	B	Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal		CO2, CO3
	C	Basic concept of Compensation, Direct & Indirect Compensation Components		CO2, CO3
	Mode of examination	Theory		
	Weightage Distribution	CA	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, Decenzo Robbins, Eleventh Edition, Wiley 		

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Business Research Methods

School:		Batch :2018-2021	
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	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		CO Mapping
	Unit A	Introduction to Research in Business	
	A 1	Reasons to study the Business Research	CO1
	A 2	Planning and Strategy for Business Research	CO1
	A 3	Parameters of Good Research, Working of Research Industry	CO1
	Unit B	The Research Process	
	B 1	Introduction to research process, designing the research Question	CO1
	B 2	Introduction of Designing the Study, Sampling Design	CO2
	B 3	Introduction to Pilot testing, Data Collection , Reporting	CO2
	Unit C	Business Research Requests and Proposals	

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

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	3	3	2	1	1	1	3	2	1	3
CO 2	3	3	2	1	2	3	1	2	1	3
CO 3	3	3	2	2	1	3	1	2	2	3
CO 4	3	3	3	1	1	3	1	2	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Business Communication

School: SBS		Batch: 2018-21	
Program:		Current Academic Year: 2019-20	
Branch:		Semester: iii	
1	Course Code	BBA 268	
2	Course Title	Business Communication	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory /Elective/Open Elective	
5	Course Objective	The objectives are: 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		CO Mapping
	Unit 1	Business Communication	
	A	Introduction of Business Communication	CO1
	B	Forms & Flows of Business Communication	CO1
	C	Process of and Barriers to Communication	CO1
	Unit 2	Non-Verbal Communication	
	A	Role of Non-Verbal Communication	CO1, CO4
	B	Classification of Non-Verbal Communication	CO1, CO4
	C	Practical exposure & guidelines for developing Non-Verbal Communication	CO1, CO4
	Unit 3	Articulation Skills	
	A	Paralinguistic feature, Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills	CO2
	B	Extempore, Speech Delivery	CO2

	C	Debate	CO2
	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 30%	MTE 20%
			ETE 50%
	Text book/s*	P.D.Chaturvedi&Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications. Pearson	
	Other References		

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

Business Statistics

School: SBS		Batch :2018-2021	
Program: BBA		Current Academic Year: 2018-19	
Branch:		Semester: III	
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	<p>1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools.</p> <p>2. This foundation module is designed to fill this need into several practical and powerful applications of statistics.</p> <p>3. The idea is to present the basic statistics and emphasis the application of statistics for management problems.</p> <p>4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data.</p> <p>5. The module also aims on getting students familiarize with the usage of basic tools and techniques in obtaining statistical measure and interpreting the same.</p>	
6	Course Outcomes	<p>At the end of the course students will be able to:</p> <p>CO1: The student will be able to identify basic numerical processes within a statistical context.</p> <p>CO2: The student will be able to interpret data in view of evidences.</p> <p>CO3: The student will be able to solve various problems of statistics.</p> <p>CO4: The student will be able to analyze data make predictions of the future</p>	
7	Course Description	<p>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.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Statistics and Representation of Data	
	A	Statistics- Definition and functions.	CO1

		Scope and limitations of statistics.			
	B	Collection of data and formulation of frequency distribution. Diagrammatic presentation of data-bar graph and pie charts.			CO1,CO2
	C	Graphical presentation of frequency distribution- Histograms, ogive curves			CO1,CO2, CO3
	Unit 2	Sampling and Probability			
	A	Introduction, concept of population, Sampling, Probability sampling and non Probability Sampling			CO1
	B	Basic Probability, Conditional Probability			CO1, CO3
	C	Applications of Probability			CO2,CO3
	Unit 3	Measures of Central Tendency			
	A	Arithmetic Mean and its properties. Methods of calculating Mean The Weighted Arithmetic Mean, Correcting incorrect mean			CO1,CO2
	B	Median and Mode, Significance of median and mode, Relation among Mean, median and Mode.			CO1.CO2. CO3
	C	Partition values: quartiles ,deciles and percentiles			CO2,CO3
	Unit 4	Measures of Dispersion			
	A	Introduction to Dispersion, range, IQR, quartile deviation.			CO1,CO2
	B	Methods of calculating Mean deviation			CO2,CO3
	C	Methods of calculating standard deviation and coefficient of variance.			CO3,CO4
	Unit 5	Relationship Between Variables			
	A	Basic Linear correlation (Two variables), Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient.			CO1,CO2
	B	Simple and Multiple Linear regression			CO3,CO4
	C	Problems based on correlation and regression			CO3,CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> 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 			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PS O1	PS O2	PS O3	PS O4
CO1	2	2	1	1	2	2	...	1	1
CO2	2	3	2	1	1	2	--	1	1	--
CO3	2	1	1	2	2	1	1	2	1	1
CO4	2	2	1	1	2	2	...	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Environmental Studies

School:		Batch : 2018-21	
Program: BBA		Current Academic Year:	
Branch:		Semester: III	
1	Course Code	BBA 054	
2	Course Title	Environmental Studies	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory	
5	Course Objective	1. To understand the basic concepts of environment management and the issues faced therein. 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	CO1:The student will be able to have knowledge about fundamentals of environment and the ecosystem 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 CO3: The student will be able to relate to the various acts for environmental protection and to green solutions CO4: The student will be able to analyse impact of climate change and pollution on environment and green solutions	
7	Course Description	This course enables students to understand their natural environment while also comprehending its conservation and management in a better manner. The course focuses on the natural environmental resources and their effective utilization.	
8	Outline syllabus		CO Mapping
	Unit 1	Fundamentals of environment	
	A	Fundamentals of Environment: Basic concepts on environment, environment management –definition ,importance , environmental degradation, Multidisciplinary nature of environment	CO1, CO2,CO3
	B	Ecosystems ad ecological succession	CO1
	C	Global environmental issues: global warming and climate change, acid rains	CO2 ,CO3 ,CO4

	Unit 2	Energy resources			
	A	Renewable & Non Renewable Resources of energy and Deforestation			CO1 ,CO2,CO4
	B	Water Resources: use and overutilization of surface and ground water, floods & droughts			CO1, CO2 ,CO3
	C	Energy Resources – growing energy needs, energy resources and global development			CO2 ,CO3
	Unit 3	Biodiversity and pollution			
	A	Biodiversity & its conservation			CO2 ,CO3
	B	Environmental Pollution			CO1 , CO4
	C	Control measures for air, water and soil pollution; nuclear hazards			CO3
	Unit 4	Environment protection			
	A	Social Issues in Environment: Environment Protection Act, Ozone layer depletion and nuclear accidents ,approaches with regard to environment protection			CO2 ,CO4
	B	Human Population – human health, human rights and environment			CO3
	C	Wildlife protection act, issues in enforcement of environmental legislations and public awareness			CO4
	Unit 5	Green Solutions			
	A	Environmental Impact Assessment			CO1 ,CO2 ,CO3
	B	Environmental Standards, Green Technologies and green solutions			CO2 CO3 ,CO4
	C	Green architecture and green design			CO2,CO3
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Principles of Environmentals Studies: <u>Monoharachary C</u> 2006			
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO 1	-	-	1	1	1	-	-	-	-	-
CO 2	-	-	2	2	2	-	-	-	-	-
CO 3	-	-	2	2	2	-	-	-	-	-

CO 4	-	-	2	2	1	-	-	-	-	-
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1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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)	3-1-0
	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 with cover topics such as global environment scanning, BOP, Forex

		markets, Globalization issues, trade theories, global trade and investment, and international institutions.	
8	Outline syllabus		CO Mapping
	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.	CO1
	B	Emerging Trends and Regional Trading Blocks Economic, Political, Cultural and Legal environments in International Business.	CO1
	C	Framework for analyzing international business environment. Text book case – The Global Television Industry	CO1
	Unit 2	Balance of Payments	
	A	Balance of Trade and Balance of Payments, Current and capital account components.	CO2
	B	Disequilibrium in BOP, Structural, Cyclical and Monetary Disequilibrium	CO2
	C	Financing of BoP deficits & External Assistance. Text book case – South East Asian Economic Crisis .	CO2
	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.	CO3
	B	Determination of Exchange rates , Exchange Rate and Convertibility of Rupee	CO3
	C	FEMA Act and Currency Exchange Risks	CO3
	Unit 4	Global Trade and Investment Environment:	
	A	Foreign investment in India , Global Sourcing. Text book case – Mahindra and Mahindra.	CO4
	B	international trade financing, Institutional finance for export	CO4
	C	Export price Quotations and Incoterms ,International Pricing, Dumping & Anti-Dumping measures. Text book	CO4

		case – Quality Furnitures Limited. .			
	Unit 5	International Economic Institutions & International Liquidity			
	A	Role of IMF,IBRD,UNCTAD, WTO in International Trade			CO5
	B	Problems of Liquidity & Role of IMF in Managing International Liquidity			CO5
	C	Case study- Text Book: Indian Leather goods exports. A handout will be given - Turmeric Patent			CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	International Business (Text and Cases) , Fourth Edition Revised, Francis Cherunilam			
	Other References	International Business, Oxford university Press, Rakesh Mohan Joshi			
		International Business, PHI, Sixth edition, Justin Paul			
		International Business, Mc.Graw Hill, 10e, Charles W.L. Hill			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO.1	2	2	2	1	1	1
CO.2	2
CO.3	1	1	1
CO.4	3
CO.5	2	1	1	1	1	1	1	..

CO PO Matrix
1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

FINANCIAL MANAGEMENT

School: SBS		Batch : 2018 -21	
Program: BBA		Current Academic Year:	
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		CO Mapping
	Unit 1	Introduction of Financial Management	
	A	Nature, concept and functions of financial management	CO1
	B	Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization	CO1
	C	Time value of money- Meaning and Objectives, present & future value, simple & comp. interest, annuity (Ordinary Annuity & Annuity Due), Perpetuity .	CO1,CO2
	Unit 2	Capital Budgeting	
	A	Meaning and concepts of capital budgeting, need of capital budgeting,	CO1, CO2
	B	Practical Problems on Discounted Cash Flow Techniques:	CO3, CO4

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

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCHOOL OF BUSINESS STUDIES		Batch: BBA (2018-21)	
Program: BBA		Current Academic Year: :2018-21	
Branch: -		Semester: IV	
1	Course Code	BBA 239	
2	Course Title	E-Business	
3	Credits	3	
4	Contact Hours (L-T-P)	3 (LTP 3-0-1)	
	Course Status		
5	Course Description	This undergraduate course is intended to teach and understand to the students the principles and practices of the E-business in industry	
6	Course Objective	The course aims: <ol style="list-style-type: none"> 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		CO Mapping
	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. 	CO1
	A 2	<ul style="list-style-type: none"> • E-Business models - C2C, C2B, B2B models. 	CO1, CO2
	A 3	<ul style="list-style-type: none"> • Value Chain model, advertising model, community model manufacturer model. 	CO1, CO2

	Unit B	Network Infrastructure			
	B 1	<ul style="list-style-type: none"> Network Infrastructure supporting electronic commerce; Role of World Wide Web 			CO1, CO2,
	B 2	<ul style="list-style-type: none"> Internet Client-Server Applications; Networks and Internets, Internet Standards and Specifications 			CO1, CO3
	B 3	<ul style="list-style-type: none"> Client-Server Network Security, Security Threats, Data and Message Security 			CO1, CO2, CO3.
	Unit C	E-Marketing & Advertising			
	C 1	<ul style="list-style-type: none"> Traditional Marketing Vs. Digital Marketing; Online Marketing 			CO1, CO2
	C 2	<ul style="list-style-type: none"> New Age Information Based Marketing, Advertising on Internet 			CO2, CO3
	C 3	<ul style="list-style-type: none"> The Online Marketing Process 			CO1, CO2
	Unit D	Consumer Oriented Electronic Commerce			
	D 1	<ul style="list-style-type: none"> Consumer-Oriented Applications, Mercantile Process Models – Consumer Perspective, Merchant Perspective 			CO1, CO3
	D 2	<ul style="list-style-type: none"> E-Payment Systems – Types, Digital Token Bases Systems, Smart Cards, Credit Card Based Systems, Risks & Design 			CO1, CO2, CO3
	D 3	<ul style="list-style-type: none"> Main concepts in internet banking, Digital payment requirements, Electronic Cash 			CO1, CO4
	Unit E	E-CRM			
	E 1	<ul style="list-style-type: none"> Customer Relationship Management on the Internet 			CO1, CO3
	E 2	<ul style="list-style-type: none"> Online CRM Capabilities & Its Impact On Business 			CO1, CO2, CO3
	E 3	<ul style="list-style-type: none"> E-SCM – Supply chain management, Ways to Reduce Inventory 			CO1, CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Strauss, J., El-Ansary, A., & Frost, R., <i>E-Marketing</i> , 4 th 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			

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Entrepreneurship

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: :
Branch: -		Semester:IV
1	Course Code	
2	Course Title	Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4 (LTP 4-0-0)
	Course Status	
5	Course Description	The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.
6	Course Objective	<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	CO Mapping

	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 	CO1, CO2
	A 2	<ul style="list-style-type: none"> Types of entrepreneurship and entrepreneur Entrepreneur Vs. Manager Vs. Intrapreneur The Women & Social Entrepreneurship: Opportunities & Challenges 	CO2
	A 3	<ul style="list-style-type: none"> The Qualities , Characteristics & Competencies of an Entrepreneur An overview of corporate Entrepreneurship Exercise/Case study 	CO1, CO2
	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 	CO3, CO4, CO5
	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 	CO1, CO3
	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 	CO1, CO2, CO6
	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 	CO2, CO4
	C 2	<ul style="list-style-type: none"> IPR issues in starting an enterprise Legal aspects of a business 	CO4
	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 	CO1, CO4
	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 	CO4

	D 2	<ul style="list-style-type: none">Managerial mindset vs. Entrepreneurial mindset in decision makingKey factors to be considered during the Growth StageGroup Presentation/ Business Plan Presentation	CO2, CO4	
	D 3	<ul style="list-style-type: none">The Exit Strategy for a businessGroup Presentation/ Business Plan Presentation	CO4	
	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	CO2, CO5	
	E 2	<ul style="list-style-type: none">Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in IndiaAn overview of Start-up India & Make in India Initiatives	CO2, CO5	
	E 3	<ul style="list-style-type: none">Group Presentation/ Business Plan Presentation	CO6	
	Mode of examination	Theory		
	Weightage Distribution	CA 30%	MTE 20%	ETE 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; 8EEntrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. &Covin Jeffrey G., Cengage Learning		

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

CO4	2	1	2	3	2	2	2	2	2	2
CO5	1	2	2	3	3	1	1	2	1	3
CO6	-	3	1	2	3	2	-	...	1	.

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Corporate Law

School: School of Business Studies		Batch : 2018-20	
Program: B.Com/BBA		Current Academic Year: 2018-19	
Branch:		Semester: IV	
1	Course Code	BCM 211	
2	Course Title	Corporate Law	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory	
5	Course Objective	The objective is to enable students to understand the impact of Companies Act, role of the Securities and Exchange Board of India (SEBI), and the impact of scams etc.	
6	Course Outcomes	On the completion of the course the student will be able to: 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		CO Mapping
	Unit 1		
	A	Characteristics of a company, Landmark case - Salomon vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil	CO1
	B	Types of companies, Promoters, Formation and incorporation of a company.	CO1
	C	Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions	CO1
	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	CO2
	B	Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.	CO2
	C	Debentures – Characteristics, Kinds of Charges, Allotment	CO2

		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			CO3
	B	Meetings – Annual General Meeting, Extraordinary General Meeting, Statutory requirements – Notice, Agenda, Quorum, Proxy, Chairperson, Methods of Voting, Resolution – Ordinary and Special Resolution distinguished, Minutes			CO3
	C	Prevention of oppression and Mismanagement			CO3
	Unit 4	Winding up and CSR			
	A	Meaning, Modes of Winding up,			CO4
	B	Official Liquidator and his Duties			CO4
	C	Corporate Social Responsibility -Provisions in Companies Act 2013			CO4
	Unit 5	Emerging areas			
	A	IncreasingRole of SEBI			CO5
	B	Brief Overview of Securities and ContractRegulationAct			CO5
	C	Brief Overview of Compétition Act 2002			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	The New Company Law, Dr N.V. Paranjape, Central Law Agency			
	Other References	<ul style="list-style-type: none">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 storeThe Companies Act 2013			

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

CO5	2	1	3	1	2	-	1	2	1	1
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1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Cross Cultural Management

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

	A	Major characteristics and challenges of Multinational Corporations.	CO1,CO4
	B	Culture and workforce diversity	CO1
	C	Impact on Expatriates-Repatriation and cross cultural training	CO1,CO4
	Unit 4	Role of regional, industry/corporate culture & professional culture and link between different cultural spheres	
	A	Regional culture and it's role	CO2
	B	Industry/corporate and Professional culture	CO2
	C	Link between different cultural spheres	CO4
	Unit 5	Cross Culture communication and Negotiation	
	A	Barriers to intercultural communication	CO1
	B	Non - verbal communication	CO1
	C	Negotiation in cross cultural environment	CO1,CO4
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA	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	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1	1	2	2	1	1	3	2	2	2
CO2	1	1	1	1	1	2	3	2	2	2
CO3	2	1	2	2	1	1	2	1	1	1
CO4	2	1	2	1	1	1	2	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

COMPUTERIZED ACCOUNTING SYSTEM

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2018
Branch:		Semester: IV
1	Course Code	BBP 206
2	Course Title	COMPUTERIZED ACCOUNTING SYSTEM
3	Credits	2
4	Contact Hours (L-T-P)	1-0-1
	Course Status	Compulsory
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	At the completion of the course students will be able to: 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.
7	Course Description	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 .
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
		CO Mapping

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

CO-PO Mapping:

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

Total Personality Development

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year:
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	CO3		
	B	Conducting Meetings, Brainstorming sessions	CO3		
	C	Role- Play	CO3, CO4		
	Unit 5	Professional Skills			
	A	Basics of Resume Writing,	CO4		
	B	Handling Group discussions & Interviews	CO2, CO4		
	C	Time management: Importance, multitasking & Procrastination,	CO4		
	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References	1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi 2. Seven Habits of Highly Effective People, Steven Covey 3. Personality Development, Elizabeth B. Hurlock			

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

Corporate Strategy

School: SBS		Batch : 2018-21	
Program: BBA		Current Academic Year: 2020-21	
Branch:		Semester: V (odd)	
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</p> <p>CO2: Understand various tools and frameworks for strategic analysis</p> <p>CO3: Apply the various tools and frameworks for strategic analysis</p> <p>CO4: Analyse the real-life situations of company using a strategic management perspective</p> <p>CO5: Evaluate critically real life company situations</p>	
7	Course Description	<p>Being a capstone course, Corporate Strategy course provides integrated learning from all functional areas. Students would acquire relevant skills for understanding of strategic management and what does it entail; external scanning of the industry in terms of Popular frameworks like Porter's and PRESTCOM; Strategic Groups and Key Success Factors; Resources, capabilities and competencies; VRIO framework and value chain analysis. The course also aims to introduce business level generic strategies and corporate level strategies with an understanding of evaluation and control in strategic management.</p>	
8	Syllabus Outline		CO Mapping
	Unit 1	Introduction to Strategic Concepts	
	A	Strategic Management and benefits of strategic management.	CO1
	B	Strategic Management Model	CO1
	C	Strategy and what are different levels of strategy	CO1
	Unit 2	Environmental Scanning and Industry Analysis	
	A	Scanning the external environment using the PRESTCOM framework	CO2, CO3, CO4
	B	Industry Analysis: Using Porter's Five Forces Model	CO2, CO3, CO4
	C	Strategic Groups and Key Success Factors of an Industry	CO2, CO3, CO4
	Unit 3	Internal Scanning: Organizational Analysis	

	A	Resources; Capabilities, Competencies			CO2, CO3, CO4
	B	VRIO framework and using resources to gain competitive advantage.			CO2, CO3,
	C	Value Chain Analysis			CO 3, CO4, CO5,
	Unit 4	The Five Generic Competitive Strategies			
	A	Five Generic Strategies			CO2, CO 3 CO4, CO5,
	B	Overall Low-Cost Provider Strategy and Broad Differentiation Strategy			CO3, CO4, CO5
	C	Focussed Low Cost Strategy; Focussed Differentiation Strategy and Best Cost Provider Strategy			CO3, CO4, CO5
	Unit 5	Corporate Level Strategies and Evaluation and Control			
	A	Corporate Level Strategy: Portfolio Analysis: BCG and GE Matrix; Diversification What and Why			CO3, CO4, CO 5
	B	Inorganic Growth Strategies: Mergers and Acquisitions; Alliances; Competing in the Global Markets			CO2, CO3
	C	Strategic evaluation and control			CO2, CO3
	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)			

Mapping of COs with POs (program objectives)

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-21	
Branch:		Semester: V	
1	Course Code		
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		CO Mapping
	Unit A		
	A 1	Significance of retail industry	CO1
	A 2	Theories of retail development	CO1
	A 3	Classification of retail stores, Retail Formats	CO2
	Unit B		
	B 1	The evolution of merchandising function in retail	CO3
	B 2	The process of merchandising buying and the procedure for selecting vendors and building partnerships	CO3
	B 3	The concept of own brand and manufacturers' brand	CO3
	Unit C		
	C 1	Importance ,types and selection of location	CO3
	C 2	Relationship between store image and store design, Components of exterior and interior	CO3
	C 3	Visual merchandising in retail	CO3
	Unit D		
	D 1	Product & Service Assortment Mix	CO3

	D 2	Elements of retail price and developing a pricing strategy			CO3
	D 3	Communication & Distribution Mix			CO4
	Unit E				
	E 1	Measures of Financial Performance, Strategic Profit Model			CO4
	E 2	Measures of Retail performance			CO4
	E 3	Importance of CRM for the retail			CO4
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	
	Distribution	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"> Cooper, J. Strategy planning in Logistics and Transportation Cox, Roger and Paul Brittain Retail Management Levy & Weitz Retailing Management Gibson and Vedmani: Retail Management 			

POs COs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	1	1
CO2	1	2	1	2	2	1	1
CO3	2	2	2	2	2	1	1
CO4	2	2	1	2	1	2	1

School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-19	
Branch:		Semester: 5	
1	Course Code		
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		CO Mapping
	Unit A		
	A 1	<ul style="list-style-type: none"> Significance of branding, difference between product and brand 	CO1
	A 2	<ul style="list-style-type: none"> Branding challenges and opportunities, types of brands 	CO1
	A 3	<ul style="list-style-type: none"> Strategic brand management process 	CO1
	Unit B		
	B 1	<ul style="list-style-type: none"> Defining customer-based brand equity, making a strong brand 	CO2
	B 2	<ul style="list-style-type: none"> Sources of brand equity 	CO2
	B 3	<ul style="list-style-type: none"> Building a strong brand: the four steps of brand-building 	CO2
	Unit C		
	C 1	<ul style="list-style-type: none"> Brand architecture, brand hierarchy, designing a branding strategy 	CO3

	C 2	<ul style="list-style-type: none">Brand extension, advantages and disadvantages of brand extension	CO3						
	C 3	<ul style="list-style-type: none">Reinforcing and revitalizing brands	CO3						
	Unit D								
	D 1	<ul style="list-style-type: none">Introduction to integrated marketing communications	CO4						
	D 2	<ul style="list-style-type: none">Tools of integrated marketing communications	CO4						
	D 3	<ul style="list-style-type: none">Types of advertising	CO4						
	Unit E								
	E 1	<ul style="list-style-type: none">Players in the advertising world, advertising agency	CO5						
	E 2	<ul style="list-style-type: none">Advertising strategy, the DAGMAR approach	CO5						
	E 3	<ul style="list-style-type: none">Concept of creativity, idea generation, creative brief, creating an appeal	CO5						
	Mode of examination	Theory							
	Weightage Distribution	<table><tr><td>CA</td><td>MTE</td><td>ETE</td></tr><tr><td>30%</td><td>20%</td><td>50%</td></tr></table>	CA	MTE	ETE	30%	20%	50%	
CA	MTE	ETE							
30%	20%	50%							
	Text book/s	<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)							

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	2	2	1	1
CO2	2	2	2	1	1	1	2	2	2	1
CO3	2	2	2	1	1	1	2	2	1	2
CO4	2	2	2	1	1	1	2	2	1	2
CO5	2	2	2	1	1	1	2	2	1	2

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19, Even term
Branch:		Semester: V
1	Course Code	*****
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			CO Mapping
	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	
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Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	3	2	2	3
CO2	2	3	2	3	2	2	2	3	2	3
CO3	2	3	2	2	2	2	3	2	2	3
CO4	2	3	2	2	2	2	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-19	
Branch:		Semester: 5	
1	Course Code	BBA030	
2	CourseTitle	Consumer Behaviour	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	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		CO Mapping
	Unit A		
	A1	Definition of consumer behaviour and its role in marketing	CO1
	A2	The framework of consumer behaviour	CO1
	A3	The changing face of consumer behaviour	CO1
	Unit B		
	B1	Personality and self-concept in consumer behaviour	CO2
	B2	Consumer motivation and perception	CO2
	B3	Consumer attitude and learning	CO2
	Unit C		
	C1	Reference groups and opinion leadership	CO3
	C2	Family, age and gender influences on consumer behaviour	CO3
	C3	Social class and consumer behaviour	CO3
	Unit D		
	D1	Diffusion of innovation	CO4

	D2	Influence of culture on consumer behaviour			CO4
	D3	Post-purchase behaviour of consumers			CO4
	Unit E				
	E1	Organizational buying roles			CO5
	E2	Organizational buying situations			CO5
	E3	Influences on organizational buying behaviour			CO5
	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)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	2	2	1	1
CO2	2	2	2	1	1	1	2	2	2	1
CO3	2	2	2	1	1	1	2	2	1	2
CO4	2	2	2	1	1	1	2	2	1	2
CO5	2	2	2	1	1	1	2	2	1	2

School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-19	
Branch:		Semester: VI	
1	Course Code		
2	Course Title	Advanced Digital Marketing	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-1	
	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		CO Mapping
	Unit A		
	A 1	Digital Marketing – Introduction; Traditional Vs. Digital Marketing	CO1, CO2
	A 2	Tools & Techniques of Digital Marketing – An Introduction	CO1, CO2
	A 3	Digital Consumer Behavior	CO2
	Unit B		

	B 1	Social Media Marketing – An Introduction	CO3, CO1	
	B 2	Facebook, Instagram, Twitter and other growing Social Media Channels	CO3, CO1	
	B 3	Influencer Marketing	CO3, CO2	
	Unit C			
	C 1	Content Marketing & Blogs	CO3, CO1	
	C 2	Search Engine Optimization – An Introduction	CO4, CO1	
	C 3	On Page & Off Page SEO	CO4, CO1	
	Unit D			
	D 1	SEO - Keywords, Inbound Links, Duplicate Content, Meta Tags	CO4, CO2	
	D 2	Affiliate Marketing - Introduction	CO3, CO1	
	D 3	Affiliate Marketing	CO3, CO2	
	Unit E			
	E 1	E-mail Marketing	CO5, CO1	
	E 2	Website as a Digital Marketing Tool	CO5, CO1	
	E 3	Website Management	CO5, CO2	
	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 		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	-	1	2	1	1	1
CO2	2	1	2	-	1	2	1	2	1
CO3	2	2	2	1	1	2	2	2	2
CO4	1	2	2	2	1	2	2	2	2

CO5	1	2	2	1	1	2	2	2	2
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School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-21	
Branch:		Semester: VI	
1	Course Code		
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"> 1. To understand fundamental concepts in marketing strategy development and execution. 2. To understand various marketing strategy factors in the competitive landscape. 3. 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	CO Mapping	
	Unit A		
	A 1	Basic concepts of marketing strategy	CO1
	A 2	Strategic planning process: marketing plan	CO1
	A 3	Corporate and division Strategic Planning Mission and Vision Statement	CO1
	Unit B		
	B 1	Strategy Formulation; External and internal Environmental Analysis ETOP and SAP; SWOT Analysis	CO2
	B 2	Competitor analysis: identifying competitors, identifying competitors' objective.	CO2
	B 3	Developing marketing goals and objectives.	CO2
	Unit C		

	C 1	Product Strategy; Product Portfolio Strategy; New product development; Managing products and brands			CO3
	C 2	Pricing Strategy: Key Issues in pricing strategy, Fixed versus dynamic pricing, Case Study			CO3
	C 3	Distribution Strategy: Trends in marketing channels, Distribution concepts, collaborations.			CO3
	Unit D				
	D 1	Strategic issues in IMC			CO3
	D 2	Advertising Strategies, Case Study			CO3
	D 3	Sales Promotion and Direct Marketing Strategies			CO3
	Unit E				
	E 1	Strategic issues in marketing and control,			CO4
	E 2	Evaluating markets, Case Study			CO4
	E 3	Approach to marketing implementation			CO4
	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			

POs COs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	1	1
CO2	1	2	1	2	2	1	1
CO3	2	2	2	2	2	1	1
CO4	2	2	1	2	1	2	1

School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-19	
Branch:		Semester: VI	
1	Course Code		
2	Course Title	Advanced Research Techniques in Marketing	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-1	
	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	CO1: The students will be able to recognize and interpret the concepts of business research and illustrate the same in marketing context. CO2: The students will be able to demonstrate and explain the research process as a function of the marketing domain for business organizations CO3: The students will be able to describe and experiment with various tool and techniques of business research CO4: The students will be able to recognize and apply appropriate research design, methods and tools to address a research problem. 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.	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	Nature & Scope of Research in Marketing	CO1, CO2
	A 2	Marketing Research Process	CO2
	A 3	Understanding consumer insights	CO2
	Unit B		
	B 1	Secondary Data	CO3, CO1

	B 2	Qualitative Research in Marketing	CO3, CO4	
	B 3	Measurement & Scaling – Types of Scales	CO3, CO4	
	Unit C			
	C 1	Sampling Techniques & Methods	CO3, CO4	
	C 2	Sampling Techniques & Methods	CO3, CO4	
	C 3	Hypothesis Testing	CO4, CO5	
	Unit D			
	D 1	Hypothesis Testing	CO4, CO5	
	D 2	Introduction to SPSS	CO5, CO3	
	D 3	Introduction to SPSS – Descriptive Statistics	CO5, CO3	
	Unit E			
	E 1	Correlation & Regression using SPSS	CO5, CO3	
	E 2	Correlation & Regression using SPSS	CO5, CO3	
	E 3	SPSS – t test / z test	CO5, CO3	
	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. 		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	2	1	1	1	1
CO2	1	1	1	1	2	1	1	1	1
CO3	1	1	2	1	1	1	2	1	1
CO4	2	1	2	1	1	2	2	2	1

CO5	1	1	2	1	1	2	2	2	1
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School: School of Business Studies		Batch: 2018-21	
Program: BBA		Current Academic Year: 2018-21	
Branch:		Semester: VI	
1	Course Code		
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	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	CO1: Student will be able to understand idea about the dimensions of marketing strategy formulation. CO2: To apply creative decision making based on subjective and analytical skill in the evaluation of marketing strategy. CO3: Student will be able to infer marketing strategies and assess key implementation issues/challenges associated with them. CO4: To evaluate Markets and Strategic Issues in Marketing	
8	Outline syllabus	CO Mapping	
	Unit A		
	A 1	Basic concepts of marketing strategy	CO1
	A 2	Strategic planning process: marketing plan	CO1
	A 3	Corporate and division Strategic Planning Mission and Vision Statement	CO1
	Unit B		
	B 1	Strategy Formulation; External and internal Environmental Analysis ETOP and SAP; SWOT Analysis	CO2
	B 2	Competitor analysis: identifying competitors, identifying competitors' objective.	CO2
	B 3	Developing marketing goals and objectives.	CO2

	Unit C				
	C 1	Product Strategy; Product Portfolio Strategy; New product development; Managing products and brands			CO3
	C 2	Pricing Strategy:Key Issues in pricing strategy, Fixed versus dynamic pricing, Case Study			CO3
	C 3	Distribution Strategy:Trends in marketing channels, Distribution concepts, collaborations.			CO3
	Unit D				
	D 1	Strategic issues in IMC			CO3
	D 2	Advertising Strategies, Case Study			CO3
	D 3	Sales Promotion and Direct Marketing Strategies			CO3
	Unit E				
	E 1	Strategic issues in marketing and control,			CO4
	E 2	Evaluating markets, Case Study			CO4
	E 3	Approach to marketing implementation			CO4
	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			

POs COs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	1	1
CO2	1	2	1	2	2	1	1
CO3	2	2	2	2	2	1	1
CO4	2	2	1	2	1	2	1

