

**Program Structure**  
**BBA (Human Resource Management)**  
**SBS0119**  
**Academic Session 2018-2021**

## **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**

## 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**

### **1.3 Programme Educational Objectives (PEO)**

#### **1.3.1 Writing Programme Educational Objectives (PEO)**

The educational objective of the BBA (HR) 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:

<b>Statements</b>	<b>School Mission 1</b>	<b>School Mission 2</b>	<b>School Mission 3</b>	<b>School Mission 4</b>
To provide students with a basic theoretical knowledge and understanding of organizations, their management and the environment in which they operate.	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>
To provide students with first-hand experience of a managerial and/or management-related role and of how organizations operate in practice.	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
To provide students with an integrated understanding of the important functions within management and the way in which they interact and acquire new skills.	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>
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.	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
To prepare students for a career in management or management-related fields and develop their capability to contribute to society at large	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>
To enhance students' lifelong learning skills, communication skills and personal development.	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>

1. Slight (Low)      2. Moderate (Medium)      3. Substantial (High)

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

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

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

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

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

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

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

PSO1 : Graduates will be able to understand, analyze and address various complexities of people management and apply key concepts learnt related to HR.

PSO2 :Graduates will be able to define, analyze and devise solutions for structured and unstructured problems and issues related to human resources.

PSO3 :Graduates will exhibit professional and entrepreneurial competence and develop a global perspective to manage challenges.

PSO4 :Graduates will exhibit competence to pursue their higher studies, research, and lifelong learning in the area of human resource management.

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

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	3	3	2	3	3	2
PO2	2	3	1	3	1	1
PO3	3	2	3	1	1	2
PO4	1	3	2	3	2	3
PO5	2	3	2	1	3	3
PO6	1	3	3	1	3	2
PSO1	3	2	2	1	3	1
PSO2	2	3	3	2	3	2
PSO3	1	3	3	2	3	2
PSO4	1	2	2	3	2	3

*1. Slight (Low)*

*2. Moderate (Medium)*

*3. Substantial (High)*



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

Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
<b>Sem-1</b>											
Course1 01.1	(Core) Business Economics	2	2	1	....	.....	1	3	2	...	1
Course1 01.2	(Core) Financial Accounting	2	2	1	....	.....	1	3	2	2	...
Course1 01.3	(Core) Principles of Management	3	2	3	3	2	1	3	3	1	3
Course1 01.4	(Elective) Basic Business Mathematics	3	2	2	....	.....	1	3	2	....	2
Course1 01.5	(AECC) Functional English –I Basic/ Functional English –I Intermediate	...	...	2	.....	.....	1	.....	.....	2	2
Course1 01.6	Generic Elective	2	1	1	....	....	2	....	.....	2	2
<b>Sem-2</b>											
Course2 01.1	(Core) Economic Environment of Business	3	2	3	1	1	1	2	2	1	1
Course2 01.2	(Core) Cost Accounting & Managerial Accounting	...	.....	1	.....	.....	2	1	2	.....	.....
Course2	(Core)	3	1	1	2	3	3	3	3	2	2

<sup>1</sup> Cel value will contain the correlation value of respective course with PO.

01.3	<b>Organisational Behaviour</b>										
Course2 01.4	<b>(Core) Marketing Management</b>	3	2	3	1	....	3	1	3	3	.....
Course2 01.5	(Elective) Computer Application in Business	1	.....	1	.....	.....	.....	.....	2	....	1
Course2 01.6	(AECC) Functional English –II Basic/ Functional English –II Intermediate	...	...	2	.....	.....	1	.....	.....	2	2
Course2 01.7	Generic Elective	2	1	1	....	....	2	....	.....	2	2
<b>Sem-3</b>											
Course 301.1	<b>(Core) Business Law</b>	2	2	1	3	.....	2	.....	1	1	.....
Course 301.2	<b>(Core) Human Resource Management</b>	3	3	2	3	3	3	3	3	3	3
Course 301.3.	<b>(Core) Business Research Methods</b>	3	3	1	2	.....	2	3	3	2	3
Course 301.4	(Elective) Business Communication	3	2	3	1	3	3	3	2	2	3
Course 301.5	(Elective) Business Statistics	2	2	1	3	.....	2	.....	1	1	.....
Course 301.6	Generic Elective	2	1	1	....	....	2	....	.....	2	2
Course 301.7	(AECC) Environmental Studies	1	3	3	3	.....	2	1	3	3	3
<b>Sem-4</b>											
Course 401.1	<b>(Core) International Business</b>	2	2	1	2	.....	2	2	2	1	1
Course 401.2	<b>(Core) Financial Management</b>	...	.....	1	.....	.....	2	1	2	.....	.....

Course 401.3	(Elective) Total Personality Development	3	3	3	3	3	3	3	3	3	3
Course 401.4	(Elective) E Business/ <b>Cross Cultural Management</b> /Entrepreneurship /Production and Operation Management/Corporate Law *(Any one to be chosen)	3	2	3	2	3	3	3	3	3	3
Course 401.5	Generic Elective	2	1	1	....	....	2	....	.....	2	2
Course 401.6	-(SEC) Computerized Accounting System	1	.....	1	.....	.....	.....	.....	2	....	1
<b>Sem-5</b>											
Course 501.1	<b>(Core) Corporate Strategy</b>	3	3	2	2	3	2	1	1	1	1
Course 501.2	(DSE) Industrial Relations	2	2	1	3	1	1	3	2	1	2
Course 501.3	(DSE) Employee Training and Development	3	2	2	.....	2	1	3	2	1	2
Course 501.4	(DSE) Compensation Management	3	2	2	.....	1	1	3	2	1	2
Course 501.5	(DSE) Recruitment and Selection	3	2	2	.....	2	1	3	2	2	2
Course 501.6	(P) Summer Training	2	2	2	1	3	1	2	1	1	2
<b>Sem-6</b>											
Course 601.1	<b>Corporate Governance and Business Ethics</b>	3	3	2	2	1	2	2	2	1	2
Course 601.2	(DSE)Human Resource Information System	3	2	2	.....	2	1	2	2	2	1
Course	(DSE) Human	3	2	2	.....	2	1	3	2	2	2

601.3	Resources: Value and Contribution to organization success										
Course 601.4	(DSE)Performance and Competency Management	3	2	2	.....	1	1	3	2	2	2
Course 601.5	(DSE)Team Building and Leadership	3	2	2	1	3	3	3	2	3	2
Course 601.6	(P) Research Report	2	2	2	.....	1	1	2	2	1	3

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**



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

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

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

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

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>3</sup> : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
<b>THEORY SUBJECTS</b>									
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	

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

10.		BBA144	<b>Marketing Management</b>	4			4	Core	
11.			Elective	2	0	0	2	Elective	
<b>Practical/Viva-Voce/Jury</b>									
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	
<b>TOTAL CREDITS</b>							<b>22</b>		

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

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>4</sup> : 5. CC 6. AECC 7. SEC 8. DSE
				L	T	P			
<b>THEORY SUBJECTS</b>									
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	
<b>TOTAL CREDITS</b>							<b>24</b>		

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

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

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>5</sup> : 9. CC 10. AECC 11. SEC 12. DSE
				L	T	P			
<b>THEORY SUBJECTS</b>									
21.		BCM 216	<b>International Business</b>	4			4	Core	
22.		BBA210	<b>Financial Management</b>	4			4	Core	
23.			Elective				2		
24.		BBA239/ BCM211/	E Business/Cross Cultural Management/Entrepreneurship /Production and Operation Management/Corporate Law *(Any one to	4	0	0	4		

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

			be chosen)						
<b>Practical/Viva-Voce/Jury</b>									
25.		BBP 206	Computerized Accounting System	0	0	6	3		
26.		BBP 252	Total Personality Development	0	0	8	4	GE	
<b>TOTAL CREDITS</b>							<b>21</b>		

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

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>6</sup> : 13. CC 14. AECC 15. SEC 16. DSE
				L	T	P			
<b>THEORY SUBJECTS</b>									
27.			<b>Corporate Strategy</b>	4			4	Core	
28.		BBA016	Industrial Relations	4			4	DSE	
29.		BBA 017	Employee Training and Development	4			4	DSE	
30.		BBA049	Compensation Management	4			4	DSE	
31.			Recruitment and Selection	4	0	0	4	DSE	
<b>Practical/Viva-Voce/Jury</b>									
32.			Summer Training	0	0	8	4	P	
<b>TOTAL CREDITS</b>							<b>24</b>		

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

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

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>7</sup> : 17. CC 18. AECC 19. SEC 20. DSE
				L	T	P			
<b>THEORY SUBJECTS</b>									
33.			Corporate Governance and Business Ethics	4			4	Core	
34.			Human Resource Information System	4			4	DSE	
35.			Human Resources: Value and Contribution to organization success	4			4	DSE	
36.		BBA031	Performance and Competency Management	4			4	DSE	
37.			Team Building and Leadership	4	0	0	4	DSE	
<b>Practical/Viva-Voce/Jury</b>									
38.			Research Report	0	0	8	4	P	
<b>TOTAL CREDITS</b>							<b>24</b>		

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

## *Course Modules*

<b>School: School of Business Studies</b>	<b>Batch : BBA (2018 – 2021)</b>
<b>Program: BBA (HR)</b>	<b>Current Academic Year: 2018- 19</b>
<b>Branch: -</b>	<b>Semester: I</b>
1 Course Code	BBA 142
2 Course Title	Business Economics
3 Credits	04
4 Contact Hours	4-0-0
Course Status	Compulsory
5 Course Description	<i>Business Economics</i> is an introductory course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts, supply and demand analysis, theories of the firm, Perfect competition and Imperfect Competition. The course attempts to develop a student's ability to think about the economic forces at work in society and give detailed knowledge of microeconomics.
6 Course Objective	<ul style="list-style-type: none"> <li>- To make students understand the basic idea behind business economics.</li> <li>- To make students illustrate various market forces of demand, and supply.</li> <li>- Describe various approaches to production decisions and processes.</li> <li>- To make students examine the significance of costs, and identify these costs in a given economic decision.</li> <li>- Real life examples with illustrations of different market structures under which businesses are undertaken, pertinent regulatory laws, applications of such laws in case of market failure with case studies</li> </ul>
7 Course Outcomes	<p>On completion of this course the learners will be able to</p> <p><b>CO 1</b> Understand that economics is about the allocation of scarce resources, that scarcity forces choice, tradeoffs exist and that every choice has an opportunity cost</p> <p><b>CO 2</b> List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price.</p> <p><b>CO 3</b> Describe the general concept of elasticity for different variables in the</p>

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

E 1	Revenue Concept, Perfect Competition : Features, Price and output determination			<b>CO5</b>
E 2	Monopoly, Monopolistic Competition: Features, Price and output determination			<b>CO5</b>
E 3	Oligopoly : concept of cartel			<b>CO5</b>
Mode of examination	Theory			
Weightage Distribution	CA	MTE	ETE	
	30% One quiz and one assignment due after completion of every unit	20%	50%	
Text book/s *	<ol style="list-style-type: none"> <li>1. Principles of Managerial Economics (available for free download               <ol style="list-style-type: none"> <li>a. <a href="http://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf">http://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf</a> )</li> </ol> </li> <li>2. Microeconomics: Theory and Applications Dominick Salvatore</li> <li>3. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann<sup>[SEP]</sup></li> <li>4. D. Salvatore : Schaum’s Outline: Principles of Economics: TMH, (latest edition)</li> </ol>			
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

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

	<b>Unit 2</b>	<b>Accounting Rules</b>			
	A	Accounting Principles: Accounting Concepts and Conventions.			CO4
	B	Accounting Equation			CO1, CO4
	C	Classification of Accounts: Rules of Debit and Credit			CO2, CO4
	<b>Unit 3</b>	<b>Accounting Process</b>			
	A	Preparation of Journal			CO1
	B	Preparation of Subsidiary Books I – Cash Book			CO1
	C	Preparation of Subsidiary Books II –Other Books and Trial Balance.			CO1, CO4
	<b>Unit 4</b>	<b>Financial Statements</b>			
	A	Meaning of Financial Statements, Usefulness, Elements of Financial Statements –Trading Account, Profit & Loss Account and Balance Sheet, Methods of Presenting the Final Account;			CO2
	B	Treatment of Items of Adjustments Appearing in the Trial Balance and Outside the Trial Balance. Practical Problems on Various Adjustments.			CO2, CO3
	C	Preparation of Trading, Profit & Loss Account and Balance Sheet (with or without adjustments)			CO2, CO3
	<b>Unit 5</b>	<b>Depreciation Accounting, Provisions &amp; Reserves</b>			
	A	Concept of Depreciation; Meaning, Causes and Objectives, Difference in Depreciation, Depletion, Amortization, and Dilapidations			CO1
	B	Methods of providing Depreciation- Fixed Installment Method, Diminishing Balance Method.			CO1, CO4
	C	Meaning and Objective of Provisions, Reserves & Types of Reserves, Distinction between Provision and Reserve’.			CO1, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Dr. A.K.Singhal, Dr. H.J. Ghosh Roy, VAYU Education of India			
	Other References	<ol style="list-style-type: none"> <li>1. Basic Accounting- Rajni Sofat &amp; Preeti Hiro, Eastern Economy Edition</li> <li>2. A textbook of Accounting for Management - S.N. Maheshwari and S.K. Maheshwari, Vikas Publishing House Pvt. Limited</li> <li>3. Accounting and Financial Analysis &amp; Management – Agarwal &amp; Agarwal, Pragati Prakashan, Meerut.</li> <li>4. Fundamentals of Accounting- V.P. Patti, Excel Books New Delhi.</li> <li>5. Financial Accounting- R.S. Singhal (Anand)</li> </ol>			

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

<b>School:</b>		<b>SBS</b>	<b>Batch : 2018-21</b>
<b>Program:</b>		<b>BBA</b>	<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester:1</b>	
1	Course Code	BBA 143	
2	Course Title	Principles of Management	
3	Credits		
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	<p>1.To understand the concepts of management as and how it can be applied to current environment of the workplace.</p> <p>2.To describe planning process and its importance, evaluation and limitations.</p> <p>3.To know basic organizational structure and levels of hierarchy.</p> <p>4.To understand how managers direct, communicate and motivate employees through leadership.</p>	
6	Course Outcomes	<p>CO1: The student will be able to describe various functions of management.</p> <p>CO2: The student will be able to explain the various theories and principles related to management.</p> <p>CO3: The student will be able to apply the elements of organizing and directing in taking managerial decisions.</p> <p>CO4: The student will be able to analyse various organizational designs and challenges for managing the organization effectively.</p>	
7	Course Description	<p>The main aim of this course is to develop the understanding about the basic concepts, principles and various theories of management for the benefit of the students aspiring for acquiring managerial positions in national or international organizations in the upcoming future. The course delivers the deep knowledge about the essential functions of management i.e. Planning, Organising, Staffing, Directing &amp; Controlling. It also provides the awareness the nature and evolution of management.</p> <p>This course also emphasises on conceptual clarity, working of business processes and applications of basic management concepts in the organizations.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Management and Evolution of Management Theories</b>	
	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
	<b>Unit 2</b>	<b>Managing Contemporary Planning</b>	
	A	Introduction of planning, Types of Plan: Budget, Policy, Procedure, methods, and rules	CO1
	B	Introduction to strategic, operational, and tactical planning	CO1,CO4
	C	Planning process and limitations	CO1
	<b>Unit 3</b>	<b>Managing Contemporary Organization</b>	
	A	Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of Control)	CO1,CO4
	B	Authority, Responsibility and Delegation, Centralization and Decentralization	CO1
	C	Common organizational Designs- Traditional Designs (Simple, Functional, divisional), Contemporary Designs (Team structures, Matrix/project structures, boundary less organization)	CO1,CO4
	<b>Unit 4</b>	<b>Directing</b>	
	A	Meaning and Significance of Directing	CO3,CO4
	B	Meaning and Importance of Communication, Motivation	CO1,CO3
	C	Meaning and Importance of Leadership, Supervision	CO3,CO3
	<b>Unit 5</b>	<b>Controlling</b>	
	A	Concept and process of control in organisation	CO1
	B	Types of control - Feedback, Feed forward, Concurrent	CO1
	C	Challenges before future Managers	CO4
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		30%	50%
	Text book/s*	L M Prasad, Principles & Practices of Management, Sultan Chand & Sons, 2007	
	Other References	Koontz O'Donnell – 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)**

<b>School: SBS</b>		<b>Batch : 2018-2021</b>	
<b>Program: B.B.A</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: I</b>	
1	Course Code	MTH 129	
2	Course Title	Basic Business Mathematics	
3	Credits	4	
4	Contact Hours (L-T-P)	3-0-1	
	Course Type	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> <li>1. To introduce the concept of business mathematics</li> <li>2. This course helps to make awareness of the utility of mathematical concepts.</li> <li>3. This course leads student to develop quantitative ability.</li> <li>4. This course would expose the students to have the mathematical skills needed to pursue careers in education, business, and/or industry.</li> </ol>	
6	Course Outcomes	<p>CO1: The student will be able to identify applications of mathematics.</p> <p>CO2: The student will be able to demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance.</p> <p>CO3: The student will be able to use equations, formulae, and mathematical expressions and relationships in a variety of contexts.</p> <p>CO4: The student will be able to analyze business problems which can be solved mathematically.</p> <p>CO5: The student will be able to choose mathematical tools accordingly.</p> <p>CO6: The student will be able to develop mathematical ideas from basic axioms.</p>	
7	Course Description	People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of mathematical tools. This modules includes analytical and critical thinking skills.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Basic Review</b>	
	A	Percentages- Application of percentage	CO1, CO2
	B	Profit & Loss	CO1, CO2
	C	Problems based on percentages, profit & loss	CO1, CO2
	<b>Unit 2</b>	<b>Data Interpretation</b>	
	A	Ratio and proportions.	CO1, CO2
	B	Data Interpretation : Tabulation	CO2, CO4
	C	Problems based on Ratio, Proportion & Tables.	CO2, CO4
	<b>Unit 3</b>	<b>System of Linear Equations</b>	
	A	Linear equation, Slope of line, intercepts of linear equation.	CO1, CO3
	B	Solve the system of linear equations graphically, substitution and elimination method	CO3, CO4
	C	Formulation & Application of system of equations- Word	CO3, CO6

		Problem	
	<b>Unit 4</b>	<b>Quantitative Ability</b>	
	A	Time & Distance: Speed problems; Average speed problems	CO1,CO3, CO4
	B	Time & Work: Problems related to work with respect to time.	CO1,CO3, CO4
	C	Problems based on Time	CO4,CO6
	<b>Unit 5</b>	<b>Interest Calculations</b>	
	A	Simple Interest: Definition , Formula of S.I ,Problems based on simple interest	CO5,CO6
	B	Compound Interest: Definition, Formula for C.I, problems based on compound interest	CO5,CO6
	C	Difference between Simple and Compound Interest. Problems based on Interest	CO5,CO6
	Mode of examination	Theory	
	Weightage Distribution	CA	MTE
		30%	20%
		ETE	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

<b>School: SBS</b>		<b>Batch : 2018 -19</b>	
<b>Program: BBA (HR)</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: II</b>	
1	Course Code	BBA 147	
2	Course Title	ECONOMIC ENVIRONMENT OF BUSINESS	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to familiarize the students with the concepts of the macro-economic environment of business. This course systematically explores the external environment in which businesses operate – legal & regulatory, macroeconomic, cultural, political, technological and natural. Attention will be more on some of the recent changes in the economic environment particularly in the Indian context.	
6	Course Outcomes	On successful completion of this module students will be able to: 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
	<b>UNIT A</b>	<b>Nature and Dynamics of Business Environment</b>	
	Topic 1	The concept of Business Environment	CO1,CO2
	Topic 2	Significance of Business Environment	CO1,CO2
	Topic 3	Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis)	CO1,CO2
	<b>UNIT B</b>	<b>Political Environment and Economic Systems</b>	
	Topic 1	Market Economy or Capitalism(Evolution of capitalism and its features)	CO1, CO2
	Topic 2	Planned Economy or Command Economy	CO1,CO2

	Topic 3	Mixed Economy				CO1,CO2
	<b>UNIT C</b>	<b>Economic Growth and Development</b>				
	Topic 1	Economic Growth and Development				CO1, CO3
	Topic 2	Methods to Calculate National Income				CO1, CO3
	Topic 3	Real Income and Nominal Income				CO1, CO3
	<b>UNIT D</b>	<b>MACRO ECONOMIC POLICIES</b>				
	Topic 1	Monetary Policy				CO3
	Topic 2	Fiscal Policy				CO3
	Topic 3	India's Import –Export Policies				CO3
	<b>UNIT E</b>	<b>GLOBAL/ INTERNATIONAL ENVIRONMENT</b>				
	Topic 1	Globalisation				CO4
	Topic 2	Foreign Investment				CO4
	Topic 3	Multinational Corporations				CO4
	Mode of examination	Theory				
	Weightage Distribution	CA	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 <sup>rd</sup> 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 <sup>th</sup> 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)**

<b>School:</b> <b>BUSINESS STUDIES</b>		<b>Batch : 2018-21</b>	
<b>Program: BBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: I</b>	
1	Course Code	BBA 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. Analyze of various budgets, standard costing & variance analysis.	
7	Course Description	The course is designed to help students to understand the costing process and how to determine costs. It also covers the management of funds by means of budgets and the use of management accounting information to make informed and accountable decisions.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Cost &amp; Managerial Accounting</b>	
	A	Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting.	CO1
	B	Meaning and objectives of management accounting, Cost Accounting V/s Management accounting,	CO1
	C	Different elements of costs	CO1, CO2
	<b>Unit 2</b>	<b>Cost Classification And Cost sheet</b>	
	A	Introduction to various types of overheads, classification of cost.	CO1, CO2
	B	Various concepts of costing	CO1, CO2
	C	Preparation of cost sheet	CO2
	<b>Unit 3</b>	<b>Marginal Costing</b>	
	A	Marginal costing meaning and advantage, assumption of marginal costing	CO2, CO3
	B	Cost volume Profit (CVP) analysis, Techniques of CVP	CO3

		analysis-contribution, Profit volume ratio analysis and implications.			
	C	Breakeven point and its analysis, margin of safety.			CO3
	<b>Unit 4</b>	<b>Budgeting</b>			
	A	Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control			CO3,CO4
	B	Different types of Budget			CO3,CO4
	C	Preparation of Cash Budget			CO3,CO4
	<b>Unit 5</b>	<b>Standard Costing &amp; Variance Analysis</b>			
	A	<b>Standard Costing-</b> Concept, Meaning, Objective and difference between standard costing & budgetary control.			CO3,CO4
	B	<b>Variance Analysis- Material Variances-</b> Meaning, types- material cost variance, material price variance, material usage variance & its application.			CO3,CO4
	C	<b>Labour Variances-</b> Meaning, types – labour cost variance, labour rate variance & its application.			CO3,CO4
	Mode of examination	Theory			
	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	-	-

**FEN101: FUNCTIONAL ENGLISH BEGINNER – I**  
**First Year (Odd Semester)**  
**SYLLABUS**

1	Course number	<b>FEN101</b>		
2	Course Title	<b>Functional English Beginner-1</b>		
3	Credits	1		
4	Contact Hours (L-T-P)	0-0-2		
5	Course Pre-requisite	A skill-based course designed for undergraduate students with basic understanding of English language		
6	Course Objective	To guide students to hone the basic communication skills: listening, speaking, reading and writing. To equip students to minimize the linguistic and socio-cultural barriers emerging in a different environment. To help students to understand different accents and standardise their existing English.		
7	Course Outcomes	<b>CO1 : Students will able to recognise stress patterns in pronunciation of the English sentences.</b> <b>CO2 : Students will be able to understand the grammatical concepts and use new words.</b> <b>CO3 : Students will be able to speak confidently in the English language.</b> <b>CO4 : Students will be able to analyse the paragraphs and identify parts of speech.</b> <b>CO5 : Students will be able to evaluate and interpret main ideas to differentiate between opinions and facts.</b> <b>CO6 : Students will be able to construct correct sentences and punctuation.</b>		
8	Outline syllabus: <b>Functional English Beginner-1 (FEN103)</b>			
			<b>TOPICS</b>	<b>Ref. &amp; Chapter</b>
	FEN101.A	<b>UNIT A</b>	<b>Sentence Structure</b>	
8.01	FEN101.A1	Topic1	Activities based on Subject Verb Agreement	Ref 1, Ref 2
8.02	FEN101.A2	Topic2	Activities based on parts of speech	Ref 1, Ref 2
8.03	FEN101.A3	Topic3	Writing well-formed sentences	Ref 1, Ref 2
	FEN101.B	<b>UNIT B</b>	<b>Vocabulary Building and Punctuation</b>	
8.04	FEN101.B1	Topic1	Homonyms/ homophones	Ref 1, Ref 2
8.05	FEN101.B2	Topic2	Synonyms/Antonyms	Ref 1, Ref 2
8.06	FEN101.B3	Topic3	Punctuation	Ref 1, Ref 2
	FEN101.C	<b>UNIT C</b>	<b>ReadingComprehension</b>	
8.07	FEN101.C1	Topic1	Scanning based passages	Ref 4
8.08	FEN101.C2	Topic2	Skimming based passages	Ref 4
8.09	FEN101.C3	Topic3	Comprehension and Vocabulary based exercises	Ref 4
	FEN101.D	<b>UNIT D</b>	<b>Speaking Skills</b>	
8.10	FEN101.D1	Topic1	Presentation	Ref 1
8.11	FEN101.D2	Topic2	Extempore	
8.12	FEN101.D3	Topic3	Role-play of different situations	
	FEN101.E	<b>UNIT E</b>	<b>Reading texts</b>	
8.13	FEN101.E1	Topic1	The Thief by Ruskin Bond (short story)	
8.14	FEN101.E2	Topic2	The Hack Driver By Sinclair Lewis (short story)	
8.15	FEN101.E3	Topic3	Texts based discussions	
9	<b>Course Evaluation</b>			
9.1	Course work:	30%		

9.2	Attendance	None	
9.3	Homework	10 assignments, no weight	
9.4	Quizzes	6 best quizzes (based on assignments); 20 marks	
9.5	Lab	Separate	
9.6	Presentations	None	
9.7	Any other	None	
9.9	MTE	One, 20%	
9.10	End-term Examination: One, 50%		
10	Reference Books, Videos and Internet:		
	Text book	<ol style="list-style-type: none"> <li>1. Communication Skills by Sanjay Kumar and PushpLata, OUP Publications.</li> <li>2. Professional Communication by Meenakshi Raman and Sangeeta Sharma, OUP Publications.</li> <li>3. Functional English Workbook Beginner I</li> </ol>	
	Reference Books	<ul style="list-style-type: none"> <li>• Wren, P.C.&amp;Martin H. <i>High English Grammar and Composition</i>, S.Chand&amp; Company Ltd, New Delhi.</li> <li>• <i>Murphy's English Grammar</i> with CD, Cambridge University Press.</li> </ul>	

### Mapping of Outcomes vs. Topics

#### FILENAME: Functional English Beginner 1 (FEN101)

Outcome no. → Syllabus topic↓	CO1	CO2	CO3	CO4	CO5	CO6
FEN101.A		X				
FEN101.A1		X				
FEN101.A2		X				
FEN101.A3		X				
FEN101.B	X	X				X
FEN101.B1	X	X				X
FEN101.B2	X	X				X
FEN101.B3	X	X				X
FEN101.C				X	X	
FEN101.C1				X	X	
FEN101.C2				X	X	
FEN101.C3				X	X	
FEN101.D			X			
FEN101.D1			X			
FEN101.D2			X			
FEN101.D3			X			
FEN101.E				X	X	
FEN101.E1				X	X	
FEN101.E2				X	X	
FEN101.E3				X	X	

1	Course number	<b>FEN103</b>			
2	Course Title	<b>Functional English Intermediate-1</b>			
3	Credits	1			
4	Contact Hours (L-T-P)	0-0-2			
5	Course Pre-requisite	A skill-based course designed for undergraduate students with basic understanding of English language			
6	Course Objective	<p>To guide students to hone the basic communication skills: listening, speaking, reading and writing.</p> <p>To equip students to minimize the linguistic and socio-cultural barriers emerging in a different environment.</p> <p>To help students to understand different accents and standardise their existing English.</p>			
7	Course Outcomes	<p><b>Students would be able to:</b></p> <p><b>CO1: Recognize and apply vocabulary and grammatical knowledge to express thoughts and actions</b></p> <p><b>CO2: Identify and express relevant information</b></p> <p><b>CO3: Demonstrate effective communication skills through listening, speaking, reading and writing</b></p> <p><b>CO4: Exhibit and analyse comprehension ability</b></p> <p><b>CO5: Critically evaluate arguments in terms of the strength of evidence and reasoning for creative writing</b></p> <p><b>CO6: Formulate correct sentence structure to develop technical/creative writing skills</b></p>			
8	Outline syllabus:	<b>Functional English Intermediate-1 (FEN103)</b>			
			<b>TOPICS</b>	<b>Ref. &amp; Chapter</b>	<b>Cos</b>
	FEN103.A	<b>UNIT A</b>	<b>LISTENING</b>		
8.01	FEN103.A1	Topic1	Appreciative Listening and Pronunciation: "Jabborwocky" by Lewis Carrol (audio)	Ref 1: Chapter 9 (pp 248 to 255); Ref 4	CO 1,
8.02	FEN103.A2	Topic2	Informative Listening (Comprehension): TEDGlobal 2010 · Filmed July 2010 · 18:10 (Lecture by Johan Rockstrom: Let the environment guide our development)	Ref 1: Chapter 9 (pp 248 to 255); Ref 5	CO 3, CO 4
8.03	FEN103.A3	Topic3	Critical Listening: President Obama Delivers the Commencement Address at Harvard University	Ref 1: Chapter 9 (pp 248 to 255); Ref 6	
	FEN103.B	<b>UNIT B</b>	<b>READING AND DISCUSSION</b>		
8.04	FEN103.B1	Topic1	Reading the script: Lecture by Johan Rockstrom: "Let the Environment Guide our Development"	Ref 1: Chapter 16 (pp 355 to 373); Ref 5	CO 1, CO 3,
8.05	FEN103.B2	Topic2	Reading Text: R. K. Narayan's "An Astrologer's Day" from Malgudi Days.	Ref 1: Chapter 16 (pp 355 to 373); Ref 7	CO 4
8.06	FEN103.B3	Topic3	Reading Essays: <i>Humanistic and Scientific Approaches to Human Activities</i> by Moody E. Prior <i>Mother of Sciences</i> by A.J.Bahm <i>Social Function of Literature</i> by Ian Watt	Ref 2: Chapter 13 (pp 445 to 447); (pp 451 to 453); (pp 456 to 458)	
	FEN103.C	<b>UNIT C</b>	<b>TECHNICAL WRITING</b>		
8.07	FEN103.C1	Topic1	Note-Making (based on A2 & B1)	Ref 1 Chapter 9 (pp 255); Ref 5	CO 1,

8.08	FEN103.C2	Topic2	Paraphrasing (based on A1 & B3)	Ref 1: Chapter 18 (pp 394); Ref 4 & 2	CO 3,
8.09	FEN103.C3	Topic3	Summarising (based on A1, B2 & B3); Précis Writing (based on B3)	Ref 1: Chapter 18 (pp 393); Ref 2; Ref 7	CO 6
	FEN103.D	<b>UNIT D</b>	<b>ESSAY WRITING (THROUGH READING ESSAYS)</b>		
8.10	FEN103.D1	Topic1	Descriptive	Ref 1: Chapter 21 (pp 460 to 465); Ref 2: Chapter 13 (pp 445 to 447); (pp 451 to 453); (pp 456 to 458)	CO 1, CO 5, CO 6
8.11	FEN103.D2	Topic2	Expository		
8.12	FEN103.D3	Topic3	Argumentative		
	FEN103.E	<b>UNIT E</b>	<b>VOCABULARY BUILDING AND GRAMMAR (THROUGH READING AND LISTENING THE TEXTS)</b>		
8.13	FEN103.E1	Topic1	Word Formation; Antonyms and Synonym; One word Substitution; Homophones, Homonyms and Homographs; Adverbs and Adjectives as modifiers; irregular verbs; Prepositions	Ref 3	CO 2
8.14	FEN103.E2	Topic2	Modal; Tenses; Reported speech; Conditional sentences; Passives; Question tags; Giving Opinions; Expressing Likes, Dislikes and Desire; Explaining Advantages and Disadvantages		
8.15	FEN103.E3	Topic3	Spellings and Punctuation		
9	<b>Course Evaluation</b>				
9.1	Course work:	30%			
9.2	Attendance	None			
9.3	Homework	10 assignments, no weight			
9.4	Quizzes	6 best quizzes (based on assignments); 20 marks			
9.5	Lab	Separate			
9.6	Presentations	None			
9.7	Any other	None			
9.9	MTE	One, 20%			
9.10	End-term Examination: One, 50%				
10	Reference Books, Videos and Internet:				
	Text book	4. Communication Skills by Sanjay Kumar and PushpLata, OUP Publications. 5. Professional Communication by Meenakshi Raman and Sangeeta Sharma, OUP Publications. 6. Functional English Workbook (Intermediate)1			
	Videos and Internet	4. THE POEM "JABBERWOCKY" ( <a href="https://www.youtube.com/watch?v=Q_Um3787fSY">https://www.youtube.com/watch?v=Q_Um3787fSY</a> ) 5. TEDGlobal 2010 ( <a href="http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development">http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development</a> ) 6. Critical Listening: President Obama Delivers the Commencement Address at Harvard University ( <a href="https://www.youtube.com/watch?v=K4MctEmkml">https://www.youtube.com/watch?v=K4MctEmkml</a> ) 7. An astrologer's day by R.K. Narayanan ( <a href="http://danielleharms.wikispaces.com/file/view/%2522An+Astrologer%27s+Day%2522.pdf">http://danielleharms.wikispaces.com/file/view/%2522An+Astrologer%27s+Day%2522.pdf</a> )			

	Reference Books	<ul style="list-style-type: none"> <li>Wren, P.C.&amp;Martin H. <i>High English Grammar and Composition</i>, S.Chand&amp; Company Ltd, New Delhi.</li> <li><i>Murphy's English Grammar</i> with CD, Cambridge University Press.</li> </ul>
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**Mapping of Outcomes vs. Topics**
**FILENAME: Functional English Intermediate 1 (FEN103)**

Outcome no. → Syllabus topic↓	CO1	CO2	CO3	CO4	CO5	CO6
FEN103.A	X		X	X		
FEN103.A1	X		X	X		
FEN103.A2	X		X	X		
FEN103.A3	X		X	X		
FEN103.B	X		X	X		
FEN103.B1	X		X	X		
FEN103.B2	X		X	X		
FEN103.B3	X		X	X		
FEN103.C	X		X			X
FEN103.C1	X		X			X
FEN103.C2	X		X			X
FEN103.C3	X		X			X
FEN103.D	X				X	X
FEN103.D1	X				X	X
FEN103.D2	X				X	X
FEN103.D3	X				X	X
FEN103.E		X				
FEN103.E1		X				
FEN103.E2		X				
FEN103.E3		X				

<b>School:</b>		<b>Batch : 2018-19</b>
<b>Program:</b>		<b>Current Academic Year:</b>
<b>Branch:</b>		<b>Semester: 02</b>
1	Course Code	BBA148
2	Course Title	ORGANIZATIONAL BEHAVIOUR
3	Credits	04
4	Contact Hours (L-T-P)	3-1-0
	Course Status	Compulsory
5	Course Objective	<p>This course aims to improve students understanding of human behaviour in organization and the ability to lead people to achieve more effectively toward increased organizational performance and effectiveness.</p> <p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> <li>Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality,</li> </ul>

		<p>values, perception, decision making, and motivational theories.</p> <ul style="list-style-type: none"> <li>• Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.</li> <li>• Understand the organizational system, including organizational structures, human resources, and change.</li> </ul>	
6	Course Outcomes	<p>CO1: To list and define basic organizational behaviour principles, and describe how these influence behaviour in the workplace.</p> <p>CO2: To understand the concepts of OB to influence and manage behaviour in the organization systems.</p> <p>CO3: To demonstrate development of essential people management and good team working skills.</p> <p>CO4: To analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts</p>	
7	Course Description	This course provides a comprehensive analysis of individual and group behaviour in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.	
8	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Introduction to OB</b>	
	A	Concept, Meaning, nature and significance of OB	CO1
	B	Contributing Disciplines, Models of OB	CO1
	C	Challenges and limitations of OB	CO1
	<b>Unit 2</b>	<b>Individual Differences</b>	
	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
	<b>Unit 3</b>	<b>Learning and Motivation</b>	
	A	Learning Concepts and Theories- Classical, Operant, and social learning theory	CO2, CO4
	B	Motivation– Concept, types and importance	CO2, CO4
	C	Theories of Motivation- Hierarchy of needs, Two factor theory	CO2, CO4
	<b>Unit 4</b>	<b>Groups and Teams</b>	
	A	Group: Concept, Types of Groups, Group Development Process (Tuckman),	CO2, CO4
	B	Team: Meaning, Difference between groups and teams, types of teams	CO2, CO3
	C	Group Decision Making process and Techniques- Brainstorming, Nominal Group Technique, Delphi Technique, Social Loafing and Group think	CO2, CO3
	<b>Unit 5</b>	<b>Leadership and Organizational Change</b>	
	A	Leadership Theories- Trait theory, Behavioral theory	CO2, CO4

		(Ohio, Michigan, Managerial Grid)			
	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

<b>School: School of Business Studies</b>		<b>Batch: 2018-21</b>
<b>Program: B.Com./BBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: 2</b>
1	Course Code	BBA144
2	Course Title	Marketing Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations
6	Course	1. To help the students understand marketing concepts and principles in

	Objectives	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 product development; product life cycle; packaging and labeling		CO4
	D2	Product-mix decisions		CO4
	D3	Factors influencing pricing; types of pricing		CO4
	Unit E			
	E1	Channels of distribution; types of marketing intermediaries		CO5
	E2	Advertising, publicity and public relations		CO5
	E3	Sales promotion, direct marketing and personal selling		CO5
	Mode of Examination	Theory		
	Weightage distribution	CA	MTE	ETE
		30%	20%	50%
	Textbook/s	'Marketing Management – A South Asian Perspective' by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)		
	Other	'Marketing Management – Global Perspective, Indian Context'		

References	by V. S. Ramaswamy and S. Namakumari (Om Books) ‘Marketing Management’ by Rajan Saxena (McGraw-Hill)	
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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

<b>School: SBS</b>		<b>Batch : 2018-21</b>
<b>Program: BBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	BBP 152
2	Course Title	Computer Applications in Business
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2
	Course Type	Compulsory
5	Course Objective	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

		<p>computer hardware and software, the Internet, networking and mobile computing.</p> <p>3. To gain a working knowledge of Microsoft Office Suite ; Word, Excel, Access and PowerPoint.</p> <p>4. To give an insight into Internet and its usage.</p>
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	CO Mapping
	<b>Unit 1</b>	<b>Basic Concepts</b>
	A	Definition and Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Software; Input Output Devices. Data and Information. Concept of File and Folder in a computer
	B	System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system. Microsoft Windows
	C	Application software: General Purpose Packaged Software and tailor made software , Saving data in a secondary storage device
	<b>Unit 2</b>	<b>Microsoft Word</b>
	A	Introduction to word Processing; Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text.
	B	Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, Inserting a table, wrap text, Insert

		a flow chart or shape in a word document		
	C	Perform Mail Merge in a word document ; envelopes and labels in mail merge ; How to convert table to text and Vice Versa	CO2, CO3,CO6	
	<b>Unit 3</b>	<b>Spreadsheet Ms Excel</b>		
	A	Spreadsheet Concepts; Copying formulas, Operators, Relative & Absolute cell referencing within formulas Common functions, Sum / Average / Max / Min etc.	CO2, CO3,CO6	
	B	Count / COUNTA / COUNTBLANK function. Presenting Chart Inserting Charts- LINE, PIE, BAR. How to change chart layout and other chart options.	CO2, CO3,CO6	
	C	Insert various Arithmetic Operators and Formulas, Logical Operations (If and other Functions. Sorting and Filtering of data. H Look up and V Lookup functions	CO2, CO3,CO6	
	<b>Unit 4</b>	<b>MS Powerpoint</b>		
	A	What is importance of creating presentation? Opening a new presentation , inserting slides and formats, numbering of slides , slide sorter	CO2, CO3	
	B	Slide Transition , slide show, setting up slide show using animation. Inserting picture and video in a powerpoint slide	CO2, CO3	
	C	Changing position of slides in a presentation. Changing the design of slides. Inserting sound in powerpoint slide. How to print handouts from a powerpoint presentation?	CO2, CO3,CO6	
	<b>Unit 5</b>	<b>Internet</b>		
	A	Definition and basics of Internet: Owner of Internet, Usage of Internet and benefits to the society. Anatomy of Internet, World Wide Web; Internet Protocols, search Engines, URL , Browser, Social Media and Networking. HTTP & HTTPS	CO4, CO5	
	B	Important terms associated with Internet: Modem, Router, IP Address, Wi-fi, Gateway, Internet Service Provider, Firewall , Malware, Difference between website and webpages. Meaning of different extensions of website address	CO4,CO5	
	C	Emailing , Creating email addresses. How to write an email? How to attach files in an email? What are spam mails? Encryption and Authentication of data.	CO4,CO5	
	Mode of examination	Practical		
	Weightage Distribution	CA	MTE	ETE
		60 %	N/A	40 %
	Text book/s*	1: Pradeep K.Sinha; Priti Sinha; Information Technology; PHI 2: Poonam Yadav, Praveen Kumar; Computer		

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

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)**

## FEN102: Functional English- Beginners II

### First Year (Even Semester)

#### SYLLABUS

1	Course number	<b>FEN102</b>
2	Course Title	<b>Functional English Beginners II</b>
3	Credits	1
4	Contact Hours (L-T-P)	0-0-1( However Contact hours : 2 hrs in a week)
5	Course Pre-requisite	A skill-based course designed for undergraduate students with basic understanding of English language
6	Course Objective	To guide the students to hone the basic communication skills: listening, speaking, reading and writing. To equip students to minimize the linguistic and socio-cultural barriers emerging in a different environment. To help students to understand different accents and standardise their existing English.
7	Course	<b>C01: Students will be able to memorise English vocabulary through exercises</b>

	Outcomes	<b>C02: Students will be able to understand Comprehension and summary of the text</b> <b>C03 : Students will be able to use correct grammatical elements in writing.</b> <b>C04 : Students will be able do a basic critical analyses of short stories and express it in the written form.</b> <b>C05 : Students will be able to evaluate their speaking skills</b> <b>C06 : Students will be able to create writing compositions to express opinions.</b>			
8	Outline syllabus: <b>Functional Beginner II</b>				
			<b>TOPICS</b>	<b>Ref. &amp; Chapter</b>	<b>Cos</b>
8.01	FEN102.A	<b>UNIT A</b>	<b>Writingskills 1</b>		
8.02	FEN102.A	Topic 1	Descriptive	Ref 1	CO3, CO6
8.03	FEN102.A1	Topic 2	Explanatory		
8.04	FEN102.A2	Topic 3	Argumentative		
8.05	FEN 102.B	<b>UNIT B</b>	<b>Writing skills 2</b>		
8.06	FEN102.B1	Topic 1	Summarising the stories	Ref 1, Ref 2	CO2,C 03,CO6 ,
8.07	FEN102.B2	Topic 2	Paraphrasing of passages		
8.08	FEN102.B3	Topic 3	Précis writing of passages		
8.09	FEN102.C	<b>UNIT C</b>	<b>Building Vocabulary</b>		
8.10	FEN102.C1	Topic 1	One word Substitution	Ref 3	CO1, CO3
8.11	FEN102.C2	Topic 2	Phrasal Verbs		
8.12	FEN102.C3	Topic 3	Comprehension based Vocabulary exercises		
8.13	FEN102.D1	<b>UNIT D</b>	<b>Comprehension</b>		
8.14	FEN102.D2	Topic 1	The Gift Of Magi by O' Henry	Ref 5	CO4,CO 6
8.15	FEN102.D3	Topic 2	Robbie by Isaac Asimov (through visual aids		
8.16		Topic 3	God Sees The Truth, But Waits by Leo Tolstoy (Textual Reading )		
8.17	FEN102.E	<b>UNIT E</b>	<b>Speaking Skills</b>		
8.18	FEN102.E1	Topic 1	Extempore	Ref 4	CO5
8.19	FEN104.E2	Topic 2	Jam sessions		
8.20	FEN104.E3	Topic 3	Group Discussion ( simple day to day topics)		
9	<b>Course Evaluation</b>				
9.1	Course work:	30%			
9.2	Attendance	None			
9.3	Homework	10 assignments, no weight			
9.4	Quizzes	6 best quizzes (based on assignments); 20 marks			
9.5	Lab				
9.6	Presentations	None			
9.7	Any other	None			
9.9	MTE	One, 20%			

9.10	End-term Examination: One, 50%	
10	Reference Books.	
	Text book	<ol style="list-style-type: none"> <li>1. Communication Skills by Sanjay Kumar and PushpLata, OUP Publications.</li> <li>2. Wren, P.C.&amp;Martin H. <i>High English Grammar and Composition</i>, S.Chand&amp; Company Ltd, New Delhi.</li> <li>3. Blum, M. Rosen. <i>How to Build Better Vocabulary</i>. London: Bloomsbury Publication</li> <li>4. Comfort, Jeremy(et.al). <i>Speaking Effectively</i>. Cambridge University Press.</li> </ol>
	Other reference	<ol style="list-style-type: none"> <li>5. <a href="https://www.youtube.com/watch?v=yJm3wvYJU">https://www.youtube.com/watch?v=yJm3wvYJU</a> : Robbie by Issac Asamov</li> </ol>

### Mapping of Outcomes vs. Topics

#### FILENAME: Functional English Beginners -2 (FEN102)

Outcome no. → Syllabus topic↓	CO1	CO2	CO3	CO4	CO5	CO6
FEN102.A			X			X
FEN102.A1			X			X
FEN102.A2			X			X
FEN102.A3			X			X
FEN102.B		X	X			X
FEN102.B1		X	X			X
FEN102.B2		X	X			X
FEN102.B3		X	X			X
FEN102.C	X		X			
FEN102.C1	X		X			
FEN102.C2	X		X			
FEN102.C3	X		X			
FEN102.D				X		X
FEN102.D1				X		X
FEN102.D2				X		X
FEN102.D3				X		X
FEN102.E					X	
FEN102.E1					X	
FEN102.E2					X	
FEN102.E3					X	

**FEN104: Functional English Intermediate-2**  
**First Year (Odd Semester)**  
**SYLLABUS**

1	Course number	<b>FEN104</b>		
2	Course Title	<b>Functional English Intermediate-2</b>		
3	Credits	1		
4	Contact Hours (L-T-P)	0-0-1( However Contact hours : 2 hrs in a week)		
5	Course Pre-requisite	A skill-based course designed for undergraduate students with basic understanding of English language		
6	Course Objective	<p>To guide the students to hone the basic communication skills: listening, speaking, reading and writing.</p> <p>To equip students to minimize the linguistic and socio-cultural barriers emerging in a different environment.</p> <p>To help students to understand different accents and standardise their existing English.</p>		
7	Course Outcomes	<p><b>Students would be able to:</b></p> <p><b>CO1: Students will be able to recognize and apply vocabulary, grammatical knowledge, receptive language skills to express thought and action for complex literary text.</b></p> <p><b>CO2: Students will be able to understand long complex speeches and lectures.</b></p> <p><b>CO3: Students will be able to construct opinions about complex subjects by developing arguments through productive language skills.</b></p> <p><b>CO4: Students will be able to analyse effective technical communication as professionals.</b></p> <p><b>CO5: Students will be able to critically evaluate arguments in terms of the strength of evidence and reasoning; draw conclusions through discussion.</b></p> <p><b>CO6: Students will be able to compose clear and well-structured text to express their perspective.</b></p>		
8	Outline syllabus:	<b>Functional English Intermediate-2</b>		
			<b>TOPICS</b>	<b>Ref. &amp; Chapter</b>
8.01	FEN104.A	<b>UNIT A</b>	<b>LISTENING &amp; DISCUSSION</b>	
8.02	FEN104.A1	Topic 1	Class discussion on Steven Spielberg's Commencement Speech at Harvard	Ref 3, Ref 2
8.03	FEN104.A2	Topic 2	Informative listening (Comprehension): Lecture by Johan Rockstrom: Let the Environment Guide our Development	Ref 4, Ref 2
8.04	FEN104.A3	Topic 3	Expressing views on lessons learnt from the "Inspirational Speech for Students by Dr. APJ Abdul Kalam"	Ref 5, Ref 2
8.05	FEN104.B	<b>UNIT B</b>	<b>READING TEXT &amp; DISCUSSION</b>	
8.06	FEN104.B1	Topic 1	Short Stories: " <i>The Tiger in The Tunnel</i> " by Ruskin Bond (Comprehension & Critical Analysis)	Ref 6, Ref 2
8.07	FEN104.B2	Topic 2	Poetry: " <i>Where the Mind is Without Fear</i> " by Rabindranath Tagore (Critical Appreciation and Discussion)	
8.08	FEN104.B3	Topic 3	" <i>The Coffee House of Surat</i> " by Leo Tolstoy (Comprehension & Critical Analysis)	
8.09	FEN104.C	<b>UNIT C</b>	<b>CREATIVE WRITING &amp; DISCUSSION</b>	
8.10	FEN104.C1	Topic 1	Short Story Writing	Ref 2
8.11	FEN104.C2	Topic 2	Picture Interpretation	
8.12	FEN104.C3	Topic 3	Review Writing	

8.13	FEN104.D	<b>UNIT D</b>	<b>TECHNICAL WRITING</b>		
8.14	FEN104.D1	Topic 1	Emails & formal Letters	Ref 1 (pages 478 to 593)	CO4, CO6
8.15	FEN104.D2	Topic 2	Technical Reports (Informative & Routine based)		
8.16	FEN104.D3	Topic 3	Technical Proposal		
8.17	FEN104.E	<b>UNIT E</b>	<b>VOCABULARY BUILDING AND GRAMMAR (THROUGH READING AND LISTENING THE TEXTS)</b>		
8.18	FEN104.E1	Topic 1	Phrasal Verbs; Idioms and Phrases; Proverbs; Functional Vocabulary; Notional Concepts; Connectors and Linkers	Ref 2	CO1, CO4
8.19	FEN104.E2	Topic 2	Text based activities on: Non-finite verbs; Reported Speech (Dialogue Writing); Passives (Imperative sentences); Process description; Spotting error; Relative clauses.		
8.20	FEN104.E3	Topic 3	Spellings and Punctuations		
9	<b>Course Evaluation</b>				
9.1	Course work:	30%			
9.2	Attendance	None			
9.3	Homework	10 assignments, no weight			
9.4	Quizzes	6 best quizzes (based on assignments); 20 marks			
9.5	Lab				
9.6	Presentations	None			
9.7	Any other	None			
9.9	MTE	One, 20%			
9.10	End-term Examination: One, 50%				
10	Reference Books, Videos and Internet:				
	Text book	1. Communication Skills by Sanjay Kumar and PushpLata, OUP Publications, Edition : 2018 2. Functional English Workbook (Intermediate) 2			
	Videos and Internet	3. Steven Spielberg's Commencement Speech at Harvard ( <a href="https://www.youtube.com/watch?v=TYtoDunfu00">https://www.youtube.com/watch?v=TYtoDunfu00</a> ) 4. Let the Environment Guide our Development ( <a href="http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development">http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development</a> ) 5. Inspirational Speech for Students by Dr. APJ Abdul Kalam ( <a href="https://www.youtube.com/watch?v=7E-cwdnsiow">https://www.youtube.com/watch?v=7E-cwdnsiow</a> ) 6. Reading texts			

### Mapping of Outcomes vs. Topics

FILENAME: Functional English Intermediate-2 (FEN104)

Outcome no. → Syllabus topic ↓	CO1	CO2	CO3	CO4	CO5	CO6
FEN104.A	X	X				
FEN104.A1	X	X				
FEN104.A2	X	X				
FEN104.A3	X	X				

FEN104.B	X	X				
FEN104.B1	X	X				
FEN104.B2	X	X				
FEN104.B3	X	X				
FEN104.C			X		X	X
FEN104.C1			X		X	X
FEN104.C2			X		X	X
FEN104.C3			X		X	X
FEN104.D				X		X
FEN104.D1				X		X
FEN104.D2				X		X
FEN104.D3				X		X
FEN104.E	X			X		
FEN104.E1	X			X		
FEN104.E2	X			X		
FEN104.E3	X			X		

<b>School: School of Business Studies</b>		<b>Batch : 2018-21</b>
<b>Program: BBA</b> (All specialisations) /BCom/BBA ACCA/BCom ACCA		Current Academic Year: 2019-20
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	BBA 267
2	Course Title	Business Law
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	This course introduces the student to the concept of Law and basics of the Indian Legal System. It further covers Laws that govern business transactions like Contract, Sale of Goods, Negotiable Instruments and Consumer Protection.
6	Course Objective	The purpose of the course is to enable students:- 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	<b>Introduction to Law</b>		
	A 1	What is law? What are the institutions that enforce law? Hierarchy of Courts in India	CO1	
	A 2	Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation	CO1	
	A 3	What is Alternate Dispute Resolution? Its importance	CO1	
	Unit B	<b>Indian Contract Act 1872</b>		
	B 1	What is a contract? Social vs. Business Agreements. How is a contract made?	CO2,	
	B 2	Types of contracts, Essentials of a valid contract,	CO2	
	B 3	Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) - Contract of Indemnity, Guarantee, Bailment, Pledge, Agency	CO2	
	Unit C	<b>Sale of Goods Act 1930</b>		
	C 1	What is a contract for sale of goods? Similarities with and modification to general contract law provisions.	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	<b>Negotiable Instruments Act 1881</b>		
	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	<b>Consumer Protection Act 1986</b>		
	E 1	Important definitions under the Act. Rights of consumers. Who can file complaints?	CO2, CO4	
	E 2	Consumer Courts: District Forum, State Commission, National Commission	CO2, CO4	
	E 3	How to file complaints? Remedies available under the Act.	CO2, CO4	
	Mode of examination	End Term Examination		
	Weightage	CA	MTE	ETE

Distribution	30%	20%	50%
Text book/s*	<ul style="list-style-type: none"> <li>Business Law, PC Tulsian &amp; Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd</li> </ul>		
Other References	<ul style="list-style-type: none"> <li>Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis</li> <li>Singh, Avtar, <i>Mercantile Law</i>, 8<sup>th</sup> ed., 2006, Reprinted 2008, Eastern Book Company</li> <li>Kuchhal, M.C., <i>Mercantile Law</i>, 7<sup>th</sup> ed., 2009, Vikas Publishing House</li> <li>Gulshan, S.S., <i>Business Law</i>, 3<sup>rd</sup> ed., 2006, Excel Books</li> </ul>		

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)**

<b>School: SBS</b>		<b>Batch:</b>
<b>Program: BBA</b>		<b>Current Academic Year:</b>
<b>Branch:</b>		<b>Semester:III</b>
1	Course Code	
2	Course Title	Human Resource Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. To impart basic knowledge about HRM concepts.</li> <li>2. To build students' interest and capability to perform basic HRM functions and tasks.</li> <li>3. To familiarize students with the different aspects of managing people in the organization through the process of acquisition, development and retention.</li> <li>4. To apply the principles and techniques of human resource management gained through this course.</li> </ol>
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Identify current issues and challenges, emerging trends, key concepts</p>

		<p>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	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.
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Basics of HRM</b>
	A	Human Resources- Meaning; Concept & Scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM
	B	HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges, HR as competitive advantage
	C	Objectives of HRM, Role of HR Manager, HR Plans & Policies
	<b>Unit 2</b>	<b>Manpower Planning &amp; Recruitment</b>
	A	Job Analysis-meaning-Job Description & Job Specification, Implications of Job Analysis
	B	Manpower Planning- Purpose & Process, Demand & Supply Forecasting Techniques
	C	Recruitment-Concept, Sources, Process
	<b>Unit 3</b>	<b>Selection &amp; Induction</b>
	A	Selection Concept- Meaning & Purpose
	B	Selection Process (From Screening to Induction)
	C	Induction / Orientation-Concept & Process
	<b>Unit 4</b>	<b>Training</b>
	A	Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development
	B	Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation)
	C	Training-Off the Job Methods (Lectures, Vestibule

		Training, Case Analysis)			
	<b>Unit 5</b>	<b>Performance Appraisal &amp; Compensation</b>			
	A	Job Evaluation, Concept and Objectives of Performance Appraisal, Process of Performance Appraisal			CO2, CO3
	B	Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal			CO2, CO3
	C	Basic concept of Compensation, Direct & Indirect Compensation Components			CO2, CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Human Resource Management, K Aswathappa, McGraw Hill, New Delhi</li> </ul>			
	Other References	<ul style="list-style-type: none"> <li>Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi.</li> <li>Fundamentals of Human resource Management, Decinzo Robbins, Eleventh Edition, Wiley</li> </ul>			

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)**

<b>School:</b>		<b>Batch :</b>
<b>Program:</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	BBA 258
2	Course Title	<b>Business Research Methods</b>
3	Credits	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	<b>Introduction to Research in Business</b>	
	A 1	Reasons to study the Business Research	CO1
	A 2	Planning and Strategy for Business Research	CO1
	A 3	Parameters of Good Research, Working of Research Industry	CO1
	Unit B	<b>The Research Process</b>	
	B 1	Introduction to research process, designing the research Question	CO1
	B 2	Introduction of Designing the Study, Sampling Design	CO2
	B 3	Introduction to Pilot testing, Data Collection , Reporting	CO2
	Unit C	<b>Business Research Requests and Proposals</b>	
	C 1	Types of research proposals	CO2
	C 2	Structuring the Research Proposals	CO2
	C 3	Evaluating the research proposals	CO2
	Unit D	<b>Research Design</b>	
	D 1	Introduction to research design	CO3
	D 2	Exploratory, Descriptive, Causal Studies	CO3
	D 3	Designing Surveys	CO3
	Unit E	<b>Ethics in Business Research</b>	
	E 1	Introduction to Research Ethics	CO4
	E 2	Ethics and the Sponsor	CO4
	E 3	Professional Standards	CO4
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 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	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
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CO1	3	3	2	1	1	1	3	2	1	3
CO2	3	3	2	1	2	3	1	2	1	3
CO3	3	3	2	2	1	3	1	2	2	3
CO4	3	3	3	1	1	3	1	2	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch: 2018-21</b>
<b>Program:</b>		<b>Current Academic Year: 2019-20</b>
<b>Branch:</b>		<b>Semester: iii</b>
1	Course Code	BBA 268
2	Course Title	<b>Business Communication</b>
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	This course is designed to give students a comprehensive view

	Description	of communication, its scope and importance in business and professional world. The course aims at developing skills of effective written and oral communication in students. It will provide students the tools necessary to make their way in different business and corporate environments.		
8	Outline syllabus	CO Mapping		
	<b>Unit 1</b>	<b>Business Communication</b>		
	A	Introduction of Business Communication		
	B	Forms & Flows of Business Communication		
	C	Process of and Barriers to Communication		
	<b>Unit 2</b>	<b>Non-Verbal Communication</b>		
	A	Role of Non-Verbal Communication		
	B	Classification of Non-Verbal Communication		
	C	Practical exposure & guidelines for developing Non-Verbal Communication		
	<b>Unit 3</b>	<b>Articulation Skills</b>		
	A	Paralinguistic feature, Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills		
	B	Extempore, Speech Delivery		
	C	Debate		
	<b>Unit 4</b>	<b>Writing Skills</b>		
	A	7 Cs of Communication		
	B	Letter Writing: Sales, Order, Complaint, Adjustment, Claim, Enquiry letters		
	C	Email Writing, WhatsApp Messaging in Professional/Formal Environment		
	<b>Unit 5</b>	<b>Listening Skills</b>		
	A	Listening as a management tool		
	B	Barriers to listening		
	C	Guidelines for improving listening skills		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	P.D.Chaturvedi & Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications. Pearson		
	Other References			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
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

<b>School: SBS</b>		<b>Batch : 2018-2021</b>
<b>Program: BBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: III</b>
1	Course Code	BBA146
2	Course Title	<b>Business Statistics</b>
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools.</li> <li>2. This foundation module is designed to fill this need into several practical and powerful applications of statistics.</li> <li>3. The idea is to present the basic statistics and emphasis the application of statistics for management problems.</li> <li>4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data.</li> <li>5. The module also aims on getting students familiarize with the usage of basic</li> </ol>

		tools and techniques in obtaining statistical measure and interpreting the same.	
6	Course Outcomes	At the end of the course students will be able to: CO1: The student will be able to identify basic numerical processes within a statistical context. CO2: The student will be able to interpret data in view of evidences. CO3: The student will be able to solve various problems of statistics. CO4: The student will be able to analyze data make predictions of the future	
7	Course Description	In this course, you will learn how to apply statistical tools to analyze data, draw conclusions, and make predictions of the future. The course will begin with data distributions, followed by probability analysis, sampling, hypothesis testing, inferential statistics, and, finally, regression.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Statistics and Representation of Data</b>	
	A	Statistics- Definition and functions. Scope and limitations of statistics.	CO1
	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
	<b>Unit 2</b>	<b>Sampling and Probability</b>	
	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
	<b>Unit 3</b>	<b>Measures of Central Tendency</b>	
	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
	<b>Unit 4</b>	<b>Measures of Dispersion</b>	
	A	Introduction to Dispersion, range, IQR, quartile deviation.	CO1,CO2
	B	Methods of calculating Mean deviation	CO2,CO3
	C	Methods of calculating standard deviation and coefficient of variance.	CO3,CO4
	<b>Unit 5</b>	<b>Relationship Between Variables</b>	
	A	Basic Linear correlation (Two variables), Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient.	CO1,CO2

	B	Simple and Multiple Linear regression			CO3,CO4
	C	Problems based on correlation and regression			CO3,CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Gupta S.P., Gupta, M.P. , Business Statistics, Sultan Chand & Co			
	Other References	Vohra N D ,Business Statistics, Tata McGraw Hill, Sharma J.K , Business Statistics, Pearson			

Pos	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)**

<b>School:</b>		<b>Batch : 2018-21</b>
<b>Program: BBA</b>		<b>Current Academic Year: .....</b>
<b>Branch:</b>		<b>Semester: III</b>
1	Course Code	BBA 054
2	Course Title	Environmental Studies
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>To understand the basic concepts of environment management and the issues faced therein.</li> <li>To provide an understanding of the natural environmental resources, hazards faced and control measures</li> <li>To understand the social issues surrounding environment management.</li> <li>To get an understanding of the various acts ,policies developed to protect the environment.</li> </ol>
6	Course Outcomes	CO1:The student will be able to have knowledge about fundamentals of environment and the ecosystem

		<p>CO2: The student will be able to understand about hazards faced by environment along with the growing energy needs ,environment impact assessment green technologies and green design</p> <p>CO3: The student will be able to relate to the various acts for environmental protection and to green solutions</p> <p>CO4: The student will be able to analyse impact of climate change and pollution on environment and green solutions</p>	
7	Course Description	This course enables students to understand their natural environment while also comprehending its conservation and management in a better manner. The course focuses on the natural environmental resources and their effective utilization.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Fundamentals of environment</b>	
	A	Fundamentals of Environment: Basic concepts on environment, environment management –definition ,importance , environmental degradation, Multidisciplinary nature of environment	CO1, CO2,CO3
	B	Ecosystems ad ecological succession	CO1
	C	Global environmental issues: global warming and climate change, acid rains	CO2 ,CO3 ,CO4
	<b>Unit 2</b>	<b>Energy resources</b>	
	A	Renewable & Non Renewable Resources of energy and 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
	<b>Unit 3</b>	<b>Biodiversity and pollution</b>	
	A	Biodiversity & its conservation	CO2 ,CO3
	B	Environmental Pollution	CO1 , CO4
	C	Control measures for air, water and soil pollution; nuclear hazards	CO3
	<b>Unit 4</b>	<b>Environment protection</b>	
	A	Social Issues in Environment: Environment Protection Act, Ozone layer depletion and nuclear accidents , approaches with regard to environment protection	CO2 ,CO4
	B	Human Population – human health, human rights and environment	CO3
	C	Wildlife protection act, issues in enforcement of environmental legislations and public awareness	CO4
	<b>Unit 5</b>	<b>Green Solutions</b>	
	A	Environmental Impact Assessment	CO1 ,CO2 ,CO3

	B	Environmental Standards, Green Technologies and green solutions			CO2 CO3 ,CO4
	C	Green architecture and green design			CO2,CO3
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Principles of Environmental Studies: <u>Monohara chary C</u> (2006)			
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	
CO 1	-	-	1	1	1	-	-	-	-	-	<b>1-Slight (Low)</b> <b>2-Moderate (Medium)</b> <b>3-Substantial (High)</b>
CO 2	-	-	2	2	2	-	-	-	-	-	
CO 3	-	-	2	2	2	-	-	-	-	-	
CO 4	-	-	2	2	1	-	-	-	-	-	

<b>School:</b> School Of Business Studies		<b>Batch :</b> 2018-21
<b>Program:</b> BBA IV		<b>Current Academic Year:</b> 2019 - 20
<b>Branch:</b>		<b>Semester:</b> 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	The course objective is to: <ul style="list-style-type: none"> <li>- Make students identify the concepts and scope of International Business environment and PESTLE Framework</li> <li>- Make students explain the cause and effects of BoP fluctuations.</li> <li>- Make students illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations</li> <li>- Make students determine cause and effect of trade and international investment.</li> <li>- To prepare the students so that they are able to categorize various</li> </ul>

		International Institutions for the functions and purpose.	
6	Course Outcomes	<p>After the completion of the course, the students will be able to:</p> <p>CO1: Identify the concepts and scope of International Business environment and PESTLE Framework</p> <p>CO2: Explain the cause and effects of BoP fluctuations.</p> <p>CO3: Illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations</p> <p>CO4: Determine cause and effect of trade and international investment.</p> <p>CO5: Categorize various International Institutions for the functions and purpose.</p>	
7	Course Description	International Business course is a great mix of theories and practices that will prepare the students for business on a global platform. The course will cover topics such as global environment scanning, BOP, Forex markets, Globalization issues, trade theories, global trade and investment, and international institutions.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>International Business environment</b>	
	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
	<b>Unit 2</b>	<b>Balance of Payments</b>	
	A	Balance of Trade and Balance of Payments, Current and capital account components.	CO2
	B	Disequilibrium in BOP, Structural, Cyclical and Monetary Disequilibrium	CO2
	C	Financing of BoP deficits & External Assistance. Text book case – South East Asian Economic Crisis .	CO2
	<b>Unit 3</b>	<b>Foreign Exchange Markets</b>	

	A	MNC's and International Trade , Merits & De-Merits of MNC's, Strategic alliances. Text book case – Casual Wear Inc.		CO3
	B	Determination of Exchange rates , Exchange Rate and Convertibility of Rupee		CO3
	C	FEMA Act and Currency Exchange Risks		CO3
	<b>Unit 4</b>	<b>Global Trade and Investment Environment:</b>		
	A	Foreign investment in India , Global Sourcing. Text book case – Mahindra and Mahindra.		CO4
	B	international trade financing, Institutional finance for export		CO4
	C	Export price Quotations and Incoterms ,International Pricing, Dumping & Anti-Dumping measures. Text book case – Quality Furnitures Limited.		CO4
	<b>Unit 5</b>	<b>International Economic Institutions &amp; International Liquidity</b>		
	A	Role of IMF,IBRD,UNCTAD, WTO in International Trade		CO5
	B	Problems of Liquidity & Role of IMF in Managing International Liquidity		CO5
	C	Case study- Text Book: Indian Leather goods exports. A handout will be given - Turmeric Patent		CO5
	Mode of examination	Theory		
	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	..

**1-Slight (Low)      2-Moderate (Medium) 3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018 -21</b>
<b>Program: BBA</b>		<b>Current Academic Year:</b>
<b>Branch:</b>		<b>Semester: IV</b>
1	Course Code	BBA 210
2	Course Title	FINANCIAL MANAGEMENT
3	Credits	4
4	Contact Hours	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
	<b>Unit 1</b>	<b>Introduction of Financial Management</b>
	A	Nature, concept and functions of financial management
	B	Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization
	C	<b>Time value of money- Meaning and Objectives, present &amp; future value, simple &amp; comp. interest, annuity (Ordinary Annuity &amp; Annuity Due), Perpetuity .</b>
	<b>Unit 2</b>	<b>Capital Budgeting</b>
	A	Meaning and concepts of capital budgeting, need of capital budgeting,
	B	Practical Problems on Discounted Cash Flow Techniques: Discounting Payback period, NPV, PI, IRR
	C	Practical Problems on Non Discounted Cash Flow Techniques: Payback period and ARR
	<b>Unit 3</b>	<b>Working Capital Management</b>
	A	Concept and need of working capital management, determinants of working capital requirements, working capital cycle
	B	Receivable management- meaning and objectives Cash management- meaning and objectives, Motives of Holding cash
	C	Inventory management- meaning and objectives, Techniques of Inventory management - EOQ, ABC Analysis.
	<b>Unit 4</b>	<b>Capital Structure and Cost of Capital</b>
	A	Meaning and objective of Capital structure, optimum capital structure.
	B	Capital structure theories- Theoretical concepts of NI, NOI, Traditional.
	C	Cost of capital- concept and meaning, Cost of Debt, Cost of Equity (Zero-Growth Dividends, Constant Growth in Dividends), Cost of Preference Share, Calculation of WACC.
	<b>Unit 5</b>	<b>Dividend decisions</b>
	A	Dividend policy- meaning & concept, concept of retained earnings, factors influencing dividend policy, concept of Bonus shares and Rights Shares.
	B	Walter's model of dividend policy and its application

	<b>C</b>	Gordon model of dividend policy and its application			CO3, CO4
	<b>Mode of examination</b>	Theory			
	<b>Weightage Distribution</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>	
		30%	20%	50%	
	<b>Text book/s*</b>	R.P. Rustagi- Financial Management- (Taxmann Publication)			
	<b>Other References</b>	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)**

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

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

References	(4th edition), New Delhi: PHI Learning
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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)**

<b>School:</b> School of Business Studies		<b>Batch :</b> 2018-2021	
<b>Program:</b> BBA		<b>Current Academic Year:</b> 2019-20	
<b>Branch:</b> -		<b>Semester:</b> IV	
1	Course Code	<b>BBA - 259</b>	
2	Course Title	<b>Production and Operations Management</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	3-0-1	
	Course Status	Compulsory	
5	Course Description	This course examines the functional area of production and operations management as practised in the manufacturing industry. The course includes product development process, location analysis, capacity planning, materials requirements planning (MRP), inventory management and PPC and concept of quality control.	
6	Course Objective	This modules aims <ul style="list-style-type: none"> <li>• To understand historical growth of POM as a field of study.</li> <li>• To understand key concepts and issues of POM in both manufacturing and service organizations</li> <li>• To understand the interdependence of the production &amp; operations function with the other key functional areas of a firm</li> <li>• To apply analytical skills and problem-solving tools to the analysis of the operations problems</li> </ul>	
7	Course Outcomes	At the end of this course , Students will be able to : <b>CO1:</b> Select a specific type of process as per the requirement of particular product. <b>CO2:</b> Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager. <b>CO3:</b> Carry our location analysis to make a choice for the facility location <b>CO4:</b> Plan the material requirements & inventory management for a production system	
8	Outline syllabus		CO Mapping
	<b>Unit A</b>	<b>Introduction</b>	
	A 1	The Introduction to POM, Scope, and Objectives of POM, Historical development of POM	CO1
	A 2	Product Development Process, Types of Process	CO1,CO2
	A 3	Production - Process Selection – Job, Batch ,Mass Production Types of production Systems	CO1,CO2
	<b>Unit B</b>	<b>Facility Location and Layout</b>	
	B 1	Facility Location – Importance; Factor affecting plant location; Location Analysis Techniques	CO1,CO2, CO3

	B 2	Facility Layout –Objectives; Advantages; Basic Types of Plant Layouts.	CO1, CO2,CO3						
	B 3	Capacity Planning – Concepts; Factors Affective Capacity. Planning Decision	CO1,CO2						
	<b>Unit C</b>	<b>Materials Management</b>							
	C 1	Materials Management – Concept, Objectives, Functions	CO1,CO2, CO4						
	C 2	Purchase Management - Concept, Objectives, Functions	CO1,CO2,CO4						
	C 3	Sourcing of material , national and global sourcing.	CO1, CO2, CO4						
	<b>Unit D</b>	<b>Inventory Management</b>							
	D 1	Inventory Management – Concepts; Objectives; Factors Affecting Inventory	CO2,CO4						
	D 2	Inventory costs; Basic EOQ Model; Re-Order Levels	CO2,CO4						
	D 3	ABC Analysis for Inventory Management, JIT and Lean Operations	CO2, CO4						
	<b>Unit E</b>	<b>Production Planning &amp; Control</b>							
	E 1	Aggregate planning: overview of planning activities	CO1,CO2						
	E 2	Hierarchical Production Planning, Aggregate planning in services	CO1,CO2						
	E 3	Concept of quality in manufacturing and services.	CO1,CO2, CO3						
	Mode of examination	Theory							
	Weightage Distribution	<table border="1" style="display: inline-table; vertical-align: middle;"> <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*	Operations Management, Theory & Practice, by B. Mahadevan, Pearson Education, 2 <sup>nd</sup> edition.							
	Other References	<ol style="list-style-type: none"> <li>1. Production &amp; Operations Management : Chari, McGraw Hill</li> <li>2. Production &amp;Operations Management: Kanishka Bedi, Oxford University Press, 2<sup>nd</sup> Ed</li> <li>3. Production &amp; Operations Management : Chase , Jacobs and Aquilano</li> </ol>							

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

## Entrepreneurship

<b>School: SBS</b>		<b>Batch : 2018-21</b>
<b>Program: BBA</b>		<b>Current Academic Year: :</b>
<b>Branch: -</b>		<b>Semester:IV</b>
1	Course Code	
2	Course Title	Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4 (LTP 4-0-0)
	Course Status	
5	Course Description	The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.
6	Course Objective	<ol style="list-style-type: none"> <li>1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur.</li> <li>2. To help in identifying and exploiting opportunities and developing business plans.</li> <li>3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise.</li> <li>4. Equip the necessary knowledge and skill sets required for managing the established enterprise.</li> <li>5. To help the students in understanding the entrepreneurial development framework available in India along-with Start-Up India and Make in India initiative.</li> </ol>
7	Course Outcomes	<p>The student will be able to:</p> <p><b>CO1:</b>Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship.</p>

		<p><b>CO2:</b> Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative.</p> <p><b>CO3:</b> Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis, Opportunity identification and selection.</p> <p><b>CO4:</b> Analyze the given business opportunity, business plan and demonstrate the knowledge of various issues involved in starting and managing growth of a new enterprise.</p> <p><b>CO5:</b> Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.</p> <p><b>CO6:</b> Create, develop and present the business plan based on an identified opportunity.</p>	
8	Outline syllabus	CO Mapping	
	<b>Unit A</b>	<b>Understanding Entrepreneurship and the Entrepreneur</b>	
	A 1	<ul style="list-style-type: none"> <li>• Why Entrepreneurship</li> <li>• The Concept &amp; Process of Entrepreneurship</li> <li>• Exercise/Activity: Identify your entrepreneurial potential</li> </ul>	CO1, CO2
	A 2	<ul style="list-style-type: none"> <li>• Types of entrepreneurship and entrepreneur</li> <li>• Entrepreneur Vs. Manager Vs. Intrapreneur</li> <li>• The Women &amp; Social Entrepreneurship: Opportunities &amp; Challenges</li> </ul>	CO2
	A 3	<ul style="list-style-type: none"> <li>• The Qualities , Characteristics &amp; Competencies of an Entrepreneur</li> <li>• An overview of corporate Entrepreneurship</li> <li>• Exercise/Case study</li> </ul>	CO1, CO2
	<b>Unit B</b>	<b>Idea, Opportunity and the Business Plan Development</b>	
	B 1	<ul style="list-style-type: none"> <li>• Idea vs. Opportunity and Idea generation techniques</li> <li>• Identifying/ sources of opportunities and evaluating opportunities</li> <li>• Idea generation exercise</li> </ul>	CO3, CO4, CO5
	B 2	<ul style="list-style-type: none"> <li>• Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility</li> <li>• Exercise/ Activity to conduct Feasibility Analysis</li> </ul>	CO1, CO3
	B 3	<ul style="list-style-type: none"> <li>• Writing and Presenting effective Business Plans</li> <li>• Business model and its dimensions</li> <li>• Exercise/ Discussion of Business Plan Formulation</li> </ul>	CO1, CO2, CO6
	<b>Unit C</b>	<b>Launching the New Enterprise</b>	
	C 1	<ul style="list-style-type: none"> <li>• Forming the New venture Team</li> </ul>	CO2, CO4

		<ul style="list-style-type: none"> <li>Selecting appropriate Business Ownership Structure</li> <li>Exercise/ Activity: Forming New Venture Team</li> </ul>							
	C 2	<ul style="list-style-type: none"> <li>IPR issues in starting an enterprise</li> <li>Legal aspects of a business</li> </ul>	CO4						
	C 3	<ul style="list-style-type: none"> <li>Financing the New Venture: Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO</li> <li>Steps and Procedures to start a small scale enterprise in India</li> </ul>	CO1, CO4						
	Unit D	<b>Managing the Growth and Exit of the firms</b>							
	D 1	<ul style="list-style-type: none"> <li>Understanding the Stages of an Entrepreneurial Venture</li> <li>The Strategies of growth</li> <li>Case study</li> </ul>	CO4						
	D 2	<ul style="list-style-type: none"> <li>Managerial mindset vs. Entrepreneurial mindset in decision making</li> <li>Key factors to be considered during the Growth Stage</li> <li>Group Presentation/ Business Plan Presentation</li> </ul>	CO2, CO4						
	D 3	<ul style="list-style-type: none"> <li>The Exit Strategy for a business</li> <li>Group Presentation/ Business Plan Presentation</li> </ul>	CO4						
	Unit E	<b>Understanding the Entrepreneurship Development Framework in India</b>							
	E 1	<ul style="list-style-type: none"> <li>An overview of MSMEs in India and MSME Act.</li> <li>Policies, Schemes &amp; Incentives available to entrepreneurs in India</li> </ul>	CO2, CO5						
	E 2	<ul style="list-style-type: none"> <li>Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in India</li> <li>An overview of Start-up India &amp; Make in India Initiatives</li> </ul>	CO2, CO5						
	E 3	<ul style="list-style-type: none"> <li>Group Presentation/ Business Plan Presentation</li> </ul>	CO6						
	Mode of examination	Theory							
	Weightage Distribution	<table border="1"> <tr> <td>CA</td> <td>MTE</td> <td>ETE</td> </tr> <tr> <td>30%</td> <td>20%</td> <td>50%</td> </tr> </table>	CA	MTE	ETE	30%	20%	50%	
CA	MTE	ETE							
30%	20%	50%							
	Text book/s*	Entrepreneurship: A South Asian Perspective by Donald F. Kuratko& T.V. Rao , Cengage Learning,							
	Other	<ul style="list-style-type: none"> <li>Entrepreneurship by Hirsch &amp; Peters; McGraw</li> </ul>							

	References	Hill Publication. <ul style="list-style-type: none"> <li>• Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E</li> <li>• Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. &amp; Covin Jeffrey G., Cengage Learning</li> </ul>	
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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

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<b>School: School of Business Studies</b>		<b>Batch : 2018-20</b>	
<b>Program: B.Com/BBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: IV</b>	
1	Course Code	BCM 211	
2	Course Title	Corporate Law	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory	
5	Course Objective	The objective is to enable students to understand the impact of Companies Act, role of the Securities and Exchange Board of India (SEBI), and the impact of scams etc.	
6	Course Outcomes	On the completion of the course the student will be able to: 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
	<b>Unit 1</b>		
	A	Characteristics of a company, Landmark case - Salomon	CO1

		vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil	
B		Types of companies, Promoters, Formation and incorporation of a company.	CO1
C		Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions	CO1
<b>Unit 2</b>		<b>Financial Structure and Membership</b>	
A		Meaning of the term 'Capital', Shares – Kinds, Equity Shares and Preference Shares (including distinction), Raising of Capital, Public issue of shares, Right Shares/Bonus Shares	CO2
B		Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.	CO2
C		Debentures – Characteristics, Kinds of Charges, Allotment of Shares, Essentials of Valid Allotment, Demat Account, Members vs. Shareholders, Methods of becoming a Member, Termination of Membership, Rights and Duties of Members	CO2
<b>Unit 3</b>		<b>Company Management and Meetings</b>	
A		Directors - Qualification and Disqualification of Directors, Appointment of Directors, Number of Directorship, Removal of Directors, Powers and Liabilities of Directors, Remuneration of Directors	CO3
B		Meetings – Annual General Meeting, Extraordinary General Meeting, Statutory requirements – Notice, Agenda, Quorum, Proxy, Chairperson, Methods of Voting, Resolution – Ordinary and Special Resolution distinguished, Minutes	CO3
C		Prevention of oppression and Mismanagement	CO3
<b>Unit 4</b>		<b>Winding up and CSR</b>	
A		Meaning, Modes of Winding up,	CO4
B		Official Liquidator and his Duties	CO4
C		Corporate Social Responsibility -Provisions in Companies Act 2013	CO4
<b>Unit 5</b>		<b>Emerging areas</b>	
A		Increasing Role of SEBI	CO5
B		Brief Overview of Securities and Contract Regulation Act	CO5
C		Brief Overview of Competition Act 2002	CO5
Mode of examination		Theory	
Weightage Distribution	CA	MTE	ETE
	30%	20%	50%
Text book/s*	The New Company Law, Dr N.V. Paranjape, Central Law		

		Agency	
	Other References	<ul style="list-style-type: none"> <li>• Singh, Avatar, <i>Introduction to Company Law</i>, 10<sup>th</sup> ed., 2006, Eastern Book Co.</li> <li>• Singh, Avatar, <i>Company Law</i>, 15<sup>th</sup> ed., 2007, Reprinted 2009, EBC Web store</li> <li>• The Companies Act 2013</li> </ul>	

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

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

## COMPUTERIZED ACCOUNTING SYSTEM

<b>School: SBS</b>		<b>Batch: 2018-21</b>
<b>Program: BBA</b>		<b>Current Academic Year: 2018</b>
<b>Branch:</b>		<b>Semester: IV</b>
1	Course Code	<b>BBP 206</b>
2	Course Title	<b>COMPUTERIZED ACCOUNTING SYSTEM</b>
3	Credits	2
4	Contact Hours (L-T-P)	1-0-1
	Course Status	Compulsory
5	Course Objective	<ul style="list-style-type: none"> <li>• This course helps students to work with well-known accounting software i.e. Tally ERP.9.</li> <li>• Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software</li> <li>• Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market.</li> <li>• The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization.</li> </ul>
6	Course Outcomes	At the completion of the course students will be able to: <b>CO1:</b> Define the basic concepts of accounting in Tally ERP9 <b>CO2:</b> Understand Stock groups, Inventory accounting and GST in India. <b>CO3:</b> Apply and illustrate inventory accounting in Tally <b>CO4:</b> Explain and analyze GST in Tally.
7	Course Description	<b>Computerized Accounting</b> involves making use of computers and <b>accounting</b> software to record, store and analyze financial data. A <b>computerized accounting system</b> brings with it many advantages that

		are unavailable to analog <b>accounting systems.</b>		
8	Outline syllabus	CO Mapping		
	<b>Unit 1</b>	<b>Introduction to Tally ERP9</b>		
	1 A	Basics of Accounting: Accounting Terminology, Golden Rules of Accounting, GAAP etc.		CO-1
	1 B	Introduction of Tally: Getting functional with Tally ERP9 and Introduction to Accounting Vouchers.		CO-1
	1 C	Finalization of Accounts including Profit and Loss, Balance Sheet and Cash Flow Statement and Interpretation		CO-1
	<b>Unit 2</b>	<b>Accounts with Inventory</b>		
	2 A	Stock Groups, Stock items and Stock Categories		CO1,CO-2
	2 B	Units of measurement and Creation of Godowns/Locations		CO1,CO-2
	2 C	Creating Inventory Masters for different manufacturing units.		CO1, CO-2
	<b>Unit 3</b>	<b>Advanced Accounting in Tally ERP9</b>		
	3 A	Different Actual and Billed Quantities, Cost Centres and Cost Categories		CO2, CO-3
	3 B	Bill of Materials (BoM), Bill-wise details		CO2,CO-3
	3 C	Preparation of Budgets and Stock Valuation		CO2,CO-3
	<b>Unit 4</b>	<b>Working of GST</b>		
	4 A	Basics of GST and TDS		CO3,CO-4
	4 B	Returns and Forms, Valuation Rules		CO3,CO-4
	4 C	TDS and GST, Practical sessions		CO3,CO-4
	<b>Unit 5</b>	<b>Project Work</b>		
	5 A	Project on Preparation of Final Accounts		CO-4
	5 B	Project on Accounts with Inventory Calculations		CO-4
	5 C	Project on GST and TDS Applications		CO-4
	Mode of examination	Practical/Viva		
	Weightage Distribution	CA	MTE	Practical/Viva
		60%	0%	40%
	Text book/s*	A textbook of Computer Accounting – Michael Fardon		
	Other References	✓ Financial Accounting: Concepts and Applications– J R Monga, Mayoor Publications  ✓ Financial Reporting and Analysis- Elliott and Elliott, Prentice Hall International		

**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	-	-	-	-

## 2.1 Total Personality Development

<b>School: SBS</b>		<b>Batch: 2018-21</b>	
<b>Program: BBA</b>		<b>Current Academic Year:</b>	
<b>Branch:</b>		<b>Semester: IV</b>	
1	Course Code	BBP 252	
2	Course Title	Total Personality Development	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory /Elective/Open Elective	
5	Course Objective	1.To help students build assertive, pleasant personalities 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		CO Mapping
	<b>Unit 1</b>	<b>Understanding Personality</b>	
	A	SWOT Analysis	CO1, CO4
	B	Personality Test – DISC	CO1,CO4
	C	Picture Interpretation	CO1,CO3
	<b>Unit 2</b>	<b>Presentation Skills</b>	
	A	Audience Analysis & Developing the content	CO2
	B	Basics of Presentation Skills: Font, Colour theme, Background, content arrangement, Inserting animations & Videoclips	CO2
	C	Delivery: Individual, Group Presentation	CO2
	<b>Unit 3</b>	<b>Effective Communication &amp; Soft- skills</b>	
	A	JOHARI Window: Interpersonal	CO4
	B	Personal Grooming, Dressing sense, Public Speaking	CO4
	C	Corporate Etiquettes	CO4

	<b>Unit 4</b>	<b>Problem Solving &amp; Decision Making</b>			
	A	Thinking Hats-6 styles			CO3
	B	Conducting Meetings, Brainstorming sessions			CO3
	C	Role- Play			CO3, CO4
	<b>Unit 5</b>	<b>Professional Skills</b>			
	A	Basics of Resume Writing,			CO4
	B	Handling Group discussions & Interviews			CO2, CO4
	C	Time management: Importance, multitasking & Procrastination,			CO4
	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References	1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi 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

## Cross Cultural Management

<b>School:</b>		<b>SBS</b>	<b>Batch : 2018-21</b>
<b>Program:</b>		<b>BBA</b>	<b>Current Academic Year:</b>
<b>Branch:</b>		<b>Semester: IV</b>	
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
	<b>Unit 1</b>	<b>Understanding of Culture</b>	
	A	Culture and Importance- concept of culture and cross-cultural management	CO1
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes	CO1
	C	Impact of culture on International Business.	CO1,CO2
	<b>Unit 2</b>	<b>Cultural Models</b>	
	A	Hofstede cultural dimensions, cross-cultural dimensions	CO1,CO3
	B	Hampden & Trompenaar's Model	CO1,CO3
	C	Kluckhohn -Strodbeck Model	CO1,CO3
	<b>Unit 3</b>	<b>Global Business Environment and Cross Cultural Management</b>	
	A	Major characteristics and challenges of Multinational	CO1,CO4

		Corporations.	
	B	Culture and workforce diversity	CO1
	C	Impact on Expatriates-Repatriation and cross cultural training	CO1,CO4
	<b>Unit 4</b>	<b>Role of regional, industry/corporate culture &amp; professional culture and link between different cultural spheres</b>	
	A	Regional culture and it's role	CO2
	B	Industry/corporate and Professional culture	CO2
	C	Link between different cultural spheres	CO4
	<b>Unit 5</b>	<b>Cross Culture communication and Negotiation</b>	
	A	Barriers to intercultural communication	CO1
	B	Non - verbal communication	CO1
	C	Negotiation in cross cultural environment	CO1,CO4
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA 30%	ETE 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)**

## Corporate Strategy

<b>School: SBS</b>		<b>Batch : 2018-21</b>	
<b>Program: BBA</b>		<b>Current Academic Year: 2020-21</b>	
<b>Branch:</b>		<b>Semester: V (odd)</b>	
1	Course Code	BBA ....	
2	Course Title	Corporate Strategy	
3	Credits	04	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	<p>The objective of this course is to make students as how to prepare the strategic intent documents; analyse implications thereof in a global business environment with emphasis on the following:</p> <ul style="list-style-type: none"> <li>• Assess the structure of an industry and its influence on potential for profitability of firms in the industry.</li> <li>• Assess a firm's resources and organizational capabilities for their ability to generate competitive advantage.</li> <li>• Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its' competitive advantage.</li> <li>• Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization</li> </ul>	
6	Course Outcomes	<p>Having completed the course, the student will be able to</p> <p>CO1: Define and describe the basic concepts of strategic management          CO2: Understand various tools and frameworks for strategic analysis          CO3: Apply the various tools and frameworks for strategic analysis          CO4: Analyse the real-life situations of company using a strategic management perspective          CO5: Evaluate critically real life company situations</p>	
7	Course Description	<p>Being a capstone course, Corporate Strategy course provides integrated learning from all functional areas. Students would acquire relevant skills for understanding of strategic management and what does it entail; external scanning of the industry in terms of Popular frameworks like Porter's and PRESTCOM; Strategic Groups and Key Success Factors; Resources, capabilities and competencies; VRIO framework and value chain analysis. The course also aims to introduce business level generic strategies and corporate level strategies with an understanding of evaluation and control in strategic management.</p>	
8	<b>Syllabus Outline</b>		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Strategic Concepts</b>	
	A	Strategic Management and benefits of strategic management.	CO1
	B	Strategic Management Model	CO1
	C	Strategy and what are different levels of strategy	CO1
	<b>Unit 2</b>	<b>Environmental Scanning and Industry Analysis</b>	

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

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

POs 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)**

<b>School:</b>		<b>SBS</b>	<b>Batch : 2017-20</b>
<b>Program:</b>		<b>BBA</b>	<b>Current Academic Year: 2019-20</b>
<b>Branch:</b>		<b>Semester: Vth</b>	
1	Course Code		
2	Course Title	Employee Training & Development	
3	Credits		
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	1-To illustrate the systematic approach to training and development 2-To elaborate the concepts of conducting assessment of the training needs, 3-To Guide students on the fundamentals of design , development and implementation of training 4-To Explain the process of evaluating the effectiveness of training and development programs.	
6	Course Outcomes	CO1: The student will be able to describe the relevance of Training & development for organizational growth. CO2: The student will be able to discuss- Training Needs, various ways to design, develop and evaluate the training program. CO3: The student will be able to prepare- training objectives, ways to design & develop content, suitable training methods according to the implementation methodology and evaluate the outcomes of training programmes. CO4: The students will be able to assess organisational scenarios and make training related decisions	
7	Course Description	This course provides the detailed insights related to the training and development practice of HR function for the organisations. It covers a variety of approaches to instruction and learning and contrasts these with their practical application. It comprises of a mix of theory and application aspects related to design and conduct needs analyses and to plan, implement and evaluate training programs.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Training &amp; Development</b>	
	A	Definition, Need and Importance of Training	CO1, CO2
	B	Difference between Training, Development and Education; Steps of Training	CO1, CO2
	C	Types of Learning-KSA	CO1, CO2
	<b>Unit 2</b>	<b>Training Needs Assessment</b>	
	A	Training & Non-Training Needs, Types of Training Needs	CO1, CO2
	B	Determination of Training Needs	CO1, CO2
	C	TNA Model- A systematic view to TNA	CO4,

	<b>Unit 3</b>	<b>Designing &amp; Development of Training Program</b>			
	A	Key consideration in designing a training program, Constraints in designing a training Program			CO1, CO2
	B	Developing Objectives, Identifying Trainees and Trainer			CO1, CO2, CO3
	C	Training Methods- On the Job and Off the Job			CO1, CO2 CO3
	<b>Unit 4</b>	<b>Implementing and Evaluation of Training Program</b>			
	A	Implementing ideas for Training, Dry run and Pilot program, transfer of training			CO1, CO2
	B	Resistance to training evaluation, Types of evaluation data- Process Data and Outcome Data			CO1, CO2 CO4.
	C	Kirkpatrick Four Level Approach for evaluation			CO4
	<b>Unit 5</b>	<b>Management Development</b>			
	A	Concept, Objectives of Management Development			CO1, CO2
	B	Techniques of Management Development			CO1, CO2, CO3
	C	Challenges in management development			CO4,
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Sahu, R. K. (2005). <i>Training for Development</i> . Excel Books			
	Other References	1-Blanchard P. Nick and James W. Thacker (2009) <i>Effective Training- Systems, Strategies and Practices</i> . Pearson Education 2-Rao, P. L. (2008). <i>Enriching Human Capital Through Training &amp; Development</i> . Excel Books			

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

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

INDUSTRIAL RELATIONS

<b>School: SBS</b>	<b>Batch: 2018-21</b>
<b>Program: BBA</b>	<b>Current Academic Year:</b>
<b>Branch:</b>	<b>Semester: V</b>

1	Course Coder	BBA016	
2	Course Title	INDUSTRIAL RELATIONS	
3	Credits	04	
4	(L-T-P)	4-0-0	
5	Course Objective	<ul style="list-style-type: none"> <li>To introduce the basic concepts and functions of Industrial Relations.</li> <li>To create an awareness of the role, function and functioning of personnel management in industrial organization.</li> <li>To build awareness of certain important and critical issues in Industrial Relations.</li> <li>To develop an understanding of interaction pattern among labour, management and the organization.</li> </ul>	
6	Course Outcomes	<p>On completion of this course, students will be able to :</p> <p>CO 1: To understand industrial relations system in India.</p> <p>CO 2: To recognize the different approaches to IR.</p> <p>CO 3: To apply the concept of Workers Participation in Management.</p> <p>CO 4: To prepare record and compliances under various provisions of the different acts.</p>	
7	Course Description	The main aim of this course is to impart the basic and theoretical concept in the field of Industrial Relations. The module examines the role and objectives of the main actors in the employment relations – employers, employees and trade unions and the government.	
8	Outline syllabus		CO Mapping
	<b>Unit A</b>	<b>Introduction to Industrial Relations</b>	
	Introduction to the concept of Industrial Relations	Concept and Objectives of Industrial Relations	CO1
	Approaches to Industrial Relations	<ul style="list-style-type: none"> <li>Psychological Approach</li> <li>Sociological Approach</li> <li>Ethical Approach</li> <li>Gandhian Approach</li> </ul>	CO2
	Industrial Relation System	<ul style="list-style-type: none"> <li>Industrial Relation System (Actors and Parties involved), Factors affecting Industrial Relations</li> </ul>	CO1
	<b>Unit B</b>	<b>Industrial Disputes and Trade Unions</b>	
	Introduction to Industrial	<ul style="list-style-type: none"> <li>Industrial Disputes: Causes and effects</li> </ul>	CO2

	Dispute								
	Industrial Dispute measures	<ul style="list-style-type: none"> <li>Preventive measures to industrial disputes</li> </ul>	CO2						
	Introduction to Trade Union	Trade Union: objective, functions and classification; internal and external challenges of trade unions	CO1						
	<b>Unit C</b>	<b>Workers Participation in Management</b>							
	Introduction to WPM	WPM: Meaning and Concept	CO3						
	Levels of participation	Forms and levels of participation	CO2						
	Importance of WPM	Benefit of workers participation in management	CO1						
	<b>Unit D</b>	<b>Labour Legislations in India</b>							
	The Factories Act 1948	The Factories Act 1948: Introduction and objective, Provisions regarding the health, safety and welfare of workers.	CO1, CO4						
	Industrial Dispute Act 1947	INDUSTRIAL DISPUTE ACT 1947: Objective; Definitions: Appropriate government, Industry, workmen, protected workmen, strike, lockout, layoff, and retrenchment; Authorities under the Act, reference of dispute to various authorities and procedure of various authorities.	CO1, CO4						
	Trade Union Act 1926	Trade Union Act 1926: objective and overview, definition of trade union and trade dispute, recognition and registration of trade union, immunity from criminal conspiracy, civil suit and tortuous act.	CO1, CO4						
	<b>Unit E</b>	<b>Wage Legislations in India: Objective and overview</b>							
	Introduction to Equal Remuneration Act 1976, Payment of Wages Act 1936	<ul style="list-style-type: none"> <li>Equal Remuneration Act 1976</li> <li>Payment of Wages Act 1936</li> </ul>	CO2,CO4						
	Introduction to EPF Act, 1952	The Employees Provident Fund (and miscellaneous provisions) Act 1952	CO1,CO4						
	Introduction to Bonus and Gratuity Act.	Payment of Bonus Act 1965, Payment of Gratuity Act 1972	CO3,CO4						
	Weightage Distribution	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">CA</td> <td style="width: 33%;">MTE</td> <td style="width: 33%;">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*	1.Piyali Ghosh & Shefali Nandan – Industrial Relations & Labour Laws (Mc Graw Hill, 2015).							

	other references	1. Bare Acts	

CO 1: To understand industrial relations system in India.

CO 2: To recognize the different approaches to IR.

CO 3: To apply the concept of Workers Participation in Management.

CO 4: To prepare record and compliances under various provisions of the different acts.

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O1	PS O2	PS O3	PS O4
CO 1	2	1	2	1	1	2	3	2	1	2
CO 2	2	3	3	1	1	2	3	2	1	1
CO 3	2	3	3	1	1	2	2	2	1	2
CO 4	2	3	3	1	1	2	2	2	1	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

## Recruitment & Selection

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

		offer basic skills of recruitment and selection of employees in the organization.	
8	Outline syllabus		CO Mapping
	<b>Unit A</b>	<b>Human Resources Planning and Job Analysis</b>	
	A 1	<ul style="list-style-type: none"> <li>• HRP defined, Issues and challenges</li> </ul>	CO1,CO3
	A 2	<ul style="list-style-type: none"> <li>• HRP Process, Demand &amp; Supply Forecasting Methods</li> </ul>	CO3
	A 3	<ul style="list-style-type: none"> <li>• Job analysis- steps in job analysis, methods, job description and job specification, application of job analysis</li> </ul>	CO3
	<b>Unit B</b>	<b>Recruitment</b>	
	B 1	<ul style="list-style-type: none"> <li>• Recruitment Concept – Factors affecting recruitment</li> </ul>	CO1,CO5
	B 2	<ul style="list-style-type: none"> <li>• Methods and Sources of recruitment-Internal &amp; External</li> </ul>	CO5
	B 3	<ul style="list-style-type: none"> <li>• E-Recruitment, Inclusive Recruitment</li> </ul>	CO5
	<b>Unit C</b>	<b>Selection</b>	
	C 1	<ul style="list-style-type: none"> <li>• Process of Selection, Review of applications- Application Blank, weighted application Blank</li> </ul>	CO1, CO2
	C 2	<ul style="list-style-type: none"> <li>• Selection Tests- Personality &amp; technical, Selection test design, Reliability and Validity of tests</li> </ul>	CO2
	C 3	<ul style="list-style-type: none"> <li>• Employment Interviews- Structured, unstructured, behavioural, Group or individual interview, Guidelines for the Interviewer, Pre- employment Checks, Assessment Centre</li> </ul>	CO2
	<b>Unit D</b>	<b>Recruitment &amp; Selection Strategies and Evaluation</b>	
	D 1	<ul style="list-style-type: none"> <li>• Recruitment Strategies at worker, Middle &amp; Senior Level, Exit Interview</li> </ul>	CO4
	D 2	<ul style="list-style-type: none"> <li>• Recruitment &amp; Selection Evaluation: Budget, Time and Acceptance Rate</li> </ul>	CO4

	D 3	<ul style="list-style-type: none"> <li>Employee Onboarding- Process</li> </ul>	CO4
	Unit E	<b>Legal &amp; Contemporary Issues</b>	
	E 1	<ul style="list-style-type: none"> <li>Legal issues: Apprenticeship Act, Employment Act, Contract labour Regulation &amp; Abolition Act, Child Labour Abolition Act</li> </ul>	CO1
	E 2	<ul style="list-style-type: none"> <li>Contemporary Issues: Job sculpting, Employer branding, Alternatives to recruitment</li> </ul>	CO1
	E 3	<ul style="list-style-type: none"> <li>Global talent Acquisition &amp; Management</li> </ul>	CO1
	Mode of examination	Theory	
	Weightage Distribution	CA	MTE
		30%	20%
		ETE	50%
	Text book/s*	Recruitment and Selection: Theories and Practices, Dipak Kumar Bhattacharyya, First Edition, Cengage	
	Other References	<ol style="list-style-type: none"> <li>Human Resource Management 2010: V.S. P. Rao</li> <li>Human Resource Selection, Published: 2009 Author Gatewood, Field( Cengage)</li> <li>Human Resource Management: Sharon Pande (Pearson)</li> </ol>	

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

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

## Compensation Management

<b>School: SBS</b>		<b>Batch : 2018 -19</b>
<b>Program: BBA</b>		<b>Current Academic Year: 2019</b>
<b>Branch:</b>		<b>Semester: V</b>
1	Course number	BBA049
2	Course Title	Compensation Management
3	Credits	04
4	(L-T-P)	4-0-0
5	Course Objective	<ol style="list-style-type: none"> <li>1. The aim of this course is to make aware the students about Compensation and its objectives .</li> <li>2. Various Compensation systems operating in different industries at different levels.</li> <li>3. Students would be able to understand the various components of compensation, reward systems operating in organizational set up</li> </ol>
6	Course Outcomes	<p>On completion of this course, students will be able to :</p> <ul style="list-style-type: none"> <li>• To learn basic compensation concepts and the context of compensation practice.</li> <li>• Recognize how pay decisions help the organization achieve a competitive advantage.</li> <li>• Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues.</li> <li>• To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.</li> </ul>
7	Course Description	<p>Compensation management in organizations, including the role of human resources management in dealing with employees, and methods used to provide compensation. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them. Several important topics will be addressed in the class such as: Compensation professionals' goals within a human resource department. Ways to</p>

		strengthen the pay-for-performance link. Ways to strengthen the pay-for-performance link. Health insurance concepts.		
8	Outline syllabus			CO Mapping
	<b>UNIT A</b>	<b>Introduction</b>		
	<b>Unit A</b>	<b>Introduction to compensation management</b>		
	Topic A1	Meaning , objectives and Factors affecting compensation		CO1
	Topic A2	Types of compensation- Direct compensation & indirect compensation		CO1
	Topic A3	Major components of wage, Methods of payment-Time rate method, piece rate method and monthly.		CO2
	<b>Unit B</b>	<b>Management of Compensation &amp; compensation theories</b>		
	Topic B1	Compensation Planning, compensation for Workers and Managers		CO4
	Topic B2	Two Factor theory of compensation		CO2
	Topic B3	ERG Theory of compensation		CO1
	<b>Unit C</b>	<b>Workers Compensation- Legal framework</b>		
	Topic C1	Minimum Wages Act(concept of Fixation of wage, Administration of Act)		CO3
	Topic C2	Equal Remuneration Act		CO4
	Topic C3	The Employee's Provident Fund & Misc. Provisions Act, 1952(Definitions, Administration of Act, Employees pension Scheme, Employees Deposit – Linked Insurance Scheme )		CO2
	<b>Unit D</b>	<b>Pay Systems</b>		
	Topic D1	Various type of pay systems- Performance based pay system		CO2
	Topic D2	Knowledge / skill based pay		CO3
	Topic D3	Wage Policy at Organizational Level		CO1
	<b>Unit E</b>	<b>Incentive Plans</b>		
	Topic E1	Concept, objective and limitations		CO1
	Topic E2	Types of Incentives –Individual and Group based incentives		CO2
	Topic E3	Individual incentives Plans-straight piece rate, standard hour, Hasley Premium Plan, Profit sharing, Stock options, Group Incentive Plans-Taylor differential piece rate system, Priests Mans plan		CO3
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Compensation & Reward Management by B.D. Singh Excel Books		
	Other References	Compensation by George T Milkovich, CS Venkata Ratnam (Ninth Edition) Mc Graw Hill		

<b>POs CO s</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PS O1</b>	<b>PS O2</b>	<b>PS O3</b>	<b>PS O4</b>
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>CO4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

## Corporate Governance & Business Ethics

<b>School: SBS</b>		<b>Batch : BBA 2018-21</b>	
<b>Program: BBA</b>		<b>Current Academic Year: ....</b>	
<b>Branch: -</b>		<b>Semester: VI</b>	
1	Course Code		
2	Course Title	Corporate Governance and Business Ethics	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory	
5	Course Description	The course will cover corporate governance, business ethics	
6	Course Objective	<ol style="list-style-type: none"> <li>1. To define governance and explain its function in the effective management and control of organisations and of the resources for which they are accountable</li> <li>2. To explain the various concept and various theories of Business ethics.</li> <li>3. To learn the various approaches to ethical decision making.</li> <li>4. To make students acquainted with ethical code, value &amp; Corporate Social Responsibility.</li> </ol>	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Define and describe concepts related to corporate governance and business ethics</p> <p>CO2: Explain the various models related to corporate governance and business ethics</p> <p>CO3: Apply the principles and approaches in taking governance and ethical decisions.</p> <p>CO4: Analyse business situations in view of models and principles related to governance and ethics.</p>	
8	Syllabus Outline		CO Mapping
	Unit 1	<b>Corporate Governance</b>	
	1a	Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations	CO1
	1b	Corporate governance committees – India and International	CO1,CO2
	1c	Codes of Corporate Governance in global context	CO2
	Unit 2	<b>Theory and Practice of Corporate Governance</b>	
	2a	Theoretical basis of corporate governance	CO2,CO3
	2b	The evolution and structure of the Board of Directors	CO1
	2c	Different approaches to corporate governance - Corporate governance and corporate social responsibility	CO3,CO4

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

Mapping of COs with POs (Program Outcomes)

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

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School:</b>		BUSINESS STUDIES	<b>Batch : 2016-2019</b>
<b>Program:</b>		<b>BBA</b>	<b>Current Academic Year:2018-19</b>
<b>Branch:</b>		<b>Semester: VI</b>	
1	Course Code	BBA 031	
2	Course Title	<b>Performance Management</b>	
3	Credits		
4	Contact Hours (L-T-P)	3-1-0	
	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	<p>1.To describe how to set &amp; clarify expectations , communicate &amp; delegate performance goals effectively</p> <p>2.To elaborate on how to manage performance &amp; give ongoing constructive and positive feedback</p> <p>3. To illustrate how to approach and conduct performance appraisals in the context of performance management.</p> <p>4.To describe the importance of creating development plans to encourage employees to learn new skills and grow.</p>	
6	Course Outcomes	<p>CO1: The student will be able to reproduce the conceptual knowledge of performance management.</p> <p>CO2: The student will be able to differentiate between the various steps of performance management</p> <p>CO3: The student will be able to relate with the various available methodology &amp; select the most suitable for the organisation</p> <p>CO4: The student will be able to appraise ways to analyze various organisational scenarios connecting with performance management.</p>	
7	Course Description	<p>This Course provides an understanding of performance management and its importance for organizational and individual success. Through the detailed decoding of step by step process of Performance Management it sensitizes the student to the complexities and problems of improving and managing performance in the organization. The course describes the role and scope of performance management along with its applications.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>An overview of Performance Management System</b>	
	A	Performance management meaning, scope, objective, importance & principles	CO1, CO2
	B	Difference between Performance Management and Performance Appraisal	CO1, CO2
	C	Trends related to performance management in Industry	CO1, CO2
	<b>Unit 2</b>	<b>Performance Planning</b>	
	A	Meaning ,Goal Setting & Principles of setting Performance	CO1, CO2



- 1-Slight (Low)**
- 2-Moderate (Medium)**
- 3-Substantial (High)**

## **2.1 Template A1: Syllabus for Theory Subjects (SAMPLE)**

<b>School: SBS</b>		<b>Batch: 2017-2021</b>	
<b>Program:</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: VI</b>	
1	Course Code		
2	Course Title	Team Building & Leadership	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> <li>1. To learn the interpretive framework necessary to understand how high-performance teams will function in a particular cultural location.</li> <li>2. To learn the stages of team development and gain the skills to move embryonic teams through those stages to the highest levels of team performance.</li> <li>3. To gain self-awareness of personal leadership style, strength and personality for the purpose of effective team leadership.</li> <li>4. To develop the critical coaching competencies for effective team leadership.</li> </ol>	
6	Course Outcomes	<p>The students will be able:</p> <p>CO1: to define principles &amp; concepts applicable to the study of groups, teams, conflicts &amp; leadership.</p> <p>CO2: to describe models &amp; theories of conflict, leadership and team building.</p> <p>CO3: to illustrate essential team building &amp; leadership skills</p> <p>CO4: to analyse the challenges and problems relating to team building and leadership.</p>	
7	Course Description	The overall objective of this Course is to build and develop students' competency in teamwork and Leadership. Students will gain knowledge and skills about leadership development and team-building skills based on theories, principles, concepts, application, exercises/class activities, and experiential learning.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Understanding Teams</b>	
	A	Group vs teams, Stages of team development	CO1, CO2, CO3
	B	Types of teams, Team building process- How to build great teams?	CO1, CO2, CO3
	C	Managing cross-functional teams, diverse teams, virtual teams, self-managed teams- Challenges Team building in globalized era	CO1, CO2, CO4

	<b>Unit 2</b>	<b>Group</b>			
	A	What is a group, types of groups: Formal and informal groups			CO1, CO2
	B	Group Structure: Group roles, status, size, norms			CO1, CO3
	C	Group decision making processes- group think.			CO3, CO4
	<b>Unit 3</b>	<b>Leadership</b>			
	A	Leadership Defined, Attributes of an effective leader			CO1, CO2
	B	Managing & leading teams			CO3, CO4
	C	Leadership vs management, Leadership Styles			CO2, CO3
	<b>Unit 4</b>	<b>Theories of leadership</b>			
	A	Trait Theory-Big five/ OCEAN model.			CO2
	B	Behavioral Theory -Managerial grid-Mounton &Blake Model			CO2
	C	Contingency Theory -Hersey Blanchard theory.			CO2
	<b>Unit 5</b>	<b>Conflict</b>			
	A	Conflict- Concept, Causes and types			CO1, CO2
	B	Stages of conflict formation			CO3
	C	Conflict Resolution for effective Team building			CO3, CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Rathan Reddy-Team building & Leadership (Jaico)			
	Other References	<ul style="list-style-type: none"> <li>• Sahu R K-Group dynamics &amp; team building</li> <li>• West Michael - Effective Team Work (Excel Books, 1st Ed.)</li> <li>• Sadler Philip - Leadership (Crest Publishing House)</li> <li>• Case studies, video clippings, TEDx Talks, Readings</li> </ul>			

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

### Human Resource Information Systems

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

		<p>CO4: The student will be able to Compare different HRIS software, compute ROI, and do cost-benefits analysis.</p> <p>CO5: The student will be able to evaluate the performance of the employees through HRIS software by creating KPI, tracking, establishing L&amp;D and reviewing the employees' performance.</p>
7	Course Description	This course is designed to explore the students to provide basic knowledge about Human Resource Management through software application with hands on experience in different HR functions. It includes Compare different HRIS software, compute ROI, and do cost-benefits analysis.
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>HRIS and HR Planning</b>
	A	HRIS Introduction, Need for HRIS, Different types of HRIS, HRIS Installation and Configuration.
	B	Human Resource Planning 1 : Use of software to define organizational structure, new jobs and reporting structure.
	C	Human Resource Planning 2 : Use of software to create positions, search and update employee records.
	<b>Unit 2</b>	<b>Recruitment</b>
	A	Recruitment Overview, Use of software to create and approve new job opening with pay grades and job categories.
	B	Use software to screen applicants and explain how IS can help.
	C	User Management : Creating and Managing different types of Users and Configuring modules based on User level. Maintaining Skills inventory.
	<b>Unit 3</b>	<b>HR Operations &amp; Profile Management</b>
	A	HR Operations 1 : Understand different types of leave, Leave calculation and approval
	B	HR Operations 2 : Understand components of compensation , Simulate pay run using Excel
	C	Performance Management and Profile Management: Profile overview, Use of software to manage employee profile
	<b>Unit 4</b>	<b>Compensation &amp; reports</b>
	A	Increments and bonuses : How salary matrix is used for increments, How performance affects bonuses, Use software to award increments and bonuses
	B	Reports : Importance of reporting in HR, Create customized reports by using HRIS

	C	Query Manager; Using Prompt ; Criteria			CO4
	<b>Unit 5</b>	<b>HR workflow and HR Strategy</b>			
	A	Workflow, how HRIS can be used to configure workflows, Reasons of different workflows needed in core HR functions , Describe how workflows are handled in the HRIS,			CO3, CO5
	B	Use the HRIS to configure workflows in recruitment, L&D, performance management and leave application			CO3, CO5
	C	HR Strategy: · Comparing different HRIS software, Calculation of ROI, Cost benefits analysis, Making a recommendation			CO5
	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		60%	N/A	40%	
	Text book/s*	Human Resource Information Systems: Basics, Applications, and Future Directions 3rd Edition, by Michael J. Kavanagh, Mohan Thite ,Richard D. Johnson, Sage Publications.			
	Other References	<ol style="list-style-type: none"> <li>1. Practical Guide to Human Resource Information Systems by Satish M. Badgi.</li> <li>2. Encyclopedia of Human Resources Information Systems: Challenges in E-HRM by Teresa Torres-Coronas, and Mario Arias-Oliva, Information Science, Newyork.</li> </ol>			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO4
CO1	2	2	1	....	1	...	3	2	1	1
CO2	2	1	2	...	1	1	2	2	1	1
CO3	1	1	....	...	1	1	1	3	1	...
CO4	1	2	3	....	....	1	1	3	2	1
CO5	1	2	3	...	...	1	2	3	1	.....

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

## HUMAN RESOURCES-VALUES & CONTRIBUTION TO ORGANISATIONAL SUCCESS

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<b>School:</b>		<b>Batch : 2018-21</b>	
<b>Program:</b>		<b>Current Academic Year:</b>	
<b>Branch:</b>		<b>Semester: 06</b>	
1	Course Code		
2	Course Title	<b>Human Resources-Values &amp; Contribution to Organisational Success</b>	
3	Credits	04	
4	Contact Hours (L-T-P)	0-0-4	
	Course Status	Compulsory	
5	Course Objective	<p>This course uncovers the ways through which the various HR functions establish their contribution to the organisational health and climate. It weaves the relationship between practices, performance and effectiveness of HR.</p> <p>1-Guide typical aims and objectives of the HR function in a contemporary context,</p> <p>2-Enabling them to make an effective contribution to the HR department of an organisation.</p> <p>3-Attain a greater understanding and appreciation of the role played by HRM in adding value to activities which contribute to the success of an organisation.</p>	
6	Course Outcomes	<p>After completing this course, students should be able to:</p> <p>CO1: To understand the HR practices that acts as a differentiating factor for effective organisations.</p> <p>CO2: To explore the best practices followed in contemporary industrial practices.</p> <p>CO3: To establish a synthesis between various HR functions.</p> <p>CO4: To analyse and evaluate the strategic connect of various HR practices.</p>	
7	Course Description	This will enable students to show an awareness of HR as a key contributor to organisational success. This course provides the opportunity to make links between the role and function of HR and show how HR is emerging in the modern world.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Exploring Procurement Practices</b>	
	A	Case study Analysis Exercise on Modern Procurement Practices	CO1

	B	Group Survey of five Contemporary Companies of an industry	CO1,CO2
	C	Presenting the Outcomes and Comparative Analysis	CO2, CO3,CO4
	<b>Unit 2</b>	<b>Understanding the Training &amp; Development Practices</b>	
	A	Analysing a Case on latest trends in Training & Development Practices	CO1 CO4
	B	Group Survey of three Companies of an industry	CO2,
	C	Deliverables to be Presented by the team	CO2, CO3,CO4
	<b>Unit 3</b>	<b>Appreciating the Performance Management System</b>	
	A	Case study Analysis Exercise on changing Performance Management Practices	CO2, CO4
	B	Group Survey of two Companies of an industry	CO2, CO4
	C	Presenting the Outcomes and Analysis	CO2, CO3,CO4
	<b>Unit 4</b>	<b>Exploring the Employee Engagement Practices</b>	
	A	Case study Analysis Exercise on the modern employee Engagement Practices	CO1, CO4
	B	Survey of five companies engagement practices in an industry	CO2, CO3
	C	Demonstrating how the learning can be transferred for SU	CO2, CO3,CO4
	<b>Unit 5</b>	<b>A Relook at the Industrial Relation Practices</b>	
	A	Exploring the IR best practices in Secondary Literature sources	CO1,
	B	Case Study Analysis of two IR disputes & their handling mechanism .	CO2, CO4
	C	Presentation on the modern outlook towards IR	CO2, CO3,CO4
	Mode of examination	Viva	
	Weightage Distribution	CA 60%	MTE ETE 40%
	Text book/s*	<b>Contemporary HRM Issues</b>	
	Other References	Reports from Great Place to work Series	

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

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School:</b>		BUSINESS STUDIES	<b>Batch : 2016-2019</b>
<b>Program:</b>		<b>BBA</b>	<b>Current Academic Year:2018-19</b>
<b>Branch:</b>		<b>Semester: VI</b>	
1	Course Code	BBA 031	
2	Course Title	<b>Performance Management</b>	
3	Credits		
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Elective	
5	Course Objective	<p>1.To describe how to set &amp; clarify expectations , communicate &amp; delegate performance goals effectively</p> <p>2.To elaborate on how to manage performance &amp; give ongoing constructive and positive feedback</p> <p>3. To illustrate how to approach and conduct performance appraisals in the context of performance management.</p> <p>4.To describe the importance of creating development plans to encourage employees to learn new skills and grow.</p>	
6	Course Outcomes	<p>CO1: The student will be able to reproduce the conceptual knowledge of performance management.</p> <p>CO2: The student will be able to differentiate between the various steps of performance management</p> <p>CO3: The student will be able to relate with the various available methodology &amp; select the most suitable for the organisation</p> <p>CO4: The student will be able to appraise ways to analyze various organisational scenarios connecting with performance management.</p>	
7	Course Description	<p>This Course provides an understanding of performance management and its importance for organizational and individual success. Through the detailed decoding of step by step process of Performance Management it sensitizes the student to the complexities and problems of improving and managing performance in the organization. The course describes the role and scope of performance management along with its applications.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>An overview of Performance Management System</b>	
	A	Performance management meaning, scope, objective, importance & principles	CO1, CO2
	B	Difference between Performance Management and Performance Appraisal	CO1, CO2



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**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**