

COURSE OUTCOME

STREAM: BBA (SEMESTER – 1)

CC101- Principles and Practices of Management - 4Credits

CC101	CONTENT	Objectives & Expected Outcomes
Unit 1	<p>Introduction to Management</p> <p>Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the basic concepts, principles, and theories of management. 2. To examine the essential functions of managers. 3. To analyze the impact of globalization, diversity, and ethics on management. 4. To develop skills in strategic planning, decision-making, and leadership.
Unit 2	<p>Planning, Organizing and Staffing</p> <p>Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decisionmaking- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Demonstrate how management principles are used to solve practical business problems 2. Compare and contrast different management theories and their effectiveness in various organizational contexts
Unit 3	<p>Leading, Directing and Controlling</p> <p>Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.</p>	<ol style="list-style-type: none"> 3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices 4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.
Unit 4	<p>Strategic Management, Ethics and Social Responsibility</p> <p>Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.</p>	

COURSE OUTCOME
STREAM: BBA (SEMESTER – 1)
AEC101 - Business Communication-I - 2Credits

CC101	CONTENT	Objectives & Expected Outcomes
Unit 1	<p>Introduction to Communication in Organizations</p> <p>Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the concept, process, and importance of Business Communication. 2. To help students in understanding the basic principles and techniques of business communication. 3. To train students to acquire and master written communication for the corporate world.
Unit 2	<p>Written Communication</p> <p>Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.</p>	<ol style="list-style-type: none"> 4. To sensitize students to understand Business Communication in Global and Cross-Cultural context. <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
Unit 3	<p>Interpersonal Communication</p> <p>Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)</p>	<ol style="list-style-type: none"> 2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same. 3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
Unit 4	<p>Digital Communication</p> <p>Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.</p>	<ol style="list-style-type: none"> 4. Able to present in front of audience with confidence and expertise.

COURSE OUTCOME
STREAM: BBA (SEMESTER – 1)
CC102 - Financial Accounting - 4Credits

CC101	CONTENT	Objectives & Expected Outcomes
Unit 1	<p>Introduction to Accounting, Accounting system and process</p> <p>Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To provide an understanding of application of various principles and practice of Accounting. 2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting. 3. To apply the knowledge of systematic maintenance of books of accounts to real life business. 4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.
Unit 2	<p>Recording transactions and Trial balance</p> <p>Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.</p>	<p>Course Outcomes:</p> <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none"> 1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
Unit 3	<p>Final Accounts</p> <p>Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts</p>	<ol style="list-style-type: none"> 2. Demonstrate the knowledge on the process of accounting cycle.
Unit 4	<p>Company Final Accounts</p> <p>Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).</p> <p>Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.</p>	<ol style="list-style-type: none"> 3. Apply the knowledge of systematic maintenance of books of accounts to real life business. 4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.

COURSE OUTCOME

STREAM: BBA (SEMESTER – 1)

CC103 - Business Statistics and Logic - 4Credits

CC103	CONTENT	Objectives & Expected Outcomes
Unit 1	<p>Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis</p> <p>Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To establish importance of logical reasoning in human inquiry. 2. To demonstrate data handling skills and summarize data with clarity. 3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario. 4. To understand business problems and make decisions using appropriate statistical models and explain trends 5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.
Unit 2	<p>Correlation and Regression</p> <p>Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning,</p>	<p>Course Outcomes:</p> <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate data handling skills with clarity and logical reasoning. 2. Outline the relevant concepts of Statistics to a given context/business scenario 3. Organize business data and conduct statistical treatment. 4. Evaluate and interpret data using appropriate statistical techniques. 5. Explain data trends using appropriate statistical models.
Unit 3	<p>Probability and Probability distributions</p> <p>Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.</p>	
Unit 4	<p>Introduction to Logic</p> <p>Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.</p>	

COURSE OUTCOME
STREAM: BBA (SEMESTER – 1)
AEC 102 - General English - I - 4Credits

CC103	CONTENT	Objectives & Expected Outcomes
Unit 1	Vocabulary Building The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.	Course Objectives: 1. To provide learning environment to practice listening, speaking, reading and writing skills. 2. To assist the students to carry on the tasks and activities through guided instructions and materials. 3. To effectively integrate English language learning with employability skills and training. 4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations. Course Outcomes: On having completed this course student should be able to: The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills
Unit 2	Basic Writing Skills Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely	
Unit 3	Identifying Common Errors in Writing Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies	
Unit 4	Nature and Style of sensible Writing Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing	
Unit 5	Oral Communication (This Module involves interactive practice sessions in Language Lab) Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations	
Unit 6	Oral Communication (This Module involves interactive practice sessions in Language Lab) Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations	

COURSE OUTCOME
STREAM: BBA (SEMESTER – 1)
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CC103	CONTENT	Objectives & Expected Outcomes
Unit 1	Vocabulary Building The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.	Course Objectives: 1. To provide learning environment to practice listening, speaking, reading and writing skills. 2. To assist the students to carry on the tasks and activities through guided instructions and materials. 3. To effectively integrate English language learning with employability skills and training. 4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations.
Unit 2	Basic Writing Skills Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely	
Unit 3	Identifying Common Errors in Writing Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies	
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Unit 6	Oral Communication (This Module involves interactive practice sessions in Language Lab) Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations	

Course Outcomes:
 On having completed this course student should be able to:
 The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills

DETAILED SYLLABUS

SEMESTER -II

CC201-Human Behaviour and Organization

4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Human Behavior and Organization:</p> <p>Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To develop basic understanding of the concept of human behavior and organization. 2. To highlight the importance of OB in modern organizations. 3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization. 4. To critically evaluate leadership styles and strategies. <p>Course Outcomes:</p> <p>After completing this Course Students will be able to:</p> <ol style="list-style-type: none"> 1. Describe individual and group behavior in organizational settings.
UNIT-II	<p>Individual Behavior:</p> <p>Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation - Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).</p>	

<p>UNIT-III</p>	<p>Group & Team Behaviour:</p> <p>Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.</p>	<p>2. Demonstrate theoretical knowledge of human behavior in human lifesetting in management.</p> <p>3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.</p>
<p>UNIT-IV</p>	<p>Leadership & Power</p> <p>Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.</p> <p>Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.</p>	<p>4. Formulate a more productive system and high-performance work culture operating on the principles of OB.</p>

CC202- Marketing Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business. 2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives 3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.
UNIT-II	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer	
UNIT-III	Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand	

	<p>Management and Innovation and New Product Development.</p> <p>Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.</p> <p>Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.</p> <p>Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context. 2. Recognize various elements of marketing. 3. Critically analyze an organization's marketing strategies. 4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases. 5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.
<p>UNIT-IV</p>	<p>Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).</p>	

CC203- Business Economics
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Fundamentals and Basic elements of Microeconomics: The Economic Problem: Scarcity and Choice, Nature and Scope- Positive and Normative Economics.</p> <p>Scope of Study and Central Problems of Micro and Macroeconomics</p> <p>Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.</p> <p>Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. It equips students with fundamental concepts of microeconomics. Business economics delves into the complexities of market structures, helping students navigate 2. challenges such as com 3. It fosters critical thinking by analyzing real-world case studies, enabling students to propose 4. innovative solutions to business problems. 5. A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts 6. seeking to thrive in today's dynamic and interconnected business landscape. <p>Course outcomes:</p> <p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand basic conc
UNIT-II	<p>Producer And Consumer Behavior:</p> <p>Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.</p> <p>Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.</p> <p>Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi- Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.</p>	

<p>UNIT-III</p>	<p>Analysis of Market: Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.</p>	<ol style="list-style-type: none"> 2. distribution of the scarce resources. 3. To analyze the form and nature of the market and their pricing strategies. 4. Understand the calculation of national income and true measure for increasing economic welfare. 5. Understand various challenges associated with the Indian economy and help to balance the economy.
<p>UNIT-IV</p>	<p>National Income and Various Indian Economy Challenges: Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. A Brief Introduction of Indian Economy - Pre- and Post-Independence. Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.</p>	

SEC201- Emerging Technologies and Applications
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p style="text-align: center;">Cloud Computing</p> <p>Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based -enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks</p>	<p style="text-align: center;">Course Objectives:</p> <p>1.To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.</p> <p>2.To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.</p>
UNIT-II	<p style="text-align: center;">Internet of Things (IoT) & Industry 4.0</p> <p>Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization</p>	<p style="text-align: center;">Course outcomes:</p> <p style="text-align: center;">Course Outcomes:</p> <p>1. Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.</p> <p>2. Students will</p>

<p>UNIT-III</p>	<p>Block chain Technology</p> <p>Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations</p>	<p>analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.</p>
<p>UNIT-IV</p>	<p>Augmented Reality (AR) and Virtual Reality (VR)</p> <p>Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.</p>	<p>3. Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.</p> <p>4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.</p>

MDE201- Media Literacy and Critical Thinking
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Foundations of Media Literacy and Critical Thinking:</p> <p>Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases. 2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility. 3. Explore media production dynamics and ownership structures in the Indian context. 4. Address ethical and regulatory considerations in media practices. 5. Enhance digital media literacy for responsible online engagement and combating misinformation.
UNIT-II	<p>Deconstructing Media Texts:</p> <p>Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.</p>	
UNIT-III	<p>Media Consumption and Production Dynamics:</p> <p>Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns</p>	

<p>UNIT-IV</p>	<p>Ethics, Regulation, and Digital Media Literacy:</p> <p>Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies. 2. Apply media literacy principles to 3. Understand the complexities of media production, distribution, and audience behavior. 4. Adhere to ethical standards in media content creation and consumption.
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VAC201- Indian Constitution
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>An Economic History of the Constitution of India: Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students. 2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices. 3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies. 4. Explore the legal history of competing claims between economic development and principles of equity and justice in India. 5. Examine the transition from state-led
UNIT-II	<p>Fundamental Rights and Business in India:</p> <p>Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.</p>	
UNIT-III	<p>Fiscal Federalism:</p> <p>Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within</p>	

	<p>the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.</p>	<p>industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.</p>
<p>UNIT-IV</p>	<p>Constitutional battles that shaped the economy:</p> <p>This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies</p>	<p>6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.</p> <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business 2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business 3. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

AEC 201- Business Communication-II
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Written communication: intra organizational/ departmental/ workplacecommunication</p> <p>Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting;</p> <p>Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the concept, process, and importance of business communication with a strategic imperative. 2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills 3. To train students to acquire and master intra and interorganizational communication 4. To train students for communicating effectively for the purpose of gaining employment.

	<p>communication; Managing Crisis-Communication; Managing communication during change; Culture as communication</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Apply the skills for writing various workplace written communications. 2. Effectively analyze and evaluate Business Reports. 3. Demonstrate competence in delivering impressive power- point presentations. 4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.
<p>UNIT-II</p>	<p>Oral Communication, Professionalism and team work</p> <p>Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Converzations, Radio Presentation, Public address and Podcast.</p> <p>Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.</p>	
<p>UNIT-III</p>	<p>Negotiation Skills and Cross-Cultural Communication</p> <p>Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation;</p> <p>Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse</p>	

	<p>workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.</p>	
<p>UNIT-IV</p>	<p>Contemporary Communication</p> <p>Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills - email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship -digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.</p> <p>Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.</p>	

DETAILED SYLLABUS

SEMESTER -III

CC 301- Cost and Management Accounting

4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Cost and management accounting</p> <p>Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production-pricing methods-FIFO, LIFO and Average methods. Labor cost: direct and indirect labour cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none">1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analysing the financial statements for managerial information3. To provide with the basic understanding of

<p>UNIT-II</p>	<p>Marginal Costing and Budgetary control</p> <p>Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and</p> <p>Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety- Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget,</p>	<p>budgetary control</p> <p>4. To develop the knowledge of the learners to understand and prepare a management report.</p> <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Interpret the relevant theories of cost and management accounting and prepare Costsheets and quotations. 2. Ascertain Material and Labor cost, allocation and apportionment of overheads. 3. Interpret the financial statements for managerial decision making and preparation of management reports
<p>UNIT-III</p>	<p>Financial Statement Analysis</p> <p>Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis- Trend Analysis. Ratio Analysis - Introduction, Classification & Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.</p>	
<p>UNIT-IV</p>	<p>Cash flow statement and Management Reporting</p> <p>Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments. Management Reporting - Meaning and Definitions of reports- Objectives and Purpose- Reports to top level management - Reports to lower level management- Sample Reports</p>	

CC301- Legal and Ethical issues in business
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Business Law</p> <p>Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. The course aims to provide students with the understanding of key legal and ethical issues in the business context of India 2. The course will help students analyze ethical dilemmas in business decisions 3. The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations. 4. The course will help the students gain knowledge about the ways
UNIT-II	<p>Sales and Leases</p> <p>Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;</p> <p>Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.</p>	

<p>UNIT-III</p>	<p>Introduction to Business Ethics: The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business;</p> <p>Issues related to Business Ethics in marketing, finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.</p>	<p>in which organizational and individual factors impact business ethics</p> <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Recall major laws and regulations and ethical principles that guide business conduct. 2. Analyse case studies to identify legal and ethical challenges within business operations.
<p>UNIT-IV</p>	<p>The Ethical Decision-making process</p> <p>Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karmyog, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.</p>	<ol style="list-style-type: none"> 3. Evaluate the effectiveness of existing legal frameworks in governing business practices 4. Propose solutions to ethical dilemmas based on ethical theories and principles that align with corporate social responsibility

CC303- Human Resource Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>The Nature of HRM Human Resource Management—An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. The course will enable students to understand how HR plays a functional role, needed for organizational effectiveness and management. 2. Understand the difference between functional and strategic role of HR 3. Students will analyse the need for HR planning, Innovation, use of technology, and sector specific HR needs 4. Understand the innovation in HRM and best practices <p>Course outcomes:</p> <ol style="list-style-type: none"> 1. Explain how Functional HRM contributes in organizational management. 2. Analyze all HR Functions like recruitment selection, performance management,
UNIT-II	<p>Plan, Acquire, Develop, Career Management Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team.</p>	
UNIT-III	<p>Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations</p>	
	<p>Technology, HR Analytics, Innovation Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium</p>	

UNIT-IV	Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM , Green HRM and challenges.	<p>compensation benefit, Training and Development and Career Management/Talent Management</p> <ol style="list-style-type: none"> 3. Apply HR analytics, HR with innovation 4. Create sustainable goals with diversity, Inclusion and wellness
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MDE 301- Indian Systems of Health and Wellness
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p style="text-align: center;">Introduction to Health & Wellness</p> Definition of Health Importance of health in everyday life Components of health – physical, social, mental, spiritual and its relevance Concept of wellness Mental health and wellness Determinants of health behaviour	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the importance of a healthy lifestyle 2. To familiarize students about physical and mental health 3. To create an awareness of various lifestyle related diseases
UNIT-II	<p style="text-align: center;">Mind Body and Well-Being</p> Mind body connection in health – concept and relation Implications of mind-body connection Wellbeing – why it matters? Digital wellbeing	<p style="text-align: center;">Course Outcomes:</p> <ol style="list-style-type: none"> 1. Explain the concept and nature of health, wellness and its various implications

<p>UNIT-III</p>	<p>Deficiency & Diseases Malnutrition, under nutrition and over nutrition Body system and common diseases Sedentary lifestyle and risk of disease Modern lifestyle and associated health risks</p>	<p>2. Demonstrate adequate knowledge on well-being and promotion of healthy behavior.</p>
<p>UNIT-IV</p>	<p>Indian system of well being Health beliefs of India Health systems in India – AYUSH. Perspective of indigenous people towards health Happiness and well-being in India</p>	

SEC 301- Management Information System (MIS)
4 Credits

<p>PAPER-1</p>	<p>CONTENT</p>	<p>COURSE OBJECTIVES AND EXPECTED OUTCOMES</p>
<p>UNIT-I</p>	<p>Fundamentals concepts of MIS Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era. 2. Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques. 3. Analyze various MIS
<p>UNIT-II</p>	<p>Data base management system: Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data</p>	

	base administration- Entity - Relationship (conceptual)	applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprise models, business process reengineering, and digital communication strategies.
UNIT-III	<p>Information system applications:</p> <p>MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.</p>	4. Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.
UNIT-IV	<p>Managing Projects</p> <p>Objectives of project management, Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.</p>	Course Outcomes:

VAC301- Sports

4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Unit -1:Introduction to Physical Education in The Contemporary Context (Any Two) Learn and demonstrate the technique of Suryanamaskar Develop Physical Fitness through Calisthenics / Aerobics / Circuit-Training / Weight-Training and demonstrate the chosen activity Select any one game available in the college and learn different techniques involved in its play</p>	<p>Course Objectives:</p> <ul style="list-style-type: none"> i. Understand the fundamental principles and concepts of sports management, including its scope, organizational structure, and ethical considerations. ii. Analyse the role of marketing and sponsorship in the sports industry, with a focus on branding, target audience segmentation, and event management. iii. Develop proficiency in financial management. iv. Apply theoretical knowledge to practical scenarios through case studies and projects, fostering critical thinking and problem-solving skills in sports management contexts. v. Explore the application of analytics and technology in sports, including performance evaluation, strategic decision-making, and fan engagement.
UNIT-II	<p>Core Physical Education-: Fitness, Wellness and Nutrition (Any Two) Measurement of Fitness Components – Leg-raise for Minimal Strength (Muscular Strength); Sit- ups Muscular Endurance); Harvard Step Test, Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measuring height, weight, waist circumference and hip circumference Calculation of BMI (Body Mass Index) and Waist-Hip Ratio Engage in at least one wellness programme and write a report on it.</p>	
UNIT-III	<p>Media and Careers in Physical Education (Any Two) Organize an event / intramural / tournament in your college. Prepare a News Report of an observed Sports competition. Create a presentation on any topic from Physical Education using an audio-visual aid. Demonstrate Warming-up / Conditioning / Cooling-down exercises.</p>	

<p>UNIT-IV</p>	<p>Sports Industry & Marketing (Any Two) Identify an issue or a trend in the sports industry: Players in professional or college sports or Ownership Marketing Plan: Environmental Factors and Product Plan Draft, Paper bibliography/ works cited, Sponsorship proposal, Developing a budget plan for an event Athlete branding</p>	<p>Course Outcomes:</p> <ul style="list-style-type: none"> i. Demonstrate a comprehensive understanding of sports management principles, including organizational structures, legal issues, and ethical considerations. ii. Evaluate marketing strategies and sponsorship opportunities in the sports industry, devising effective branding and promotional campaigns. iii. Apply financial management techniques to analyze revenue streams, control costs, and make informed investment decisions in sports organizations. iv. Utilize sports analytics tools and technology to enhance performance evaluation, strategic planning,
<p>UNIT-V</p>	<p>Physical Education Concept of physical education, its relation with technical education, health and recreation Scope and importance of physical education.</p>	
<p>UNIT-VI</p>	<p>Sports (Practical) Every student shall opt minimum of three athletics events. Each student shall opt minimum one game major/minor i.e. athletics, badminton, basketball, cricket, football, table tennis, volleyball, kabaddi, Lawn Tennis, Chess; Participation in mini marathon, annual athletics meet, physical fitness and cardio respiratory efficiency test</p>	

		<p>and fan engagement initiatives.</p> <p>v. Synthesize course concepts through practical applications, demonstrating the ability to address real-world challenges in sports management scenarios.</p>
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DETAILED SYLLABUS
BBA(Bachelor in Business Administration)
SEMESTER -IV

CC401-Entrepreneurship and Startup Ecosystem
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Entrepreneurship & Family Business: Definition and Concept of entrepreneurship, Entrepreneur Characteristics, Classification of Entrepreneurs, Role of Entrepreneurship in Economic Development –Start-ups, Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand Entrepreneurship and its types 2. To understand that not all ideas can be turned into viable business models and guestimate business potential of an idea 3. To understand different type of finances available and financing methods 4. To be able to draft business plans on an identified idea 5. To understand the nuances of operating a startup – low budget marketing, stabilizing operations, build a team from scratch and scaling the business 6. To know what is a Family Business and how is it different from Entrepreneurship <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Understand basic building blocks of creating a venture 2. Be able to identify a business opportunity and translate it into a viable business model 3. Identify the elements of the Indian entrepreneurship ecosystem and take relevant benefits from the constituents 4. Know the legacy of family businesses and key differentiations from
UNIT-II	<p>Evaluating Business opportunity: Sources of business ideas and opportunity recognition, Guesstimating the market potential of a business idea, Feasibility analysis of the idea, Industry, competition and environment analysis</p>	
UNIT-III	<p>Building Blocks of starting ventures: Low cost Marketing using digital technologies, Team building from scratch, Venture Funding, Establishing the value-chain and managing operations, Legal aspects like IPR and compliances</p>	
UNIT-IV	<p>Start-up Ecosystem: Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc., Know various govt. schemes like Start-up India, Digital India, MSME etc. Sources of Venture Funding available in India, Source of Technology, Intellectual Property management</p>	

DETAILED SYLLABUS
BBA(Bachelor in Business Administration)
SEMESTER -IV

		entrepreneurship
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CC402- Operations Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Operations Management: Operations management is the backbone of any organization, involving the planning, organizing, and supervision of processes. This unit covers the significance of operations management in achieving organizational success by enhancing efficiency, ensuring quality, and delivering customer satisfaction. Students will explore different production systems, the alignment of operations with business strategies, and the key functions of operations management, including planning, organizing, staffing, leading, and controlling.</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. To Understand the role of Operations 2. To know the process and ways to improve productivity 3. Operations Strategy Development 4. Capacity Planning and Resource Management 5. Quality Management and Control 6. Supply Chain Management 7. Decision-Making in Operations
UNIT-II	<p>Process Design and Analysis: This unit delves into the strategic decisions involved in selecting and designing processes and layouts. Students will learn to analyze processes using tools like flowcharts and process maps and explore various techniques for continuous improvement. The unit also covers capacity planning, providing strategies to balance capacity and demand effectively. Emphasis is placed on understanding process choices, layout decisions, and the importance of space utilization, flexibility, cost, safety, and comfort.</p>	
UNIT-III	<p>Quality Management: Quality management is crucial for delivering products and services that meet customer expectations and adhere to industry standards. This unit explores essential quality concepts, the principles of Total Quality Management (TQM), and the implementation of Six Sigma and Lean Manufacturing. Students will learn various tools and techniques to enhance quality,</p>	

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	reduce defects, and improve operational efficiency, leading to higher customer satisfaction and competitive advantage.	systems and develop strategies aligned with business objectives.
UNIT-IV	<p>Emerging Trends in Operations Management: The field of operations management is continuously evolving with new trends and technologies. This unit focuses on sustainable operations, the impact of technology, and the complexities of global operations. Students will understand the importance of integrating sustainable practices, leveraging advanced technologies like AI and IoT, and managing operations in a global context. These insights will prepare students to adapt to the dynamic business environment and drive operational excellence.</p>	<ol style="list-style-type: none"> 3. Optimize operational processes through effective process design, layout decisions, and capacity planning. 4. Implement quality management principles to enhance product/service quality and reduce defects. 5. Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.

CC403- Financial Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Financial Management: Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance- Bootstrapping, Series Funding.</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. To apply the knowledge in taking finance decisions. 2. To develop analytical skills to identify financial management problems and solve them. 3. To analyse the relationship among capital structure, cost of capital, dividend decisions, and value of the business. 4. To assess a firm’s requirement for long-term assets by applying capital budgeting techniques.
UNIT-II	<p>Capital Structure & Capitalization: Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial</p>	

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	structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems	<p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Summarize the motives behind financial decision making. 2. Interpret the relevant theories and concepts of various practices of financial management and ethics in Finance. 3. Analyze the relationship among capital structure, cost of capital, dividend decisions, and value of the business. 4. Evaluate projects for profitability
UNIT-III	<p>Cost of Capital, Leverages and Managing Working Capital:</p> <p>Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems. Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working capital-Practice problems. Management of cash. Management of inventory and debtors.</p>	
UNIT-IV	<p>Capital Budgeting and Dividend policy</p> <p>Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.</p>	

CC404- Business Research Methodology
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Research:</p> <p>This unit explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. To grasp the fundamentals of research methodology and apply them in various research or project works. 2. To identify and utilize appropriate research methods
	<p>Formulating the Research Problem:</p> <p>Students will learn how to identify and formulate</p>	

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UNIT-II	research problems, conduct literature reviews, and develop research questions and objectives. This unit also covers the process of creating effective research designs.	<p>aligned with research objectives.</p> <ol style="list-style-type: none"> 3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements. 4. To learn the intricacies of interpreting data and writing comprehensive research reports. <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Prepare a detailed research plan covering all essential aspects of a research project. 2. Construct and administer effective research instruments like questionnaires. 3. Execute data collection strategically to gather relevant information. 4. Apply advanced statistical techniques for data interpretation. 5. Draft comprehensive research reports tailored to specific audience needs.
UNIT-III	<p>Measurement and Data Collection:</p> <p>This unit focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques. It also covers various data collection methods, including questionnaires, interviews, and observations.</p>	
UNIT-IV	<p>Data Analysis and Interpretation:</p> <p>Topics include sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests. This unit also discusses the tools and techniques for data visualization like charts, tables, and box plots.</p>	

VAC 401- Business Environment and Public Policy
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.	<p>COURSE OBJECTIVES:</p> <p>The objective of this course is to give an orientation to the students with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations. Additionally, delving into public policies will give students a grasp of the regulatory framework and government initiatives shaping the business landscape in India.</p>
UNIT-II	Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, Regional Economic Integrations in the development of the Nations.	
UNIT-III	Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA &	

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BBA(Bachelor in Business Administration)
SEMESTER -IV

	FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.	COURSE OUTCOMES: 1. Understand relationship between environment and business, different concepts & its implementation. 2. Integration of business environment principles and strategies into domestic and international business. 3. In-depth knowledge of public policies and reforms since independence. 4. Apply the knowledge to analyse the current situations and take prudent decisions.
UNIT-IV	Problems and Challenges of Growth of Economy: Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.	
UNIT-V	Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.	

CC 405- International Business
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	Introduction to International Business: Introduction to International Business Stages of Internationalization – EPRG Framework - International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses	COURSE OBJECTIVES: The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business COURSE OUTCOMES: 1. Demonstrate and interpret the fundamental theories of international business and trade.
UNIT-II	Introduction of Foreign Direct Investment: Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.	
UNIT-III	Economic Integration: Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies.	
	Emerging Trends in International Business: International Entrepreneurship and Born Global	

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UNIT-IV	Firms, Ethical Considerations – CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business.	<ol style="list-style-type: none">2. Develop an understanding of the concept of Foreign Direct Investment and its impact on various world economy3. Analyse the significance of economic Integration in International Business4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement
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DETAILED SYLLABUS
BBA(Bachelor in Business Administration)
SEMESTER -V

CC 501-Strategic Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Strategy: The objectives of this topic is to understand concept of "strategy", and discuss the most common elements of strategy; the topic also undertakes the evolution of strategic management thinking over the decades; the topic covers the importance of strategic thinking and gives insight into how the firms build and sustain competitive advantage. Strategy – concept, relevance, role and benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To enhance the ability to do the job of a general manager responsible for strategic performance. Specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole. 2. Analyse the competitive situation and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.
UNIT-II	<p>Strategic Analysis: The objective of the unit are to evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, to forecast industry profitability from shifts in underlying conditions and forces; to understand the industry for strategy formulation.</p> <p>Environmental appraisal- Scanning the Environment ,Technological, Social, Cultural, Demographic, Political, Legal; Evaluating Company’s External Environment: Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces, Industry Analysis – Analysis of the competitive environment ; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis , Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix.</p>	
UNIT-III	<p>Strategy Formulation: The objectives of the Unit are to review corporate strategy for a diversified firm and identify the sources of corporate advantage; to understand the</p>	

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	<p>mechanism of diversification leading to value creation. It also helps to develop understanding about the different corporate strategies which are crucial for the survival, growth and expansion of the business. Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies; Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions</p>	<p>COURSE OUTCOMES:</p> <p>1.</p>
<p>UNIT-IV</p>	<p>Strategy Implementation and Control: The objectives of this topic are to understand the importance of internal alignment and learn to leverage temporary opportunities into sustainable advantages; the topic also dwells in Value Innovation, Business Delivery System Innovation and Eco System Innovation for sustainable business performances. Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control; Strategic leadership; Strategic control and corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies- Strategy Evaluation and Control - Operational Control - Overview of Management Control.</p>	

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CC 502- Logistics and Supply Chain Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Supply Chain Management: This unit explores the role of supply chain management in organizations, achieving strategic fit, and understanding supply chain drivers and metrics. Students will learn about the integral nature of supply chains in aligning business strategies with operational capabilities to enhance performance and competitiveness.</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. To understand the strategic role of supply chain management in enhancing organizational competitiveness. 2. To explore the design and optimization of supply chain networks, particularly for e-commerce. 3. To examine the impact of sourcing and pricing decisions on supply chain efficiency and effectiveness. 4. To develop skills in coordinating and managing supply and demand in a globalized market environment. <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Design and manage effective supply chains that enhance organizational competitiveness. 2. Gain practical insights into strategic sourcing, demand planning, and supply chain coordination. 3. Understand how digital transformation affects supply chain strategies and operations.
UNIT-II	<p>Supply Chain Network Design: Students will learn to design distribution networks with a focus on e-business applications and global supply chain networks. This unit covers the strategies and challenges of creating efficient and responsive supply chain networks that align with business objectives and the dynamic nature of global markets.</p>	
UNIT-III	<p>Sourcing and Pricing Strategies: This unit addresses sourcing decisions and pricing management within supply chains. Students will explore various sourcing strategies and pricing models that can be employed to optimize revenue management and cost-efficiency in supply chains, with a particular focus on e-commerce dynamics.</p>	
UNIT-IV	<p>Demand and Supply Coordination Focusing on the synchronization of demand forecasting, aggregate planning, and sales operations planning, this unit teaches students how to coordinate supply chain activities to balance demand and supply efficiently. Key topics include demand forecasting techniques, aggregate planning strategies, and the importance of coordination across the supply chain.</p>	

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DSE-I: Banking and Insurance
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Introduction to Banking and Insurance: Evolution, structure, development of banking in India - Commercial (Public, Private and Foreign), Rural, Co-Operative bank. Significance and role of banks in economic development and growth. RBI - objectives, functions and role in development. Banking Products – Fee based and Fund based products. Types of Accounts, Deposits, Advances and Collaterals. Nature of Banks Investments -- Management of assets and liabilities of banks, Understanding commercial banks' balance sheet and income statement, CAMEL Rating and different banking ratios. Banking Regulations, Introduction to BASEL Norms. Capital Adequacy requirement, SLR, CRR, CAR requirements. Overview of Risk Management in Banks—Asset Liability Management. Non-Performing Assets – Problems and efforts to manage them. Evolution, structure, development of insurance in India. Definition of Insurance and Assurance. General Principles of Insurance, Insurance Terminology. Purpose and Need of Insurance--- Risk Meaning and definition, Risk and uncertainty, Chances of loss – Peril and Hazard - Classification of risks . Techniques of managing risk – Risk pooling insurable risks vs. hedging – Risk Transfer Methods. Insurance Regulatory and Development Authority (IRDA) Duties, Powers and Functions of IRDA, The Banking Regulation (Amendment) Act, 2020</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. Develop understanding of fundamental principles and functioning of banking in India. 2. Explain concepts and general principles of insurance in relation with risk and its management. 3. Expand knowledge of various products & services and latest technologies used in banking and insurance sector. 4. Equip students with techniques to analyse the financial performance of banks for the purpose of risk management.
UNIT-II	<p>Retail Banking: Account opening process and documentation of different types of accounts – KYC and AML. Retail Products Overview (Customer requirements and Products development). Description of Liability products, Description of Asset Products. Credit scoring and CIBIL. Retail Product Marketing Strategies- - Tie-up with Institutions for Personal loans/ Credit cards/ Educational loans/ Authorized Dealers for</p>	

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	<p>Auto/ Vehicle loans, and with Builders/ Developers for Home loans. Delivery Channels - Branch, Extension counters, Universal Banking, ATMs, POS, Internet Banking, M-Banking. Customer Relationship Management, stages in CRM process. Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information, disbursement and final settlement of the loan amount.</p>	
<p style="text-align: center;">UNIT-III</p>	<p>Life Insurance: Fundamental principles of life insurance. Basic features of life insurance contracts. Life insurance products – Traditional and unit linked policies, Individual and group policies - With and without profit policies. Types of life insurance policies – Term insurance, Whole life insurance and its variants, Endowment insurance and its variants, Annuities and Pension Plans. Special Policies for children, females and handicapped. Mortality table, Different types of premiums, Premium payment options Premium calculations – Factors affecting premium. Assignment Nomination and Surrender of policy. Policy lapse and revival, Paid up value of policy. Insurance Application and Acceptance Procedure. Policy claims: Survival benefits, Death claims – Maturity claims, Early claims & non– early claims. Documents required for processing early claims. Death due to un-natural causes or accidents. Claims concession clause and extended claims concession clause – Presumption of death. Different channels for marketing of insurance, Bancassurance.</p>	<p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Explain the functioning of the Banking and Insurance sectors and relate their growth with the economy as a whole. 2. Compare various products and services offered by Banking and Insurance sectors. 3. Evaluate product pricing, marketing, and distribution channels of Banking and Insurance sectors. 4. Equip with tools and techniques for financial performance analysis and risk management in Banking and Insurance.
<p style="text-align: center;">UNIT-IV</p>	<p>General Insurance: Meaning, Evolution and Growth of General Insurance. Fundamentals of General Insurance. Fire Insurance: Fire Insurance coverage, Consequential loss (fire), Declaration policies. Marine Insurance: Marine Cargo policies, Hull policies, Institute cargo clauses, Institute hull clauses, Open policies. Motor Insurance: Types of policies, Third party Insurance, Comprehensive coverage, Conditions and Exclusions – premium. Health Insurance and Mediclaim policies, Personal Accident Insurance, Liability Insurance, Burglary</p>	

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	Insurance, Rural Insurance covers, Agricultural Insurance Engineering Insurance and its Consequential loss covers, Aviation hull and Aviation liability other Miscellaneous Insurances. Underwriting and Premium Rating: Proposal forms, Cover notes, Certificates of Insurance, Endorsements, Premium Rating, Premium Loading. Settlement of Claims: Claim procedure, TPAs, Claim forms, Investigation / Assessment. Essential Claim Documents. Settlement Limitation, Arbitration, Loss Minimization and Salvage.	
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DSE-II: Training and Development
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	Training Introduction: Changing in training practice, looking inward, looking outward, appreciative enquiry, looking again and repositioning training; Employee Development & Methods of Training and Development	COURSE OBJECTIVES: <ol style="list-style-type: none"> 1. To understand the basic concepts of training and development 2. To know the importance and methodology of Training Needs Analysis process 3. To sensitize them to various methods of training and training evaluation 4. Understand the need for Cost benefit analysis of Training Programmes. COURSE OUTCOMES: <ol style="list-style-type: none"> 1. Evaluate training and development Process and New technology based training g methods 2. Assess training need analysis and know its importance 3. Create and design training Programme with objective and content 4. Evaluate the training
UNIT-II	Training and Learning -two-way process: Knowledge, skill, action; training and learning; Three phases of learning; The learning spiral for participants in the three phases of training	
UNIT-III	The Needs Analysis Process: Training Needs Assessment: Concept, purpose and scope; Process of Needs assessment; Meaning of Skills gap assessment Needs Assessment Techniques: Person Analysis, Task Analysis and Organization Analysis; Need assessment in practice	
UNIT-IV	Training Process and Evaluating Training and follow up support: Fine tuning objectives and Preparing partners; Setting the stage; Four training methods; Design the training Program; Trainer and training styles; Evaluating from Different angles, Evaluating Learning Objectives; Addressing four common imbalances, Determining Return on investment, determining costs, and benefits	
UNIT-V	Technology Based Training Methods: Developing Online training methods; Massive Open Online Courses; Blended Learning, Adaptive Learning,	

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	Flexible learning, Learning Management systems, Choosing New Technology methods	Programmes.
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CC601-Project Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Fundamentals of Project Management: This unit covers the core concepts of project management, including the project life cycle, the role of the project manager, and the organizational context of projects. Students will learn about the stages of a project from initiation to closure and the key responsibilities of a project manager in driving project success.</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To provide a comprehensive understanding of the project management lifecycle from inception to closure. 2. To enhance skills in using project management tools such as Microsoft Project for managing complex projects. 3. To explore effective stakeholder management and communication strategies critical for project success. 4. To analyze risk management strategies and their application to ensure project success under varying circumstances. <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Understand and apply the key principles of project management to various project environments. 2. Gain proficiency in using Microsoft Project for project planning, execution, monitoring, and closing. 3. Develop skills in stakeholder management and communication strategies essential for project success. 4. Explore and apply risk management techniques to mitigate potential project issues.
UNIT-II	<p>Project Planning and Tools: Focusing on the planning phase of project management, this unit explores setting project scope and objectives, developing a Work Breakdown Structure (WBS), and managing time through scheduling techniques such as Gantt charts and PERT/CPM. Practical application includes using Microsoft Project to create and manage schedules, emphasizing the integration of project management tools to streamline project planning.</p>	
UNIT-III	<p>Executing and Monitoring Projects: This unit delves into resource allocation, budgeting, and quality control within project execution. Students will also learn about risk management processes including identification, analysis, and response strategies. Practical exercises will include resource management and performance tracking using Microsoft Project, highlighting effective control measures to ensure project alignment with planned objectives.</p>	
UNIT-IV	<p>Concluding Projects and Agile Methodologies: The final unit discusses the closing phase of projects, including performance measurement, stakeholder communication, and post-project evaluation. Additionally, this unit introduces Agile project management principles and the Scrum framework, comparing Agile with traditional project management methods to provide students with a broader understanding of managing projects in dynamic environments.</p>	

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CC602- Business Taxation
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Goods and Service Taxes (GST) – Overview and Concepts: Fundamentals of GST, Constitution {101st Amendment} Act 2016, Tax Structure in India, Types of Taxes – Direct and Indirect Taxes. Introduction to GST – need for GST, origin, Constitutional amendment for bringing GST, one nation one tax, objectives, structure, GST council, tax rates, GST vis-à-vis earlier tax laws, advantages, disadvantages. Introduction to Central Goods and services Tax 2017 (CGST), State Goods and Service Tax Act 2017 (SGST), Union Territory Goods and Services Tax Act 2017 (UTGST), Integrated Goods and Services Tax Act 2017, Goods and Service Tax Network (GSTN), GST Council. Dual Model of GST – GSTN. Process of registration, compulsory registration, exemption from registration, liability for registration, deemed registration, cancellation of registration and revocation of registration. GST Unique Identification Number (GSTIN).</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. Analyse the legal provisions governing GST and Customs Duty to comprehend their scope and application in business transactions. 2. Examine the tax implications of GST and Customs Duty on different business activities. 3. Explain procedures and methods to calculate GST liabilities and Customs Duty obligations accurately, ensuring compliance with relevant laws and regulations. 4. Orient with the practical application of GST and Customs Duty in business decision-making processes. 5. Provide knowledge of latest amendments and changes in GST and Customs Duty laws to adapt business strategies and practices accordingly.
UNIT-II	<p>Levy, Collection and Input Tax Credit: Meaning of Supply, scope of supply, types of Supplies – Composite and Mixed Supplies. Levy and Composition, Composition of Levy. Persons liable to pay GST, Time of Supply and Value of Supply. Input Tax Credit – eligible and ineligible tax credit. Availability of Tax Credit under special circumstances- Transfer of Input Tax Credit – Input Service Distributor- Tax Invoice - Bill of Supply- Credit Note -Debit Note - Receipt Voucher - Payment Voucher - Revised Invoice - Transportation of goods without issue of Invoice - Delivery Challan. Payment of Tax -Modes of Payment - Electronic Liability Register - Electronic Credit Ledger - Electronic Cash Ledger- Time line for Payment of Tax – Challan Reconciliation - Interest on Late Payment - Set off of Input Tax Credit - Refunds- Application for Refund of Tax, Interest, Penalty, Fees or any Other Amount.</p>	

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		COURSE OUTCOMES:
UNIT-III	<p>Filing of GST Returns and Audit: Overview of GSTR 1- GSTR 3B - GSTR 4 GSTR 5- GSTR6- GSTR7-GSTR8- GSTR – 9 - GSTR10- GSTR11. Audit by tax authority's U/s 65 – Special Audit U/s 66- Audit by department- Power of Departmental Audit – Returns- Authorization to Audit – Audit Procedure – Duration of Audit- Audit Findings-Reply to Audit Findings - Period of Limitation to issue Show Cause Notice - Assessment under Chapter XII- Assessment & Audit Rules (no 98 to 102) - Demands and Recovery. Practical's on online GST Registration Process and Payment of Tax; Enabling GST and Defining Tax Details - Tally ERP; Defining Tax Rates at Master and Transaction Levels; Defining GST Rates at Stock Group Level; Defining GST Rate at Transaction Level; Accounting of GST Transactions; Creation of GST Duty ledgers; GST Reports; Generating GSTR; Exporting GSTR; Uploading of GSTR on GST portal.</p>	<ol style="list-style-type: none"> 1. Describe the legal framework of GST and Customs Duty, including key provisions, regulations thereby explaining the tax implications on various business transactions. 2. Interpret tax laws and regulations to assess the impact of GST and Customs Duty on business operations and compliance requirements. 3. Calculate GST liabilities and Customs Duty obligations for different business scenarios and solve practical taxation problems related to the two. 4. Analyse the implications of GST and Customs Duty on business decisions, considering factors such as cost, risk, and compliance for effective planning thereby minimizing tax liabilities.
UNIT-IV	<p>Customs Duty: Introduction- Basic Concepts - Territorial Waters - High Seas – Types of Customs Duties - Basic customs duty - Protective duties - Safeguard duty – Countervailing Duty on subsidized articles - Anti-dumping duty – Baggage - Valuation - Baggage Rules and Exemptions. Procedure (including warehousing) - Export Procedure - Deemed Exports - Duty drawback - Customs (Import of Goods at Concessional Rate of Duty) Rules, 2017 - Valuation of Imported Goods -Valuation of Export Goods.</p>	<ol style="list-style-type: none"> 5. Create compliance frameworks for businesses to ensure adherence to GST and Customs Duty regulations.

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SEC601- Corporate Governance
2 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	Conceptual Framework of Corporate Governance: Corporate Governance: Meaning, significance, and principles; Management and corporate governance; Theories of Corporate Governance: Agency Theory, Stewardship theory, Stakeholders' Theory; One Tier and Two-Tier Boards	COURSE OBJECTIVES: <ol style="list-style-type: none"> 1. To provide learners with a comprehensive understanding of the concept of Corporate Governance, its emergence, and its significance in the modern organizational context. 2. To equip learners with the ability to assess and identify the various global corporate failures, using international codes of corporate governance. 3. To enable learners to understand and apply various composition of the board, the role of board and board committees, and concepts like insider trading, shareholder activism, class action suits, whistleblowing mechanism, and CSR in corporate governance. 4. To develop learners' skills for understanding the regulatory framework of corporate governance in India and to investigate the impact of corporate failures in India and common governance problems in these failures. COURSE OUTCOMES: <ol style="list-style-type: none"> 1. Summarize the motives behind financial decision making. 2. Interpret the relevant theories and concepts of various practices
UNIT-II	Corporate Governance and Role of Stakeholders: Board composition: Executive directors, non-executive directors and independent directors; Role of Board and board committees; Insider Trading; Shareholder activism; Class action suits; Whistleblowing Mechanism, CSR and Corporate Governance	
UNIT-III	Global Corporate Failures and International Codes: Maxwell (UK), Enron (USA); Sir Adrian Cadbury Committee Report 1992, SOX Act 2002, OECD Principles of Corporate Governance.	
UNIT-IV	Corporate Governance Regulatory Framework in India and Corporate Failures in India: Kumar Mangalam Birla Committee (1999), NR Narayana Murthy Committee (2005) and Uday Kotak Committee (2017); Regulatory framework: Relevant provisions of Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015. Satyam Computer Services Ltd, Kingfisher Airlines, PNB Heist; ICICI Bank; Common Governance Problems in various Corporate Failures in India and abroad.	

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		<p>of financial management and ethics in Finance.</p> <ol style="list-style-type: none"> 3. Analyze the relationship among capital structure, cost of capital, dividend decisions, and value of the business. 4. Evaluate projects for profitability
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DSE-III- Consumer Behaviour
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Understanding Consumer Behaviour: Introduction to Consumer Behaviour; Consumer Behaviour and the Marketing Concepts; Value and the Consumer Behaviour Framework; Online Consumer Behaviour. Organizational Buying Behaviour; Consumerism.</p>	<p>COURSE OBJECTIVES: A comprehensive study of consumer behavioural concepts and models designed to help understand, evaluate, and predict consumer behaviour. The course also deepens a student's knowledge to understand the complexities of consumer decision-making and accordingly translate them into effective marketing strategies in the Indian Context.</p> <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Develop a better understanding of concepts and models of consumer behaviour. 2. It can provide insights for the consumer purchase decision process. 3. Able to develop appropriate marketing strategies for different segments of consumers
UNIT-II	<p>External Influences on Consumer Behaviour: Lifestyles and Psychographics on Buying Behaviour; Social Class and Group Influence on Consumer Behaviour – Reference Group and Family Influence on Buying Behaviour; Influence of Culture on Consumer Behaviour</p>	
UNIT-III	<p>Internal Influences on Consumer Behaviour: Consumer Perception; Consumer Learning, Memory and Involvement; Dynamics of Consumer Motivation; Consumer Personality; Consumer Attitudes and Attitude Change.</p>	
UNIT-IV	<p>Consumer Decision Making: Concept of Consumer Decision; Situational Influence on Consumer's Decision; Consumer Decision Making Process – Need Recognition and Search, Alternative Evaluation and Choice, Post-purchase Behaviour; Different Models of Consumer Decision Making.</p>	

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DSE-IV- Compensation Management
4 Credits

PAPER-1	CONTENT	COURSE OBJECTIVES AND EXPECTED OUTCOMES
UNIT-I	<p>Dynamics of Compensation Structure: Concept of Compensation structure, Objectives and benefits, Factors affecting compensation decisions, Components of compensation package, Scope and importance of compensation structure, Basic issues that help in designing the organizational strategy for compensation structure.</p>	<p>COURSE OBJECTIVES:</p> <ol style="list-style-type: none"> 1. To provide learners with a comprehensive understanding of the basic principles of designing, communicating, and managing compensation programs and how they contribute to an overall incentives' strategy. 2. To equip learners with the ability to Develop and clearly convey compensation philosophy, plans, and initiatives to various stakeholders. 3. To enable learners to understand utilise legal, fiscal, and ethical principles to guarantee adherence and fairness. 4. To develop learners' skills in gathering, organising, and evaluate data to develop job structure, compensation structure, and remuneration strategies.
UNIT-II	<p>Current Trends in Designing the Compensation Structure: Introduction to job evaluation, Methods of job evaluation, Internal and external alignment in compensation structure, Market competitiveness, Application of expectancy and equity theories towards compensation structure, Cost to the company concept (CTC), Fringe Benefits: Various kinds of Fringe Benefits, ESOP, Executive remuneration, Compensation Committee and corporate governance.</p>	
UNIT-III	<p>Regulatory Framework for Compensation Structure: The Code on Wages, 2019 - Regulation of minimum wages, payment of wages, payment of bonus.</p>	

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UNIT-IV	Grievances Redressal Relating to Conflicts Between Employers and Employees: Relating to Compensation Structure. The Employees Compensation (Amendment) Act, 2017- Issues relating to wage. determination, pay grades, wage surveys, comparable worth, competency-based pay, method of calculating wages.	COURSE OUTCOMES: <ol style="list-style-type: none">1. Explain the components of a compensation package and the importance of a compensation structure.2. Organize a competitive compensation structure considering various factors like CTC, fringe benefits, ESOP, and executive remuneration.3. Appraise the regulations related to minimum wages, payment of wages, and payment of bonus.4. Design measures related to wage determination, pay grades, wage surveys, comparable worth, and competency-based pay.
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