

# Study & Evaluation Scheme of Bachelor of Business Administration

[Applicable for 2022-25]

Version2022

[As per CBCS guidelines given by UGC]

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| Approved in BOS | Approved in BOF | Approved in Academic Council      |
|-----------------|-----------------|-----------------------------------|
| 02/06/2022      | 06/08/2022      | 20/10/22<br>Vide Agenda no. 8.4.2 |

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**Study & Evaluation Scheme**  
**Study Summary**

|                        |                                       |
|------------------------|---------------------------------------|
| Name of the Faculty    | Faculty of Management                 |
| Name of the School     | Quantum School of Business            |
| Name of the Department | Department of Business Administration |
| Program Name           | Bachelor of Business Administration   |
| Duration               | 3 Years                               |
| Medium                 | English                               |

**Evaluation Scheme**

| Type of Papers   | Internal Evaluation (%) | End Semester Evaluation (%) | Total (%) |
|--|-------------------------|-----------------------------|-----------|
| Theory   | 40                      | 60                          | 100       |
| Practical/ Dissertations/Project Report/ Viva-Voce       | 40                      | 60                          | 100       |
| <i>Internal Evaluation Components (Theory Papers)</i>    |                         |                             |           |
| Mid Semester Examination                                 |                         | 60 Marks                    |           |
| Assignment –I  |                         | 30 Marks                    |           |
| Assignment-II  |                         | 30 Marks                    |           |
| Attendance   |                         | 30 Marks                    |           |
| <i>Internal Evaluation Components (Practical Papers)</i> |                         |                             |           |
| Quiz One   |                         | 30 Marks                    |           |
| Quiz Two   |                         | 30 Marks                    |           |
| Quiz Three   |                         | 30 Marks                    |           |
| Lab Records/ Mini Project                                |                         | 30 Marks                    |           |
| Attendance   |                         | 30 Marks                    |           |
| <i>End Semester Evaluation (Practical Papers)</i>        |                         |                             |           |
| ESE Quiz   |                         | 40 Marks                    |           |
| ESE Practical Examination                                |                         | 40 Marks                    |           |
| Viva- Voce   |                         | 20 Marks                    |           |

## Structure of Question Paper (ESE Theory Paper)

The question paper will consist of 5 questions, one from each unit. Student has to Attempt all questions. All questions carry 20 marks each. Parts a) and b) of question Q1 to Q5 will be compulsory and each part carries 2 marks. Parts c), d) and e) of Q1 to Q5 Carry 8 marks each and the student may attempt any 2 parts.

**Important Note:**

1. *The purpose of examination should be to assess the Course Outcomes (CO) that will ultimately lead to attainment of Programme Outcomes (PO). A question paper must assess the following aspects of learning planned for specific course i.e. : Remember, Understand, Apply, Analyze, Evaluate & Create (reference to Bloom's Taxonomy). The standard of question paper will be based on mapped BL level complexity of the unit of the syllabus, which is the basis of CO attainment model adopted in the university.*
2. *Case Study is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.*
3. *There shall be continuous evaluation of the student and there will be a provision of real time reporting on QUMS. All the assignments will evaluate through module available on ERP for time and access management of the class.*

## ***Program Structure – Bachelor of Business Administration***

### ***Introduction***

The 3-years Full-time Bachelor of Business Administration Course offered by the University aims to educate and prepare the young aspirants with the knowledge, analytical abilities, skills and aptitudes needed to provide business leadership in the rapidly changing and competitive global marketplace. The rigorous program aims in achieving the stated learning objectives through a series of standardized core courses and choice-based electives. The program provides a comprehensive foundation in the fundamentals of business management.

The Bachelor of Business Administration Program subjects are designed in such a way that students grasp maximum knowledge related to Management and Specialized domains. It will help students towards enhancing employability and entrepreneurial ability. In order to harness regional specialties and to meet region-specific needs, the Quantum University modified the content of syllabus as per the regional demands and needs. The Quantum university offers the specializations Finance, Marketing, Human Resource, Digital Marketing & International Business.

#### A. Experiential Learning Programme (ELP) / Hands-on Training (HOT)

This program will be undertaken by the students in all the semesters and will be done through Projects. All these Projects will be compulsory. Summer Internship & Research Projects are based on their specialization.

Summer Internship 6 to 8 Weeks (End of Semester III)

Research Projects (Semester VI)

Choice Based Credit System (CBCS)

- B. Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our university.

The following is the course module designed for the Bachelor of Business Administration program:

Core competency: Students will acquire core competency in Bachelor of Business Administration and in allied subject areas.

Program/Discipline Specific Elective Course (DSEC):

Skilled communicator: The course curriculum incorporates basics and advanced training in order to make a graduate student capable of expressing the subject through technical writing as well as through oral presentation.

Critical thinker and problem solver: The course curriculum also includes components that can be helpful to graduate students to develop critical thinking ability by way of solving problems/numerical using basic & advanced knowledge and concepts of Agricultural Studies.

**Sense of inquiry:** It is expected that the course curriculum will develop an inquisitive characteristic among the students through appropriate questions, planning and reporting experimental investigation.

**Skilled project manager:** The course curriculum has been designed in such a manner as to enabling a graduate student to become a skilled project manager by acquiring knowledge about mathematical project management, writing, planning, study of ethical standards and rules and regulations pertaining to scientific project operation.

**Ethical awareness/reasoning:** A graduate student requires understanding and developing ethical awareness/reasoning which the course curriculums adequately provide.

**Lifelong learner:** The course curriculum is designed to inculcate a habit of learning continuously through use of advanced ICT technique and other available techniques/books/journals for personal academic growth as well as for increasing employability opportunity.

**Value Added Course (VAC):** A value added audit course is a non-credit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be four courses of Aptitude in Semester I, II, III & IV semesters and two courses of Soft Skills in III & IV Semesters and will carry no credit, however, it will be compulsory for every student to pass these courses with minimum 45% marks to be eligible for the certificate. These marks will not be included in the calculation of CGPI. Students have to specifically be registered in the specific course of the respective semesters.

**Skill Enhancement Course:** This course may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

**Generic/Open Elective Course (OEC):** Open Elective is an interdisciplinary additional subject that is compulsory in a program. The score of Open Elective is counted in the overall aggregate marks under Choice Based Credit System (CBCS). Each Open Elective paper will be of 3 Credits in III, IV and VI semesters. Each student has to take Open/Generic Electives from department other than the parent department. Core / Discipline Specific Electives will not be offered as Open Electives.

**Mandatory Course (MC):** This is a compulsory course but audit that does not have any choice and will be of 3 credits. Each student of Bachelor of Business Administration. Program has to compulsorily pass the Environmental Studies and Human values & professional Ethics and NSS.

### C. Program Outcomes of Bachelor of Business Administration

|  |
|--|
| PO: 1. The students can apply knowledge of management theories and practices to solve business problems.               |
| PO: 2. The students will be able to Foster Analytical and critical thinking abilities for data –based decision making. |

|  |
|--|
| PO: 3. The students can be abreast with the e-business solutions in the current environment led by technology disruptions.                             |
| PO: 4. The students will be able to develop ethical and value-based leadership ability.  |
| PO: 5. The students will be able to understand, analyze and communicate regional, national, global economic, legal and ethical aspects of business.    |
| PO: 6. The students are able to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. |
| PO: 7. Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.                                     |
| PO: 8. Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.    |
| PO: 9. Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings               |
| PO: 10. Develop Ethical Practices and Imbibe Values for better Corporate Governance.   |

**D. Program Specific Outcomes:**

PSO: 1. Understand the dynamic and complex working environment of Business.

PSO: 2. Determine the various PEST (Political, Economic, and Social Technological) factors influence on changes of business environment.

PSO: 3. Analyze the various aspect of business research in the area of marketing, human resource and finance.

**E. Program Educational Objectives (PEO's)**

After successful completion of the program, the:

PEO1: Students will exhibit understanding of broad business concepts and principles.

PEO 2: Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

PEO3: Model business professionalism and demonstrate effective written and oral communication skills.

**F. Pedagogy & Unique practices adopted:**

“Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will emphasize on experiential learning:

**Role Play & Simulation:** Role- play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they “play”

online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play & simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical-based experiential learning of our students.

**Video Based Learning (VBL) & Learning through Movies (LTM):** These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. Infact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.

**Field/Live Projects:** The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.

**Industrial Visits:** Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.

**MOOCs:** Students may earn credits by passing MOOCs as decided by the college. Graduate-level programs may award Honors degrees provided students earn prerequisite credits through MOOCs. University allows students to undertake additional subjects/courses (In-house offered by the university through collaborative efforts or courses in the open domain by various internationally recognized universities) and to earn additional credits on successful completion of the same. Each course will be approved in advance by the University following the standard procedure of approval and will be granted credits as per the approval. Keeping this in mind, University proposed and allowed a maximum of two credits to be allocated for each MOOC course. In the pilot phase, it is proposed that a student undertaking and successfully completing a MOOC course through only NPTEL could be given 2 credits for each MOOC course. For smooth functioning and monitoring of the scheme, the following shall be the guidelines for MOOC courses, Add-on courses carried out by the College from time to time.

- a) It will be necessary for every student to take at least one MOOC course throughout the programme.
- b) There shall be a MOOC co-ordination committee in the College with a faculty at the level of Professor heading the committee and all Heads of the Department being members of the Committee.
- c) The Committee will list out courses to be offered during the semester, which could be requested by the department or the students and after deliberating on all courses finalize a list of courses to be offered with 2 credits defined for each course and the mode of credit consideration of the student. The complete process shall be obtained by the College before the end of June and end of December for Odd and Even semester respectively of the year in which the course is being offered. In case of a MOOC course, the approval will be valid only for the semester on offer.
- d) Students will register for the course and the details of the students enrolling under the course along with the approval of the Vice Chancellor will be forwarded to the Examination department within fifteen days of start of the semester by the Coordinator MOOC through the Principal of the College.
- e) After completion of MOOC course, Students will submit the photocopy of Completion certificate of MOOC Course to the Examination cell as proof.
- f) Marks will be considered which is mentioned on the Completion certificate of MOOC Course.
- g) College will consider the credits only in case a student fails to secure minimum required credits then the additional

subject(s) shall be counted for calculating the minimum credits required for the award of degree.

#### Special Guest Lectures (SGL) & Extra Mural Lectures (EML):

We organize special guest lectures and extra mural lectures to provide extra attention and efforts to topics or concepts that are high in difficulty level or require experts from specific industries or domains to clarify and enhance understanding from an industry perspective. These lectures are part of a lecture-series and we invite prominent

personalities from academia and industry to deliver their vital inputs and insights.

#### Student Development Programs (SDP):

To ensure the overall development of students and prepare them for the industry, we conduct various student development programs such as soft skills training, interview skills training, SAP training, advanced excel training, etc. These programs are conducted according to the needs of the students and industry trends. Participation in these programs is encouraged through volunteering and consensus.

#### Industry Focused Programs:

We establish collaborations with various industry partners to deliver specific courses on a sharing basis. These courses are delivered by industry experts to provide practice-based insights to the students.

#### Special Assistance Program for Slow Learners & Fast Learners:

We have mechanisms in place to identify slow learners and develop strategies to bridge their knowledge gaps. For fast learners, advanced topics and challenging learning material are provided to further enhance their knowledge and skills.

#### Induction: Program:

Every year, a three-week induction program is organized for first-year and senior students to familiarize them with the academic environment of the university. This includes an introduction to the curriculum, classrooms, labs, faculty/staff members, academic calendar, and various activities.

#### Mentoring Scheme:

We have a mentor-mentee system where each class has a designated mentor who is a teaching faculty member. Students can discuss their problems with their mentor, who can then identify and resolve any issues they may be facing.

#### Competitive Exam Preparation:

Students are provided with dedicated classes every week to prepare for competitive exams such as GATE. This helps them in their exam preparation and enhances their chances of success.

#### Extra-curricular Activities:

Organizing and participating in extracurricular activities is mandatory for students as it helps them develop confidence, face audiences boldly, and showcases their leadership qualities, planning, and organizing skills. Students engage in various cultural, sports, and other competitive activities within and outside the campus, which contribute to their



wholesome personality development.

**Career & Personal Counseling:**

We offer career and personal counseling services to students, where their problems are identified and discussed individually as well as with their parents. Counseling helps students focus on

## CURRICULUM (2022-25) Version 2022

### Quantum School of Business Department of Business Administration Bachelor of Business Administration (PC: 02-3-01)

#### BREAKUP OF COURSES

| Sr. No                   | CATEGORY                  | CREDITS    |
|--------------------------|---------------------------|------------|
| 1                        | Foundation Core(FC)       | 08         |
| 2                        | PC(PC)                    | 83+16(BIA) |
| 3                        | Program Electives(PE)     | 24         |
| 4                        | Open Electives(OE)        | 9          |
| 5                        | Project                   | 4+4(BIA)   |
| 6                        | Internship                | 4          |
| 7                        | General Proficiency       | 5          |
| 8                        | Value Added Programs(VAP) | 10         |
| 9                        | Disaster Management*      | 2*         |
| <b>TOTALNO.OFCREDITS</b> |                           | 147+20     |

#### BREAKUP OF CATEGORY:

| Sr. No       | CATEGORY                 | SEM 1     | SEM 2         | SEM 3         | SEM 4         | SEM 5     | SEM 6         | TOTAL           |
|--------------|--------------------------|-----------|---------------|---------------|---------------|-----------|---------------|-----------------|
| 1            | Foundation Core (FC)     | 2         | 5             | 1             | -             | -         | -             | 08              |
| 2            | Program Core (PC)        | 16        | 15+8 (BIA)    | 20+4 (BIA)    | 16+4 (BIA)    | 8         | 8             | 83+(16)         |
| 3            | Program Electives (PE)   | -         | -             | 4             | 4             | 8         | 8             | 24              |
| 4            | Open Electives (OE)      | -         | 3             | 3             | 3             | -         | -             | 9               |
| 5            | Projects                 | -         | -             | -             | -             | -         | 4+4(BIA)      | 4+4(BIA)        |
| 6            | Internships              | -         | -             | -             | -             | 4         | -             | 4               |
| 7            | Value Added Program (VP) | 2         | 2             | 2             | 2             | 2         | -             | 10              |
| 8            | General Proficiency(GP)  | 1         | 1             | 1             | 1             | 1         | -             | 5               |
| 9            | Disaster Management*     |           |               |               |               |           |               | 2*              |
| <b>TOTAL</b> |                          | <b>21</b> | <b>26(+8)</b> | <b>31(+4)</b> | <b>26(+4)</b> | <b>23</b> | <b>20(+4)</b> | <b>147(+20)</b> |

\*Non-CGPA Audit Course Minimum

#### Credit Requirements:

|  |              |
|--|--------------|
| BBA without Minor                              | : 138        |
| BBA with Minor                                 | : 147        |
| BBA (BIA specialization) without Open Elective | : 158        |
| BBA (BIA specialization) with Open Elective    | : 147+20=167 |

**CURRICULUM (2022-25) Version 2022**  
**Quantum School of Business**  
**Department of Business Administration**  
**Bachelor of Business Administration (PC: 02-3-01)**

**SEMESTER 1**

| Course Code  | Category | Course Title  | L         | T        | P        | C         | Version | Course Prerequisite |
|--------------|----------|---|-----------|----------|----------|-----------|---------|---------------------|
| BB3101       | FC       | Business Communication-I  | 1         | 0        | 2        | 2         | 1       | Nil                 |
| BB3102       | PC       | Principles of Management  | 4         | 0        | 0        | 4         | 1.1     | Nil                 |
| BB3106       | PC       | Business Economics  | 4         | 0        | 0        | 4         | 1.1     | Nil                 |
| BB3107       | PC       | Business Mathematics & Statistics                               | 4         | 0        | 0        | 4         | 1       | Nil                 |
| BB3105       | PC       | Financial Accounting  | 4         | 0        | 0        | 4         | 1       | Nil                 |
| VP3111       | VP       | Value Added Program -I<br>(Communication & Professional Skills) | 1         | 0        | 2        | 2         | 1       | Nil                 |
| GP3101       | GP       | General Proficiency   | 0         | 0        | 0        | 1         | 1       | Nil                 |
| <b>TOTAL</b> |          |   | <b>18</b> | <b>0</b> | <b>4</b> | <b>21</b> |         |                     |

**Total Credits:**

**BBA : 21 Credits**  
**BBA (BIA Specialization) : 21 Credits**

**Semester II**

**For BBA only**

| Course Code  | Category  | Course Title                                    | L  | T | P | C  | Version | Course Prerequisite |
|--------------|-----------|---|----|---|---|----|---------|---------------------|
| BB3201       | FC        | Business Communication-II                       | 2  | 0 | 0 | 2  | 1       | Nil                 |
| BB3202       | PC        | Marketing Management                            | 4  | 0 | 0 | 4  | 1.1     | Nil                 |
| BB3204       | PC        | Organizational behavior                         | 4  | 0 | 0 | 4  | 1       | Nil                 |
| BB3205       | PC        | Business Law                                    | 3  | 0 | 0 | 3  | 1.1     | Nil                 |
| BB3206       | PC        | Management Information System                   | 4  | 0 | 0 | 4  | 1       | Nil                 |
| HU3202       | FC        | UNDP<br>(United Nations Development Programme)  | 1  | 0 | 0 | 1  | 1       | Nil                 |
| CY3205       | FC        | Environmental Science                           | 2  | 0 | 0 | 2  | 1       | Nil                 |
| CE3102*      | Non-CGPA* | Disaster Preparedness & Management              | 2  | 0 | 0 | 2  | 1       | Nil                 |
| VP3201       | VP        | VAP-II (Communication & Professional Skills II) | 2  | 0 | 0 | 2  | 1       | Nil                 |
| GP3201       | GP        | General Proficiency                             | 0  | 0 | 0 | 1  | 1       | Nil                 |
| -            | OE        | Open Elective I                                 | 3  | 0 | 0 | 3  | 1       | Nil                 |
| <b>Total</b> |           |   | 27 | 0 | 8 | 26 |         |                     |

**For BBA (BIA) Specialization**

|        |          |   |   |   |   |   |   |     |
|--------|----------|---|---|---|---|---|---|-----|
| BB3240 | PC 1-BIA | Foundation of AI, Data Science, BI & Data Analytics | 0 | 0 | 4 | 4 | 1 | Nil |
| BB3241 | PC 2-BIA | Data Analysis using Python                          | 0 | 0 | 4 | 4 | 1 | Nil |

**Total Credits:**

**BBA : 28 Credits**  
**BBA (BIA Specialization) : 36 Credits**

**Open Elective I**

| <b>S.No.</b> | <b>Code</b> | <b>Name</b>                                      | <b>Department (Offering)</b>     |
|--------------|-------------|--|----------------------------------|
| <b>1.</b>    | CE3011      | Carbon Emission & Control                        | Civil Engineering                |
| <b>2.</b>    | CS3011      | HTML5  | Computer Science and Engineering |
| <b>3.</b>    | CS3021      | Mining and Analysis of Big data                  | Management + CSE                 |
| <b>4.</b>    | AG3011      | Ornamental Horticulture                          | Agriculture                      |
| <b>5.</b>    | BB3011      | Entrepreneurial Environment in India             | Business & Management            |
| <b>6.</b>    | JM3011      | Media Concept and Process (Print and Electronic) | Journalism                       |
| <b>7.</b>    | HM3011      | Indian Cuisine                                   | Hospitality & Tourism            |
| <b>8.</b>    | MB3011      | SAP 1  | Management                       |
| <b>9.</b>    | EG3011      | French Beginner A1                               | English                          |
| <b>10.</b>   | CS3031      | Microsoft Office Specialist (MSO-Word )          | Computer Science and Engineering |

**SECOND YEAR**

**SEMESTER 3**

**FOR BBA ONLY**

| Course Code | Category | Course Title                                     | L  | T | P | C  | Version | Course Pre-requisite |
|-------------|----------|--|----|---|---|----|---------|----------------------|
| BB3303      | PC       | Production and Operation Management              | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
| BB3305      | PC       | Human Resource Management                        | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
| BB3306      | PC       | Supply chain Management                          | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
| HU3201      | FC       | Indian Knowledge System                          | 1  | 0 | 0 | 1  | 1.0     | Nil                  |
| BB3310      | PC       | E-Business                                       | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
| BB3311      | PC       | Financial Management                             | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
| VP3301      | VAP      | VAP-III(Communication & Professional Skills III) | 2  | 0 | 0 | 2  | 1.0     | Nil                  |
| GP3301      | GP       | General Proficiency                              | 0  | 0 | 0 | 1  | 1.0     | Nil                  |
|             | OE       | Open Elective II                                 | 3  | 0 | 0 | 3  | 1.0     | Nil                  |
|             | PE       | Program Elective I                               | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
|             |          | <b>TOTAL</b>                                     | 30 | 0 | 0 | 31 |         |                      |

**FOR BBA (BIA) Specialization**

**Subject -1 BIA**

|         |          |  |   |   |   |   |     |     |
|---------|----------|--|---|---|---|---|-----|-----|
| BB3340* | PC 1-BIA | Statistics & Computational Data Analysis | 0 | 0 | 4 | 4 | 1.0 | Nil |
|---------|----------|--|---|---|---|---|-----|-----|

**Total credits:**

**BBA : 31 Credits**

**BBA BIA Specialization : 35 Credits**

**LIST OF PROGRAM ELECTIVE 1:**

**DIGITAL MARKETING**

| Course Code | Category | Course title               | L | T | P | C | Version | Course Pre-requisite           |
|-------------|----------|----------------------------|---|---|---|---|---------|--------------------------------|
| BB3307      | PE       | Search Engine Optimization | 4 | 0 | 0 | 4 | 1.0     | Basics of Computer Application |

**FINANCE**

| Course Code | Category | Course title                       | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|------------------------------------|---|---|---|---|---------|----------------------|
| BB3312      | PE       | Financial Markets and Institutions | 4 | 0 | 0 | 4 | 1.1     | Nil                  |

**MARKETING MANAGEMENT**

| Course Code | Category | Course title          | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|-----------------------|---|---|---|---|---------|----------------------|
| BB3308      | PE       | Marketing of Services | 4 | 0 | 0 | 4 | 1.1     | Marketing            |

**HUMAN RESOURCE MANAGEMENT**

| Course Code | Category | Course title             | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|--------------------------|---|---|---|---|---------|----------------------|
| BB3309      | PE       | Training and Development | 4 | 0 | 0 | 4 | 1.0     | HRM                  |

**INTERNATIONAL BUSINESS**

| Course Code | Category | Course title                       | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|------------------------------------|---|---|---|---|---------|----------------------|
| BB3313      | PE       | International Logistics Management | 4 | 0 | 0 | 4 | 1.0     | Business Management  |

**BUSINESS INTELLIGENCE & ANALYTICS**

| Course Code | Category | Course title | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|--------------|---|---|---|---|---------|----------------------|
|             |          |              |   |   |   |   |         |                      |



|        |    |  |   |   |   |   |     |     |
|--------|----|--|---|---|---|---|-----|-----|
| BB3341 | PE | R Programming for Data Science and Data Analysis | 0 | 0 | 4 | 4 | 1.0 | NIL |
|--------|----|--|---|---|---|---|-----|-----|

## Open Elective II

| S.No. | Code   | Name                                       | Department (Offering)            |
|-------|--------|--|----------------------------------|
| 1.    | CE3013 | Environment Pollution and Waste Management | Civil Engineering                |
| 2.    | CS3013 | Java Script                                | Computer Science and Engineering |
| 3.    | CS3023 | Big Data Analytics: HDOOP Framework        | Management + CSE                 |
| 4.    | AG3013 | Organic farming                            | Agriculture                      |
| 5.    | BB3013 | Establishing a New Business                | Business & Management            |
| 6.    | JM3013 | Photo Journalism                           | Journalism                       |
| 7.    | HM3013 | Chinese Cuisine                            | Hospitality & Tourism            |
| 8.    | MB3013 | SAP 3                                      | Management                       |
| 9.    | EG3013 | French Intermediate B1                     | English                          |
| 10.   | CS3033 | MS -Excel (Advanced ) MSO Certification    | Computer Science and Engineering |

## SEMESTER 4

### For BBA Only

| Course Code | Category | Course Title           | L  | T | P | C  | Version | Course Pre-requisite |
|-------------|----------|------------------------|----|---|---|----|---------|----------------------|
| BB3403      | PC       | Research Methodology   | 4  | 0 | 0 | 4  | 1.1     | Nil                  |
| BB3404      | PC       | International Business | 4  | 0 | 0 | 4  | 1.1     | Nil                  |
| BB3405      | PC       | Company Law            | 4  | 0 | 0 | 4  | 1.1     | Nil                  |
| BB3406      | PC       | Business Analytics     | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
| VP3401      | VAP      | VAP-IV                 | 2  | 0 | 0 | 2  | 1.0     | Nil                  |
| GP3401      | GP       | General Proficiency    | 0  | 0 | 0 | 1  | 1.0     | Nil                  |
|             | PE       | Program Elective II    | 4  | 0 | 0 | 4  | 1.0     | Nil                  |
|             | OE       | Open Elective III      | 3  | 0 | 0 | 3  | 1.0     | Nil                  |
|             |          | <b>TOTAL</b>           | 25 | 0 | 0 | 26 |         |                      |



**For BBA (BIA) Specialization**

|        |          |  |   |   |   |   |     |     |
|--------|----------|--|---|---|---|---|-----|-----|
| BB3440 | PC (BIA) | Data Analytics & Visualization- Tools & Techniques | 0 | 0 | 4 | 4 | 1.0 | Nil |
|--------|----------|--|---|---|---|---|-----|-----|

**Total Credits:**

**BBA : 26 Credits**

**BBA BIA Specialization : 30 Credits**

**FINANCE**

| Course Code | Category | Course Title       | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|--------------------|---|---|---|---|---------|----------------------|
| BB3407      | PE       | Financial Services | 4 | 0 | 0 | 4 | 1       | Basics of Finance    |

**DIGITAL MARKETING**

| Course Code | Category | Course Title                  | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|-------------------------------|---|---|---|---|---------|----------------------|
| BB3408      | PE       | Web Designing and Development | 4 | 0 | 0 | 4 | 1       | Basics of IT tools   |

**MARKETING MANAGEMENT**

| Course Code | Category | Course Title      | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|-------------------|---|---|---|---|---------|----------------------|
| BB3409      | PE       | Consumer Behavior | 4 | 0 | 0 | 4 | 1.1     | Marketing Management |

**HUMAN RESOURCE MANAGEMENT**

| Course Cod | Category | Course Title           | L | T | P | C | Version | Course Pre-requisite |
|------------|----------|------------------------|---|---|---|---|---------|----------------------|
| BB3412     | PE       | Performance Management | 4 | 0 | 0 | 4 | 1.0     | Human Resource       |

**INTERNATIONAL BUSINESS**

| Course Code | Category | Course Title                       | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|------------------------------------|---|---|---|---|---------|----------------------|
| BB3411      | PE       | Cross Cultural Business Management | 4 | 0 | 0 | 4 | 1       | Business Management  |

**BUSINESS INTELLIGENCE & ANALYTICS**

| Course Code | Category | Course Title                  | L | T | P | C | Version | Course Pre-requisite |
|-------------|----------|-------------------------------|---|---|---|---|---------|----------------------|
| BB3441      | PE       | Machine Learning for Business | 0 | 0 | 4 | 4 | 1       | Nil                  |

**Open Elective II**

| S.No. | Code   | Name                                       | Department (Offering)            |
|-------|--------|--|----------------------------------|
| 1.    | CS3015 | Environment Pollution and Waste Management | Civil Engineering                |
| 2.    | CS3025 | Java Script                                | Computer Science and Engineering |
| 3.    | AG3015 | Big Data Analytics: HDOOP Framework        | Management + CSE                 |
| 4.    | BB3015 | Organic farming                            | Agriculture                      |
| 5.    | JM3015 | Establishing a New Business                | Business & Management            |
| 6.    | HM3015 | Photo Journalism                           | Journalism                       |
| 7.    | MB3015 | Chinese Cuisine                            | Hospitality & Tourism            |
| 8.    | EG3015 | SAP 3                                      | Management                       |
| 9.    | CS3035 | French Intermediate B1                     | English                          |
| 10.   | CS3015 | MS -Excel (Advanced ) MSO Certification    | Computer Science and Engineering |

**THIRD YEAR**

**Semester 5<sup>th</sup>**

| Course Code | Category | Course Title                         | L  | T | P | C  | Version | Course Prerequisite |
|-------------|----------|--------------------------------------|----|---|---|----|---------|---------------------|
| BB3501      | PC       | Business Ethics                      | 4  | 0 | 0 | 4  | 1.1     | Nil                 |
| BB3502      | PC       | Project Management                   | 4  | 0 | 0 | 4  | 1.1     | Nil                 |
| BB3570      | PC       | Summer Internship report & viva-voce | 0  | 0 | 4 | 4  | 1.0     | Nil                 |
| VP3501      | VP       | VAP                                  | 2  | 0 | 0 | 2  | 1.0     | Nil                 |
| GP3501      | GP       | General Proficiency                  | 0  | 0 | 0 | 1  | 1.0     | Nil                 |
|             | PE       | Program Elective III                 | 4  | 0 | 0 | 4  | 1.0     | Nil                 |
|             | PE       | Program Elective IV                  | 4  | 0 | 0 | 4  | 1.0     | Nil                 |
|             |          | TOTAL                                | 18 | 0 | 4 | 23 |         |                     |

**Total Credits:**

**BBA : 23 Credits**

**BBA BIA Specialization : 23 Credits**

**FINANCE**

| Course Code | Category | Course Title                  | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|-------------------------------|---|---|---|---|---------|---------------------|
| BB3503      | PE       | Risk Management and Insurance | 4 | 0 | 0 | 4 | 1.0     | Finance             |
| BB3504      | PE       | Working Capital Management    | 4 | 0 | 0 | 4 | 1.0     | Finance             |

**DIGITALMARKETING**

| Course Code | Category | Course title                         | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|--------------------------------------|---|---|---|---|---------|---------------------|
| BB3505      | PE       | Social Media Marketing and Analytics | 4 | 0 | 0 | 4 | 1.1     | Digital Marketing   |
| BB3506      | PE       | Mobile & e-Marketing                 | 4 | 0 | 0 | 4 | 1.0     | Digital Marketing   |

**MARKETING MANAGEMENT**

| Course Code | Category | Course title                            | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|---|---|---|---|---|---------|---------------------|
| BB3507      | PE       | Digital Marketing                       | 4 | 0 | 0 | 4 | 1.0     | Marketing           |
| BB3508      | PE       | Marketing communication And advertising | 4 | 0 | 0 | 4 | 1.0     | Marketing           |

**HUMAN RESOURCE MANAGEMENT**

| CourseCode | Category | Course title                         | L | T | P | C | Version | Course Prerequisite |
|------------|----------|--------------------------------------|---|---|---|---|---------|---------------------|
| BB3509     | PE       | Human Resource Planning &Development | 4 | 0 | 0 | 4 | 1.0     | HR                  |
| BB3510     | PE       | Industrial Relations                 | 4 | 0 | 0 | 4 | 1.0     | HR                  |

**INTERNATIONAL BUSINESS**

| Course Code | Category | Course title                             | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|--|---|---|---|---|---------|---------------------|
| BB3511      | PE       | Management of multinational corporations | 4 | 0 | 0 | 4 | 1.0     | Business Management |
| BB3512      | PE       | Exim Financing And Documentation         | 4 | 0 | 0 | 4 | 1.0     | Business Management |

**BUSINESS INTELLIGENCE & ANALYTICS**

| Course Code | Category | Course title | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|--------------|---|---|---|---|---------|---------------------|
|-------------|----------|--------------|---|---|---|---|---------|---------------------|

|        |    |   |   |   |   |   |     |     |
|--------|----|---|---|---|---|---|-----|-----|
| BB3540 | PE | Risk Fraud & Foundation to Marketing Analytics Social Media Analytics | 0 | 0 | 4 | 4 | 1.0 | Nil |
| BB3541 | PE | Supply Chain Analytics & HR Analytics                                 | 0 | 0 | 4 | 4 | 1.0 | Nil |

## SEMESTER-6

### FOR BBA ONLY

| Course Code | Category | Course Title                 | L  | T | P | C  | Version | Course Prerequisite |
|-------------|----------|------------------------------|----|---|---|----|---------|---------------------|
| BB3601      | PC       | Business Policy and Strategy | 4  | 0 | 0 | 4  | 1       | Nil                 |
| BB3602      | PC       | Entrepreneurship Development | 4  | 0 | 0 | 4  | 1       | Nil                 |
| BB3670      | Project  | Project Report and Viva Voce | 0  | 0 | 4 | 4  | 1       | Nil                 |
|             | PE       | Program Elective V           | 4  | 0 | 0 | 4  | 1       | Nil                 |
|             | PE       | Program Elective VI          | 4  | 0 | 0 | 4  | 1       | Nil                 |
|             |          | TOTAL                        | 16 | 0 | 4 | 20 |         |                     |

### For BBA BIA Specialization

| Course Code | Category | Course Title              | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|---------------------------|---|---|---|---|---------|---------------------|
| BB3640      | PC       | Case Studies and Projects | 0 | 0 | 4 | 4 | 1       | Nil                 |

### Total Credits:

**BBA : 20 Credits**

**BBA BIA Specialization : 24 Credits**

### FINANCE

| Course Code | Category | Course Title                       | L | T | P | C | Version | Course Prerequisite |
|-------------|----------|------------------------------------|---|---|---|---|---------|---------------------|
| BB3603      | PE       | Banking and Insurance              | 4 | 0 | 0 | 4 | 1.1     | Finance             |
| BB3604      | PE       | International Financial Management | 4 | 0 | 0 | 4 | 1.1     | Finance             |

### DIGITAL MARKETING

| Course Code | Category | Course Title      | L | T | P | C | Version | Course Pre-requisite        |
|-------------|----------|-------------------|---|---|---|---|---------|-----------------------------|
| BB3605      | PE       | Content Marketing | 4 | 0 | 0 | 4 | 1       | Basics of Digital Marketing |



|        |    |                        |   |   |   |   |   |                             |
|--------|----|------------------------|---|---|---|---|---|-----------------------------|
| BB3606 | PE | Digital Marketing Laws | 4 | 0 | 0 | 4 | 1 | Basics of Digital Marketing |
|--------|----|------------------------|---|---|---|---|---|-----------------------------|

### MARKETING MANAGEMENT

| CourseCode | Category | Course Title                      | L | T | P | C | Version | Course Prerequisite  |
|------------|----------|-----------------------------------|---|---|---|---|---------|----------------------|
| BB3607     | PE       | Corporate Social Responsibilities | 4 | 0 | 0 | 4 | 1       | Business Environment |
| BB3608     | PE       | Sales & Distribution Management   | 4 | 0 | 0 | 4 | 1.1     | Marketing            |

### HUMAN RESOURCE MANAGEMENT

| CourseCode | Category | Course Title                            | L | T | P | C | Version | Course Prerequisite |
|------------|----------|---|---|---|---|---|---------|---------------------|
| BB3609     | PE       | International Human Resource Management | 4 | 0 | 0 | 4 | 1       | HR                  |
| BB3610     | PE       | Compensation Management                 | 4 | 0 | 0 | 4 | 1       | HR                  |

### INTERNATIONAL BUSINESS

| CourseCode | Category | Course Title   | L | T | P | C | Version | Course Prerequisite |
|------------|----------|--|---|---|---|---|---------|---------------------|
| BB3611     | PE       | Global Financial Markets And Instruments             | 4 | 0 | 0 | 4 | 1       | Business Management |
| BB3612     | PE       | Foreign Exchange Management And Currency Derivatives | 4 | 0 | 0 | 4 | 1       | Business Management |

## FIRSTYEAR Semester-1

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3101</b>   | <b>Title: Business Communication – 1</b>   | <b>L T P C</b><br><b>1 0 2 2</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | Nil  |                                  |
| <b>Objectives</b>   | To make students communicate effectively in English.   |                                  |
| <b>Expected Outcome</b>   | The students will be able to effectively comprehend, converse and write in English.  |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No of Hours(Per unit)</b>     |
| <b>Unit I</b>   | <b>Grammatical Usage</b>   | <b>6</b>                         |
| Articles, tenses, prepositions and modals.  |  |                                  |
| <b>Unit II</b>  | <b>Contextual Vocabulary</b>   | <b>3</b>                         |
| Vocabulary for everyday use, evaluative, descriptive and action words.                    |  |                                  |
| <b>Unit III</b>   | <b>Listening and Speaking Skills</b>   | <b>5</b>                         |
| Picture stories/story grammar, narration, dialogue, language games. (Use of audio-visual) |  |                                  |
| <b>Unit IV</b>  | <b>Reading and Writing Skills</b>  | <b>5</b>                         |
| Letter writing, topic sentence and paragraph writing.                                     |  |                                  |
| <b>Unit V</b>   | <b>Netiquette</b>  | <b>3</b>                         |
| Email correspondence  |  |                                  |
| <b>Text Books</b>   | 1. Wren & Martin, English Grammar and composition, S. Chand Publication .  |                                  |
| <b>Reference Books</b>  | 1. Ramaswamy, Practical English Grammar, Sura College of Competition.<br>2. Sandeep Kumar Jain, Basic Concepts of English Grammar, Notion Press. |                                  |
| <b>Mode of Evaluation</b>   | Internal and External Examinations   |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22   |                                  |

**Course Outcome For BB3101**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | Develop understanding of importance of Personality Development: Communication & Soft Skills.   | 2        | Emp/S/Ent  |
| <b>CO2</b>               | Skill of analyzing and create strategy to behaviorally inculcate a presentable signature personality with proven practical methods                   | 2        | Emp/S/Ent  |
| <b>CO3</b>               | Evaluate the Skills to determine optimum level of Communication: LSRW  | 3        | Emp/S/Ent  |
| <b>CO4</b>               | Develop and apply the skills of a charismatic professional personality in terms of Communication, Body Language & Soft Skills                        | 3        | Emp/S/Ent  |
| <b>CO5</b>               | Putting the trainees on the testing anvils with skill-application and create the desired results under pre-described benchmark & retrain (if needed) | 3        | Emp/S/Ent  |

**CO-PO Mapping for BB3101**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 1   | 3   | 3   | 3   | 1   | 3   | 3   | 3    | 1                           | 2    | 2    |
| CO2             | 2                  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3    | 2                           | 2    | 2    |
| CO3             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3                           | 3    | 2    |
| CO4             | 2                  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3    | 2                           | 2    | 2    |
| CO5             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3                           | 3    | 2    |
| Average         | 2.4                | 3   | 2.2 | 3   | 3   | 3   | 2.2 | 3   | 3   | 3    | 2.2                         | 2.4  | 2    |



|  |   |                                  |
|--|---|----------------------------------|
| <b>BB3102</b>  | <b>Title: Principles of Management</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | <b>1.1</b>  |                                  |
| <b>Course Prerequisites</b>  | <b>None</b>   |                                  |
| <b>Objectives</b>  | To provide a basis of understanding to the students with reference to working of business organization through the process of management.   |                                  |
| <b>Expected Outcome</b>  | On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management  |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  | <b>Introduction to Management</b>   | <b>08</b>                        |
| Definition, Function, Process, Scope and Significance of Management. Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management, Evolution of Management Theory Approaches of Management, Early Evolution of Management, Different Schools of Management Thought.                                   |   |                                  |
| <b>Unit II</b>   | <b>Planning</b>   | <b>09</b>                        |
| Planning: Nature, Scope, Objectives and Significance of Planning, Elements and Steps of Planning, Types of Plans: Missions or Purpose, Objective or Goal, Management by Objectives. Strategic Planning Process, Presuming and Forecasting, Decision Making. <b>Case-discussion on Derivative Plans &amp; Strategic Planning.</b>   |   |                                  |
| <b>Unit III</b>  | <b>Organizing</b>   | <b>10</b>                        |
| Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design – Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management. |   |                                  |
| <b>Unit IV</b>   | <b>Directing</b>  | <b>09</b>                        |
| Directing: Effective Directing, Supervision, Motivation, Different theories of Motivation-Maslow, Herzberg, Mc-Clelland, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership-Theories and styles. Communication Process, Channels, Barriers of Effective Communication.  |   |                                  |
| <b>Unit V</b>  | <b>Controlling</b>  | <b>08</b>                        |
| Controlling and Coordinating- Elements of managerial Control, Designing Control Systems, Management Control Techniques, Effective Control Systems. Coordination-Concept, Importance, Principles and Techniques of Coordination.  |   |                                  |
| <b>Text Books</b>  | 1. T.N.Chabra -Principles of Management(DHANPAT RAI Publication, New Delhi, 2014).<br>2. NeeruVashisht - Principles of Management(TAXMAN Publication, New Delhi, 2014).<br>3. Smita Gupta - Principles of Management (GALGOTIA Publication, New Delhi, 2012).<br>4. V.S.P. Rao – Principles of Management (HIMALAYA Publication, New Delhi, 2011) |                                  |
| <b>Reference Books</b>   | 1. Ramesh B. Rudani- Principles of Management( MC GRAWHILL Publication, NewDelhi, 2013).<br>2. Harold Koontz - Management (TMH Publication, New Delhi, 2012).   |                                  |
| <b>Mode of Evaluation</b>  | Internal and External Assessment  |                                  |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22  |                                  |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                  |

**Course Outcome for BB3102**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | After course completion, the student will be able to understand the importance of economics in business world.                           | 2        | Emp/S/Ent  |
| <b>CO2</b>               | After course completion, the student will be able to understand demand and supply and effect of these factors on production and pricing. | 2        | Emp/S/Ent  |
| <b>CO3</b>               | After course completion, the student will be able to differentiate different curve and will be able to implement strategies accordingly. | 3        | Emp/S/Ent  |
| <b>CO4</b>               | After course completion, the student will be able to understand different types of market structures.                                    | 3        | Emp/S/Ent  |
| <b>CO5</b>               | After course completion, the student will be able to understand different theories of rent and its effect on economies at a large.       | 3        | Emp/S/Ent  |

**CO-PO Mapping for BB3102**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |       |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|-------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1                       | PSO 2 | PSO3 |
| CO1             | 2                  | 3   | 1   | 3   | 3   | 3   | 1   | 3   | 3   | 3    | 1                           | 2     | 2    |
| CO2             | 2                  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3    | 2                           | 2     | 2    |
| CO3             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3                           | 3     | 3    |
| CO4             | 2                  | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3    | 2                           | 2     | 2    |
| CO5             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3                           | 3     | 3    |
|                 | 2.4                | 3   | 2.2 | 3   | 3   | 3   | 2.2 | 3   | 3   | 3    | 2.2                         | 2.4   | 2.4  |

|  |  |                                  |
|--|--|----------------------------------|
| <b>BB3106</b>  | <b>Title: Business Economics</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | <b>1.1</b>   |                                  |
| <b>Course Prerequisites</b>  | <b>None</b>  |                                  |
| <b>Objectives</b>  | Provide exposure to the students about Micro Economic concepts and inculcate an analytical approach to the subject matter.       |                                  |
| <b>Expected Outcome</b>  | The student would be able to apply economic reasoning to the real problems of business world.                                    |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  | <b>Introduction</b>  | <b>8</b>                         |
| Business economics – meaning scope and objectives of business economics ,Nature and types of business decision , role and responsibilities of business economist micro economics and macroeconomics definition , scope , merits and demerits .   |  |                                  |
| <b>Unit II</b>   | <b>Demand Supply And Market Equilibrium</b>  | <b>8</b>                         |
| Consumption Function Indifference Curve- Meaning, Properties and determination of Consumer’s Equilibrium; Consumer’s Surplus. Demand: Law of Demand; Elasticity of Demand- Concept and Measurement; Price, Income, Cross and Advertising Elasticity; Significance of Elasticity of Demand. Methods of Demand Forecasting, Supply - Law of Supply and Elasticity of supply.   |  |                                  |
| <b>Unit III</b>  | <b>Production And Cost Analysis</b>  | <b>8</b>                         |
| Isoquants production with one and more variable inputs, returns to scale , short and long run costs , cost curves in the short and long run , review of perfect competition , production function – law of variable proportions , law of returns to scale , economies and diseconomies of scale – internal and external , concept of costs – short and long run cost curves. |  |                                  |
| <b>Unit IV</b>   | <b>Market Structure &amp; Pricing in Various Market Conditions</b>   | <b>8</b>                         |
| Introduction to different Markets, Pricing Theory (short-run and long run) under conditions of –perfect competition, Monopoly, Monopolistic competition, Features of oligopoly, Market equilibrium, Concepts of Revenue –TR, AR and MR with relationship.  |  |                                  |
| <b>Unit V</b>  | <b>National Income And International Trade</b>   | <b>8</b>                         |
| Marginal Productivity theory of Distribution, Rent: Concept of Economic Rent, Theories of Rent – Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, concept of Minimum wages, Theories of profit, Liquidity Preference Theory of interest  |  |                                  |
| <b>Text Books</b>  | 1. M. Adhikari, Business Economics, Excel book Publisher, NewDelhi.<br>2 Ahuja H.L, Business Economics, S. Chand & Co., NewDelhi |                                  |
| <b>Reference Books</b>   | 1. V. G. Mankar, Business Economics, Macmillan India Ltd. New Delhi  |                                  |
| <b>Mode of Evaluation</b>  | Internal (40), External Examinations (60)  |                                  |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                  |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                  |

**Course Outcome for BB3106**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/Skill(S)/ Entrepreneurship (Ent)/ None<br><i>(Use , for more than One)</i> |
|--------------------------|--|----------|--|
| <b>CO1</b>               | After course completion, the student will be able to understand the importance of economics in business world.                           | 2        | Emp/S/ENT  |
| <b>CO2</b>               | After course completion, the student will be able to understand demand and supply and effect of these factors on production and pricing. | 2        | Emp/S/ENT  |
| <b>CO3</b>               | After course completion, the student will be able to differentiate different curve and will be able to implement strategies accordingly. | 3        | Emp/S/ENT  |
| <b>CO4</b>               | After course completion, the student will be able to understand different types of market structures.                                    | 2        | Emp/S/ENT  |
| <b>CO5</b>               | After course completion, the student will be able to understand different theories of rent and its effect on economies at a large.       | 2        | Emp/S/ENT  |

**CO-PO Mapping for BB3106**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1    | 2                           | 2    | 2    |
| CO2             | 3                  | 3   | 3   | 1   | 3   | 3   | 3   | 1   | 3   | 3    | 1                           | 3    | 3    |
| CO3             | 2                  | 2   | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2    | 3                           | 2    | 2    |
| CO4             | 1                  | 1   | 1   | 2   | 1   | 1   | 1   | 2   | 1   | 1    | 2                           | 1    | 1    |
| CO5             | 3                  | 2   | 3   | 1   | 2   | 3   | 3   | 1   | 2   | 3    | 1                           | 3    | 3    |
|                 | 2.2                | 2.2 | 2.2 | 1.6 | 2   | 2   | 2.2 | 1.6 | 2   | 2    | 1.8                         | 2.2  | 2.2  |

|  |  |                                  |
|--|--|----------------------------------|
| <b>BB3107</b>  | <b>Title: Business Mathematics and Statistics</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>  | Nil  |                                  |
| <b>Objectives</b>  | To provide understanding of mathematical & statistical tools and their applications in real business life.   |                                  |
| <b>Expected Outcome</b>  | Student will be able to apply mathematical & statistical tools & techniques and knowledge in business and economic situations.   |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours ( per Unit)</b>  |
| <b>Unit I</b>  | <b>Unitary Method, Number system and Matrices</b>  | 7                                |
| Unitary method meaning, problems on Time and work, Problems on Speed, distance and time. Concept of Integers, Exponential system, squares and square roots, cubes and cube roots, Matrix, addition of matrix, Multiplication of matrix,<br>Inverse of matrix and application of Matrix in Business world.                      |  |                                  |
| <b>Unit II</b>   | <b>Profit and Loss &amp; percentage</b>  | 5                                |
| Concept of Profit & Loss, Problems on selling price and Cost price, Concept of percentages, Problems on Percentages &<br>Average and Data interpretation using Percentage.   |  |                                  |
| <b>Unit III</b>  | <b>Measures of Dispersion</b>  | 8                                |
| . Concept of dispersion , Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation and Coefficient of Quartile deviation.  |  |                                  |
| <b>Unit IV</b>   | <b>Correlation and Regression</b>  | 8                                |
| Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties  |  |                                  |
| <b>Unit V</b>  | <b>Time series and Differentiation</b>   | 10                               |
| Introduction to time series, Objectives of time series, Identification of trend, Components of time series, Variations in time series, Methods of Trend Analysis and Choosing appropriate forecasting model, first order differentiation, Product rule, U/V method, Substitution method, Differentiation of Implicit function. |  |                                  |
| <b>Text Books</b>  | 1. Quantitative Aptitude , RS Aggarwal, S. Chand publications,<br>2. <b>Fundamentals of Business Mathematics</b> – 1 Jan 2009 by <u>M. K. Bhowal</u> (Author)<br>3 S.P. Gupta, Business Statistics, S. Chand & Sons, New Delhi.<br>4 .Differentiated Instructions by Deborah Blaz, Eye on Education Publications, Texas USA. |                                  |
| <b>Reference Books</b>   | 1.PK Gupta, Business Mathematics and Business Statistics, Sultan Chand & sons.<br>2. Dr J.K. Thukral, Business Mathematics and Statistics ,maxima publications.<br>3. The Art of Problem Solving, Volume 1: The Basics <u>Sandor Lehoczky</u> , <u>Richard Rusczyk</u> .   |                                  |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                  |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                  |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                  |

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/Skill(S)/Entrepreneurship (Ent)/None (Use, for more than One) |
|--------------------------|---|----------|---|
| <b>CO1</b>               | Learn to solve the problems based on unitary method                             | 2        | Emp/S/ENT   |
| <b>CO2</b>               | Learn to solve the problems on profit   | 2        | Emp/S/ENT   |
| <b>CO3</b>               | Learn to solve the problems on dispersion                                       | 3        | Emp/S/ENT   |
| <b>CO4</b>               | Learn to solve the problems based on correlation                                | 2        | Emp/S/ENT   |
| <b>CO5</b>               | Learn concepts and to solving the problems based on Introduction to time series | 2        | Emp/S/ENT   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO2             | 2                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO3             | 2                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO4             | 2                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO5             | 2                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 3                           | 2    | 2    |
|                 | 2                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 3                           | 2    | 2    |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3105</b>   | <b>Title:</b> <b>Financial Accounting</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | <b>None</b>  |                                  |
| <b>Objectives</b>   | To provide an insight into the basics of Accounting Concepts and principle to prepare more realistic financial reports.  |                                  |
| <b>Expected Outcome</b>   | These concepts would be helpful to develop the conceptual knowledge and analytical skills to sort out the complexities in Corporate Business transactions.   |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>Accounting Concepts and practices</b>   | 7                                |
| <p><b>Accounting utility in present corporate world:</b> Introduction of accounting, features and Objectives of preparing accounting. Functions of accounting, Limitations of accounting, Users of accounting, Difference between book keeping and accounting, Difference between accounting, concept of accountancy and accounting terms.</p> <p><b>GAAP (Generally accepted accounting principles):</b> Accounting principles, concepts and conventions, Accounting standards required in to process the accounting system.</p> |  |                                  |
| <b>Unit II</b>  | <b>Financial transaction process</b>   | 6                                |
| <p><b>Accounting applications:</b> Introduction of Accounting equations, complexities comes in accounting equations, numerical problem in accounting equations.</p> <p><b>Double entry system:</b> Meaning of double entry system, nature and scope. Introduction to Journal, Ledger, Subsidiary books including cash book and Trial Balance with real business case handling.</p>  |  |                                  |
| <b>Unit III</b>   | <b>Financial compatibilities with balance sheet and BRS</b>  | 10                               |
| <p><b>Final accounts:</b> Introduction to component of final account including, trading account and profit and loss account. Differentiate between gross profit and net profit, and utility of balance sheet for firms. Prepare final accounts by incorporating both simple and advanced adjustment generally prevails in cut-throat competitive business scenario. Introduction to BRS and its numerical assessment.</p>   |  |                                  |
| <b>Unit IV</b>  | <b>Depreciation and Bills of Exchange</b>  | 9                                |
| <p><b>Depreciation accounts:</b> Introduction to depreciation needs and causes of depreciation. Methods of depreciations. Prepare fixed assets accounts using both simple and complex adjustments including sale one part of machines.</p> <p><b>Bills of Exchange accounts:</b> Definition, needs, scope and introduction to parties enrolled i.e. drawer, drawee and payee. Preparation of bills of exchange accounts in the books of parties enrolled in dealing.</p>  |  |                                  |
| <b>Unit V</b>   | <b>Partnership accounting</b>  | 12                               |
| <p><b>Partnership accounts:</b> Revaluation accounts, Partnership deed, admission of new partner, retirement of partner. Realization accounts, Methods of dissolution, Problems solving through dissolution accounts.</p>   |  |                                  |
| <b>Text Books</b>   | <ol style="list-style-type: none"> <li>1. T.S.Reddy&amp;A.Murthy, "Financial Accounting", Margham Publications, Sixth Revision Edition, 2011.</li> <li>2. P.C. Tulsian, " Financial Accounting", Tata MC Graw Hill Ltd, 2003.</li> <li>3. Robert N Anthony, David Hawkins, Kenneth A. Merchant, <i>Accounting: Text and Cases</i>, McGraw-Hill Education, 13th Ed. 2013.</li> <li>4. Charles T. Horngren and Donna Philbrick, <i>Introduction to Financial Accounting</i>, Pearson Education.</li> </ol> |                                  |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. M.C. Shukla: Advanced Accounts S. Chand and Co., New Delhi 2009.</li> <li>2. B.K. Banerjee: Financial Accounting, PHI Learning (P) Ltd., New Delhi 2010</li> </ol>   |                                  |
| <b>Mode of Evaluation</b>   | Internal and External Assessment   |                                  |
| <b>Recommendation</b>   | 02-06-22   |                                  |

**Course Outcome for BB3105**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | Understanding fundamentals of accounting principles and it's importance. | 2        | Ent/Emp/S   |
| <b>CO2</b>               | Learning the double entry system and its application.                    | 2        | Ent/Emp/S   |
| <b>CO3</b>               | Preperation of Final Account and understanding their utility.            | 3        | Ent/Emp/S   |
| <b>CO4</b>               | Understand, Evaluate and Apply concept of Depreciation in business plan. | 3        | Ent/Emp/S   |
| <b>CO5</b>               | Understand the concept of partnershipfirm.                               | 2        | Ent/Emp/S   |

**CO-PO mapping for BB3105**

| Course Outcomes | Programme Outcomes |      |      |      |      |      |      |      |      |       | Programme Specific Outcomes |      |      |
|-----------------|--------------------|------|------|------|------|------|------|------|------|-------|-----------------------------|------|------|
|                 | PO1                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3    | 3    | 2    | 3    | 1    | 1    | 1    | 1    | 1     | 3                           | 3    | 1    |
| CO2             | 3                  | 3    | 2    | 1    | 2    | 2    | 2    | 2    | 1    | 1     | 2                           | 3    | 2    |
| CO3             | 2                  | 2    | 1    | 1    | 1    | 2    | 1    | 2    | 2    | 1     | 3                           | 3    | 2    |
| CO4             | 1                  | 3    | 3    | 1    | 2    | 1    | 1    | 1    | 2    | 3     | 2                           | 2    | 1    |
| CO5             | 3                  | 3    | 2    | 1    | 1    | 2    | 1    | 2    | 1    | 1     | 3                           | 3    | 1    |
|                 | 2.2                | 2.8  | 2.2  | 1.2  | 1.8  | 1.6  | 1.2  | 1.6  | 1.4  | 1.4   | 2.6                         | 2.8  | 2.8  |



## SEMESTER-2

|   |   |                                    |
|---|---|------------------------------------|
| <b>BB3202</b>                                   | <b>Title: Marketing Management</b>  | <b>L T P C<br/>4 0 04</b>          |
| <b>Version No.</b>                              | <b>1.1</b>  |                                    |
| <b>Course Prerequisites</b>                     | Nil   |                                    |
| <b>Objectives</b>                               | This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic concepts of marketing.   |                                    |
| <b>Expected Outcome</b>                         | The student will be able to identify core concepts of marketing and the role of marketing in business and society.  |                                    |
| <b>Unit No.</b>                                 | <b>Unit Title</b>   | <b>No. of hours<br/>(per Unit)</b> |
| <b>Unit I</b>                                   | <b>Introduction to Marketing Management</b>   | 9                                  |
|   | Definition, nature, scope & importance of Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept and Societal marketing Concepts.  |                                    |
| <b>Unit II</b>                                  | <b>Segmentation &amp; Positioning</b>   | 10                                 |
|   | Segmentation : Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning, Consumer behavior: Concept, Importance and factors influencing consumer behavior. |                                    |
| <b>Unit III</b>                                 | <b>Product &amp; Pricing decisions</b>  | 9                                  |
|   | Product: Product Mix, New Product development, and Consumer Adoption Process, Product life cycle, Branding and packaging, Meaning, objective, factors influencing pricing and methods of pricing. Discounts and rebates.  |                                    |
| <b>Unit IV</b>                                  | <b>Promotion &amp; Distribution</b>   | 9                                  |
|   | Promotion : Promotional mix, tools, objectives, media selection & management Distribution Concept, importance, different types of distribution channels etc. Forward and Backward integration, Rural Marketing.   |                                    |
| <b>Unit V</b>                                   | <b>Issues and Developments in Marketing</b>   | 7                                  |
|   | Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing. <b>Case discussions on Green marketing in Uttarakhand.</b>            |                                    |
| <b>Text Books</b>                               | 1. Kottler Phillip, Marketing Management, Pearson Publication, New Delhi.<br>2. C.B. Gupta, Marketing Management, Sultan Chand Publication, New Delhi.  |                                    |
| <b>Reference Books</b>                          | 1. R.L. Varshney, Marketing Management, Sultan Chand, New Delhi.<br>2. R. S. N. Pillai, Marketing Management, S.Chand, New Delhi.   |                                    |
| <b>Mode of Evaluation</b>                       | Internal and External Examinations  |                                    |
| <b>Recommendation by Board of Studies On</b>    | 02-06-22  |                                    |
| <b>Date of approval by the Academic Council</b> | 20-10-22  |                                    |

**Course Outcome for BB3202**

| Unit- wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|---------------------------|--|----------|---|
| <b>CO1</b>                | After course completion, the student will be able to understand the nature and importance of marketing   | 2        | Ent/Emp/S   |
| <b>CO2</b>                | After course completion, the student will be able to analyze and understand the term segmentation.   | 4        | Ent/Emp/S   |
| <b>CO3</b>                | After course completion, the student will be able to analyze the process of PLC. To create different methods related to marketing like positioning, packaging, branding. | 4        | Ent/Emp/S   |
| <b>CO4</b>                | After course completion, the student will be able to organize and understand the promotion mix and understand the different methods of distribution.                     | 3        | Ent/Emp/S   |
| <b>CO5</b>                | After course completion, the student will be able to understand the term consumerism.  | 3        | Ent/Emp/S   |

**CO-PO Mapping for BB3202**

| Course Outcomes | Programme Outcomes |      |      |      |      |      |      |      |      |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------------------|------|------|
|                 | PO 1               | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3    | 2    | 1    | 2    | 1    | 2    | 3    | 1    | 2    | 2                           | 2    | 2    |
| CO2             | 3                  | 3    | 3    | 1    | 3    | 3    | 3    | 3    | 3    | 3    | 1                           | 3    | 3    |
| CO3             | 2                  | 2    | 2    | 3    | 2    | 2    | 2    | 2    | 2    | 2    | 3                           | 2    | 2    |
| CO4             | 1                  | 1    | 1    | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 2                           | 1    | 1    |
| CO5             | 3                  | 2    | 3    | 1    | 2    | 3    | 3    | 2    | 1    | 3    | 1                           | 3    | 3    |
|                 | 2.2                | 2.2  | 2.2  | 1.6  | 2    | 2    | 2.2  | 2.2  | 1.6  | 2.2  | 1.8                         | 2.2  | 2.2  |

|  |  |                                 |
|--|--|---------------------------------|
| <b>BB3204</b>  | <b>Title: Organizational Behavior</b>  | <b>L T P C</b><br><b>4 0 04</b> |
| <b>Version No.</b>   | <b>1.0</b>   |                                 |
| <b>Course Prerequisites</b>  | Nil  |                                 |
| <b>Objectives</b>  | The goal of this course is to help students develop a conceptual understanding of Organization behaviour theories and to provide them with skills to put those idea and theories into practices.                               |                                 |
| <b>Expected Outcome</b>  | Explain and evaluate the key assumptions on which organizations is managed and assess the effects of these ideas on employee’s attitudes and actions.  |                                 |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>  |
| <b>Unit I</b>  | <b>Introduction to Organizational Behaviour</b>  | 9                               |
| Concept of Organizational Behaviour (OB), nature and scope of OB ,Importance of Organizational Behaviour, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior. Challenges and Opportunities for OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on Organizational Behaviour.   |  |                                 |
| <b>Unit II</b>   | <b>Individual Behaviour and Behaviour Dynamics</b>   | 9                               |
| <b>Individual</b> Behavior - Attitude, Personality, Perception and individual decision-making – factors influencing perception;, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygine theory, Vrooms Expectancy theory. Introduction to Interpersonal Behaviour: Nature and meaning of Interpersonal Behaviour, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis and Johari Window Model.  |  |                                 |
| <b>Unit III</b>  | <b>Group Behaviour, Team and Leadership development</b>  | 12                              |
| Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict. Leadership, Its Theories and Prevailing Leadership styles in Indian organizations. Managing Teams: Why work in Teams, Work teams in organization, Developing work Teams, Team Effectiveness, Team Building. Learning: Learning and Learning Cycle, Components of Learning, Theories of Learning. |  |                                 |
| <b>Unit IV</b>   | <b>Organization Culture</b>  | 8                               |
| Introduction to Organization Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity.<br>Organizational Stress: Definition and Meaning , Sources of Stress, Types of Stress, Impact of Stress on Organizations and Stress Management Techniques.   |  |                                 |
| <b>Unit V</b>  | <b>Organization Change and Development</b>   | 6                               |
| Organization Change and Development: Definition and Meaning, Need for Change, Resistance to change ,Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions.  |  |                                 |
| <b>Text Books</b>  | 1. J. S. Chandan, Organizational Behavior, Vikas Publishing House Pvt. Ltd, New Delhi.<br>2. S. Robbins, T. Judge & S. Sanghi, Organizational Behavior, Pearson Education.   |                                 |
| <b>Reference Books</b>   | 1. L. M. Prasad, Understanding Organizational Behavior, Sultan Chand & Sons.<br>2. U. Pareek, Understanding Organizational Behavior, Oxford University Press.<br>3. S. P. Robbins, Organizational Behavior, Pearson Education. |                                 |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                 |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                 |



Date of approval by the  
Academic Council

20-10-22

BBA Version 2022

**Course Outcome for BB3204**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | The student will be able to demonstrate the applicability of the concept of organizational behavior to understand the Behavior of people in the organization               | 2        | Ent/Emp/S  |
| <b>CO2</b>               | The student will be able to demonstrate the applicability of analyzing the complexities associated with management of Individual behavior in the organization              | 2        | Ent/Emp/S  |
| <b>CO3</b>               | The student will be able to understanding the complexities associated with management of the group behavior in the Organization  | 3        | Ent/Emp/S  |
| <b>CO4</b>               | The student will be able to demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization. | 3        | Ent/Emp/S  |
| <b>CO5</b>               | The student will be able to demonstrate different leadership styles and how they can be used in an organization for effective and goal oriented task completion            | 3        | Ent/Emp/S  |

**CO-PO Mapping for BB3204**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 1   | 3   | 3   | 1   | 1   | 3   | 3   | 1    | 3                           | 1    | 1    |
| CO2             | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1    | 2                           | 2    | 2    |
| CO3             | 1                  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 3    |
| CO4             | 2                  | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO5             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3    | 1                           | 2    | 2    |
|                 | 2                  | 2.2 | 2   | 2   | 2.2 | 1.8 | 2   | 2   | 2.2 | 1.8  | 2.2                         | 2    | 2    |

|   |   |                                  |
|---|---|----------------------------------|
| <b>BB3206</b>   | <b>Title: Management Information System</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | <b>1.0</b>  |                                  |
| <b>Course Prerequisites</b>   | Nil   |                                  |
| <b>Objectives</b>   | To make students aware of Management Information System   |                                  |
| <b>Expected Outcome</b>   | The students will be able to effectively comprehend the use and importance of Management Information System.  |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>Introduction to MIS</b>  | 8                                |
| Definition of Information Systems; Management levels as a Framework for Information Systems; Information System Planning Strategies and Methods; Business Systems Planning (BSP), Critical Success Factors (CSF), Ends/Means (E/M)Analysis. |   |                                  |
| <b>Unit II</b>  | <b>System Concept</b>   | 8                                |
| System concepts in Business; Information System as a System.  |   |                                  |
| <b>Unit III</b>   | <b>Elements of MIS</b>  | 9                                |
| MIS:-Elements, Objectives, Structure; Making MIS Efficient and Effective, and Limitations.  |   |                                  |
| <b>Unit IV</b>  | <b>System Development Life Cycle</b>  | 9                                |
| Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.   |   |                                  |
| <b>Unit V</b>   | <b>Technological Support to MIS</b>   | 6                                |
| An overview of Computer Hardware, Computer Software, File and Database Management Systems, Computer Communications, Internet and Intranet. Actual Use and Practical of Application of Various Programmes in Computer Lab.                   |   |                                  |
| <b>Text Books</b>   | 1. Alson & Davis -Management information systems<br>2.Kanter-Management Information and Control System<br>3.HarryM-Information and management systems |                                  |
| <b>Reference Books</b>  | 1.Scot, Gorge M-Principles of MIS<br>2.Manedick and Ross-Information System for Modern Management<br>3.Bocchinc WilliamA-MIS Tools and Design         |                                  |
| <b>Mode of Evaluation</b>   | Internal and External Examinations  |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                  |

**Course Outcome for BB3206**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | The student will be able to demonstrate the applicability of the concept of organizational behavior to understand the Behavior of people in the organization               | 2        | Ent/Emp/S  |
| <b>CO2</b>               | The student will be able to demonstrate the applicability of analyzing the complexities associated with management of Individual behavior in the organization              | 2        | Ent/Emp/S  |
| <b>CO3</b>               | The student will be able to understanding the complexities associated with management of thegroup behavior in the Organization   | 3        | Ent/Emp/S  |
| <b>CO4</b>               | The student will be able to demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization. | 3        | Ent/Emp/S  |
| <b>CO5</b>               | The student will be able to demonstrate different leadership styles and how they can be used in an organization for effective and goal oriented task completion            | 3        | Ent/Emp/S  |

**CO-PO Mapping for BB3206**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 1   | 3   | 3   | 1   | 1   | 3   | 3   | 1    | 3                           | 1    | 1    |
| CO2             | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1    | 2                           | 2    | 2    |
| CO3             | 1                  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 3    |
| CO4             | 2                  | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO5             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3    | 1                           | 2    | 2    |
|                 | 2                  | 2.2 | 2   | 2   | 2.2 | 1.8 | 2   | 2   | 2.2 | 1.8  | 2.2                         | 2    | 2    |

|  |   |                                |
|--|---|--------------------------------|
| <b>BB3201</b>  | <b>Title: Business Communication – 2</b>  | <b>LT P C</b><br><b>2 0 02</b> |
| <b>Version No.</b>   | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>  | Nil   |                                |
| <b>Objectives</b>  | To understand business communication strategies and principles for effective communication in domestic and international business situations and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument. |                                |
| <b>Expected Outcome</b>  | Identify ethical, legal, cultural, and global issues affecting business communication and Utilize analytical and problem solving skills appropriate to business communication.  |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction</b>   | 4                              |
| Defining and classifying communication – purpose of communication, process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication. |   |                                |
| <b>Unit II</b>   | <b>Oral communication</b>   | 5                              |
| Meaning of oral Communication, principles of successful oral communication –what is reflection and empathy: two sides of effective oral communication – effective listening, non-verbal communication.   |   |                                |
| <b>Unit III</b>  | <b>Written Communication</b>  | 5                              |
| Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.                              |   |                                |
| <b>Unit IV</b>   | <b>Business letters</b>   | 4                              |
| Introduction to business letters – writing routine and persuasive letters – positive and negative messages. Presentation skills: What is a presentation, elements of presentation, designing a presentation, Advanced visual support for business presentation types of visual aid.    |   |                                |
| <b>Unit V</b>  | <b>Employment Communication</b>   | 4                              |
| Introduction –Group discussions – interview skills Impact of Technology on Business Communication, Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.   |   |                                |
| <b>Text Books</b>  | 1. Meenakshi Raman, Business Communication, Oxford Publication, New Delhi.<br>2.R.K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd, New elhi.   |                                |
| <b>Reference Books</b>   | 1. Shalini Verma, Business Communication, Vikas Publication. 2.K.K .Sinha, Business Communication, Galgotia Publication, New Delhi. 3.A.K.Gupta, Business Communication, Kalyani Publication, Ludhiana.<br>4.Rajendra Pal, Business Communication, Sultan Chand Publication. New Delhi. |                                |
| <b>Mode of Evaluation</b>  | Internal and External Examinations  |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                |



**Course Outcome for BB3201**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>  | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None (Use , for more than One)</b> |
|---------------------------------|--|-----------------|---|
| CO1                             | After course completion, the student will be able to learn and understand the meaning and components of communication              | 2               | Emp   |
| CO2                             | After course completion, the student will be able to provide an overview of Prerequisites to Communication skills.                 | 2               | Emp   |
| CO3                             | After course completion, the student will be able to learn and understand of outline to effective Organizational Communication     | 2               | Emp   |
| CO4                             | After course completion, the student will be able to impart the correct practices of the strategies of Effective Business writing. | 3               | Emp   |
| CO5                             | After course completion, the student will be able to learn about the different communication skills                                | 3               | Emp   |

**CO-PO Mapping for BB3201**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 2                         | 3   | 1   | 3   | 3   | 3   | 3   | 1   | 3   | 3    | 1                                  | 2    | 3    |
| CO2                    | 2                         | 3   | 2   | 3   | 3   | 3   | 3   | 2   | 3   | 3    | 2                                  | 2    | 3    |
| CO3                    | 3                         | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3                                  | 3    | 3    |
| CO4                    | 2                         | 3   | 2   | 3   | 3   | 3   | 3   | 2   | 3   | 3    | 2                                  | 2    | 3    |
| CO5                    | 3                         | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3                                  | 3    | 3    |
|                        | 2.4                       | 3   | 2.2 | 3   | 3   | 3   | 3   | 2.2 | 3   | 3    | 2.2                                | 2.4  | 3    |

|   |   |                                    |
|---|---|------------------------------------|
| <b>BB3205</b>   | <b>Title: Business Law</b>  | <b>L T P C<br/>3 0 0 3</b>         |
| <b>Version No.</b>  | <b>1.1</b>  |                                    |
| <b>Course Prerequisites</b>   | Nil   |                                    |
| <b>Objectives</b>   | To help students in understanding the legal aspects of business.  |                                    |
| <b>Expected Outcome</b>   | The students will be able to formulate legal framework for functioning of the Business  |                                    |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours<br/>(per Unit)</b> |
| <b>Unit I</b>   | <b>Introduction</b>   | 8                                  |
| Law of contract 1872- Definition & Nature of Contract, Types of Contract, Essential Elements of a contract, Offer & Acceptance, Capacity of parties to contract, Free Consent and consideration, Agreement declared void and Performance of Contract, Discharge of Contract, QUASI-CONTRACT. <b>DISCUSSION OF CASELETS</b>  |   |                                    |
| <b>Unit II</b>  | <b>Contract Act</b>   | 8                                  |
| Breach of Contract, Remedies for Breach of Contract, Special contracts: Indemnity, Guarantee, Bailment and Pledge; Agency. <b>DISCUSSION OF CASELETS</b>  |   |                                    |
| <b>Unit III</b>   | <b>Partnership</b>  | 8                                  |
| Indian Partnership Act 2008: Concept, Formation, Importance, Rights, Duties and Liabilities of Partners; Partnership Deed. <b>DISCUSSION OF CASELETS</b>  |   |                                    |
| <b>Unit IV</b>  | <b>Sales Of Goods Act &amp; Consumer Protection Act</b>   | 8                                  |
| <b>Sale of Goods:</b> Conditions and Warranties, Transfer of Ownership and Delivery, Rights of an Unpaid Seller, Nature of Contract of Sale.<br>Consumer Protection Act, 1986: Definition, Features, Importance and Consumer Redressal Machinery.<br><b>DISCUSSION OF CASELETS: State Consumer Disputes Redressal Commission Uttarakhand Power Corporation ... vs Ashish Kumar on 22 March, 2013, STATE CONSUMER DISPUTES REDRESSAL COMMISSION, UTTARAKHAND, DEHRADUN</b> |   |                                    |
| <b>Unit V</b>   | <b>Negotiable Instrument</b>  | 9                                  |
| Negotiable Instrument Act, 1881: Definitions, Features, Promissory Note, Bill of Exchange, Cheques, Crossing of Cheque, Holder and Holder in due course and Dishonour & Discharge of negotiable instruments.<br><b>DISCUSSION OF CASELETS: On Negotiable Instrument</b>   |   |                                    |
| <b>Text Books</b>   | 1. Pillai & Bagavathi, Business Law, S Chand & Sons, New Delhi.<br>2. MC Kuchhal, Business law, Vikas Publishing House Pvt. Ltd, New delhi. 1. N D Kapoor, Business Law, S Chand & Sons. 2015 |                                    |
| <b>Reference Books</b>  | 1. Dr G K Kapoor, Business Law and Practices, Taxman Publishers. 2011<br>2. A. Ramaiya, Business Law, Wadhwa Publishers. 2006   |                                    |
| <b>Mode of Evaluation</b>   | Internal and External Examinations  |                                    |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                    |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                    |

**Course Outcome for BB3205**

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None<br><i>(Use , for more than One)</i> |
|--------------------------|---|----------|---|
| <b>CO1</b>               | To understand the basic concept of business law.To understand the general principles of contract.                     | 2        | Ent/Emp/S   |
| <b>CO2</b>               | To understand the legal formalities of law of contract. To Extend the knowledge of special kind of contract.          | 2        | Ent/Emp/S   |
| <b>CO3</b>               | To know the role and importance of Limited Liability Partnership. To understand the consumer protection law in India. | 3        | Ent/Emp/S   |
| <b>CO4</b>               | To provide a learning about the Negotiable instruments and their uses in Business operations.                         | 3        | Ent/Emp/S   |
| <b>CO5</b>               | To extend the knowledge of Foreign exchange lawand competition Act.   | 3        | Ent/Emp/S   |

**CO-PO Mapping for BB3205**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 2   | 2   | 1   | 2   | 3   | 1   | 2   | 2    | 1                           | 2    | 2    |
| CO2             | 2                  | 2   | 2   | 3   | 2   | 2   | 2   | 1   | 2   | 2    | 1                           | 1    | 2    |
| CO3             | 2                  | 2   | 2   | 3   | 2   | 2   | 1   | 2   | 2   | 2    | 2                           | 3    | 2    |
| CO4             | 2                  | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 3                           | 2    | 3    |
| CO5             | 3                  | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 3                           | 3    | 2    |
|                 | 2.2                | 2.2 | 2.2 | 3   | 2   | 2   | 1.4 | 1.6 | 1.6 | 1.6  | 2                           | 2.2  | 2.2  |

| CY3205  | Title: Environmental Studies  | L | T | P | C                   |
|---|---|---|---|---|---------------------|
|   |   | 2 | 0 | 0 | 2                   |
| <b>Version No.</b>  | 1   |   |   |   |                     |
| <b>Course Prerequisites</b>   | Nil   |   |   |   |                     |
| <b>Objective</b>  | Creating awareness among engineering students about the importance of environment, the effect of technology on the environment and ecological balance is the prime aim of the course. |   |   |   |                     |
| <b>Unit No.</b>   | <b>Unit Title</b>   |   |   |   | <b>No. of hours</b> |
| <b>Unit I</b>   | <b>Introduction to Environmental studies &amp; Ecosystems</b>   |   |   |   | 5                   |
| Multidisciplinary nature of environmental studies, Scope and importance, Need for public awareness. Concept, Structure and function of an ecosystem, Energy flow in an ecosystem: food chains, food webs and ecological pyramids. Examples of various ecosystems such as: Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans and estuaries).  |   |   |   |   |                     |
| <b>Unit II</b>  | <b>Natural Resources: Renewable &amp; Non- renewable resources</b>  |   |   |   | 5                   |
| Land as a resource, land degradation, landslides (natural & man-induced), soil erosion and desertification. Forests & forest resources: Use and over-exploitation, deforestation. Impacts of deforestation, mining, dam building on environment and forests. Resettlement and rehabilitation of project affected persons; problems and concerns with examples. Water resources: Use and over-exploitation of surface and ground water, floods, drought, conflicts over water (international & inter-state). Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems with examples. Energy resources: Renewable and non renewable energy sources, use of alternate energy sources and growing energy needs. |   |   |   |   |                     |
| <b>Unit III</b>   | <b>Biodiversity &amp; Conservation</b>  |   |   |   | 5                   |
| Levels of biological diversity: genetic, species and ecosystem diversity. Biogeography zones of India. Ecosystem and biodiversity services. Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.   |   |   |   |   |                     |
| <b>Unit IV</b>  | <b>Environmental Pollution</b>  |   |   |   | 4                   |
| Environmental pollution and its types. Causes, effects and control measures of:a) Air pollution b) Water pollution – freshwater and marine c) Soil pollution d) Noise pollution e) Thermal pollution. Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste.   |   |   |   |   |                     |
| <b>Unit V</b>   | <b>Environmental Policies &amp; Practices</b>   |   |   |   | 5                   |
| Concept of sustainability and sustainable development. Water conservation & watershed management. Climate change, global warming, acid rain, ozone layer depletion. Disaster management: floods, earthquake, cyclones and landslides. Wasteland reclamation. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation. Environment: rights and duties. Population growth. Field work<br><ul style="list-style-type: none"> <li>• Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.</li> <li>• Study of simple ecosystems-pond, river, hill slopes, etc.</li> </ul>                               |   |   |   |   |                     |
| <b>Text Books</b>   | 1. Bharucha. E, Textbook of Environmental Studies for Undergraduate Courses,  |   |   |   |                     |
| <b>Reference Books</b>  | 1. Kaushik Anubha, Kaushik C P, Perspectives in Environmental Studies New Age Publication.<br>2. Rajagopalan , Environmental Studies from Crisis to Cure, Oxford University Press.    |   |   |   |                     |
| <b>Mode of Evaluation</b>   | Internal and External Examination   |   |   |   |                     |
| <b>Recommended by Board of Studied on</b>   | 02-06-22  |   |   |   |                     |

|   |          |
|---|----------|
| <b>Date of Approval by the Academic Council</b> | 20-10-22 |
|---|----------|

**Course Outcome for CY3205**

| Unit-wise CO | Descriptions   | BL Level | Employability (Em)/ Skill(S)/ Entrepreneurship (En)/ None (Use , for more than One) |
|--------------|--|----------|---|
| <b>CO1</b>   | Students should be able to correlate the human population growth and its trend to the environmental degradation and develop the awareness about his/her role towards environmental protection and preventions.     | 2        | None  |
| <b>CO2</b>   | Students should be able to understand the solutions related to environmental problems related with the renewable & non-renewable resources.  | 2        | S   |
| <b>CO3</b>   | Students should be able to understand the importance of ecosystem and biodiversity and the method of conservation of biological diversity.   | 2        | S   |
| <b>CO4</b>   | Students should be able to understand different components of the environment and their function and the effects pollution on environment and should be able to understand the concept of sustainable development. | 2        | En  |
| <b>CO5</b>   | Students should be able to correlate the human population growth and its trend to the environmental degradation and develop the awareness about his/her role towards environmental protection and preventions.     | 2        | None  |

**CO-PO Mapping for CY3205**

| CO   | Program Outcomes Course Articulation Matrix (Highly Mapped- 3, Moderate-2, Low-1, Not related-0) |     |     |     |     |     |     |     |     |      | Program Specific Outcomes |      |      |
|------|--|-----|-----|-----|-----|-----|-----|-----|-----|------|---------------------------|------|------|
|      | PO1  | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                      | PSO2 | PSO3 |
| CO 1 | 2  | 1   | 2   | 2   | 0   | 2   | 1   | 1   | 2   | 2    | 3                         | 3    | 2    |
| CO 2 | 0  | 1   | 0   | 1   | 3   | 0   | 0   | 3   | 1   | 2    | 0                         | 1    | 1    |
| CO 3 | 2  | 0   | 1   | 1   | 3   | 3   | 2   | 1   | 1   | 1    | 2                         | 0    | 1    |
| CO 4 | 1  | 2   | 0   | 1   | 2   | 2   | 3   | 2   | 3   | 1    | 0                         | 0    | 1    |
| CO 5 | 1  | 1   | 3   | 2   | 0   | 2   | 0   | 1   | 3   | 3    | 2                         | 1    | 2    |
| Avg  | 1.2  | 1   | 1.2 | 1.4 | 1.6 | 1.8 | 1.2 | 1.6 | 2   | 1.8  | 1.4                       | 1    | 1.4  |

|  |   |                                   |
|--|---|-----------------------------------|
| HU3202   | <b>Title: United Nations Development Programme</b>  | <b>L T P C</b><br><b>1 0 0 1</b>  |
| <b>Version No.</b>   | <b>1.0</b>  |                                   |
| <b>Course Prerequisites</b>  | Nil   |                                   |
| <b>Objectives</b>  |   |                                   |
| <b>Unit Nos.</b>   | <b>Unit Title</b>   | <b>Number of hours (Per Unit)</b> |
| <b>Unit 1</b>  | <b>Introduction</b>   | 2                                 |
| Introduction to UNDP, Mission and Vision of UNDP, Goals of UNDP, Structure of UNDP Executive Board and function of UNDP Board members, Expertise of UNDP, UNDP in India: Projects of UNDP in India.  |   |                                   |
| <b>Unit 2</b>  | <b>Sustainable Livelihoods</b>  | 3                                 |
| Vision and Strategy for Sustainable Livelihoods: Hill Agriculture / Horticulture, Tourism and Other avenues for generating Sustainable Livelihoods. Strategies for End of hunger, achieve food security and improved nutrition and promote sustainable agriculture Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All. Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation |   |                                   |
| <b>Unit 3</b>  | <b>Human Development</b>  | 2                                 |
| Access and explore human development data for 191 countries and territories worldwide. Ensure healthy lives and promote well-being for all at all ages, Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities, Ensure availability and sustainable management of water and sanitation.  |   |                                   |
| <b>Unit 4</b>  | <b>Social Development</b>   | 2                                 |
| Achieve Gender Equality and Empower All Women and Girls, Reduce Inequality within and Among Countries, Promote Peaceful and Inclusive Societies for Sustainable Development, Provide Access to Justice to All and Build Effective, Accountable and Inclusive Institutions at All Levels  |   |                                   |
| <b>Unit 5</b>  | <b>Environmental Sustainability</b>   | 3                                 |
| Ensure access to affordable, reliable, sustainable and modern energy, Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable, Ensure Sustainable Consumption and Production Patterns, Urgent Action to Combat Climate Change and its Impacts, Protect, Restore and Promote Sustainable Use of Terrestrial Ecosystems, Sustainably Manage Forests, Combat Desertification, and Halt and Reverse Land Degradation and Halt Biodiversity Loss.                                  |   |                                   |
| <b>Text Books</b>  |   |                                   |
| <b>Reference Books</b>   | <a href="http://web.undp.org/evaluation/documents/Books/Evaluation_for_Agenda_2030.pdf">http://web.undp.org/evaluation/documents/Books/Evaluation_for_Agenda_2030.pdf</a><br>Digambar Bhouraskar, 2014, United Nations Development Aid: A History of Undp, Academic Foundation Publisher, 230 |                                   |
| <b>Mode of Evaluation</b>  | Internal and External Examination   |                                   |
| <b>Recommended by the Board of Studies on</b>  | 02-06-22  |                                   |
| <b>Date of approval by the Academic Council on</b>   | 20-10-22  |                                   |

**Course Outcome for HU3202**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp.)/<br>Skill(S)/ Entrepreneurship<br>(Ent.)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | Students will learn about the Structure, Mission, Vision and Goals of UNDP   | 2        | S  |
| <b>CO2</b>               | Equip the students with the knowledge of sustainable livelihoods for inclusive economic growth.                                | 2        | S  |
| <b>CO3</b>               | Students will learn and explore about the Human Development index to promote well being at all ages.                           | 2        | S  |
| <b>CO4</b>               | To impart better education on SDGs goals focusing on Gender Equality and Provide Access to Justice to All and Build Effective. | 3        | N  |
| <b>CO5</b>               | Students will develop knowledge regarding environment sustainability.  | 3        | N  |

| Course Outcomes | ProgrammeOutcomes |     |     |     |     |     |     |     |     |      | Programme SpecificOutcomes |      |      |
|-----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------------------------|------|------|
|                 | PO1               | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                       | PSO2 | PSO3 |
| CO1             | 2                 | 3   | 3   | 2   | 1   | 3   | 3   | 3   | 2   | 2    | 2                          | 2    | 2    |
| CO2             | 3                 | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 2   | 2    | 2                          | 2    | 2    |
| CO3             | 3                 | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2   | 2    | 2                          | 3    | 2    |
| CO4             | 3                 | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 3                          | 2    | 3    |
| CO5             | 3                 | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 1   | 1    | 3                          | 3    | 2    |
|                 | 2.8               | 2.4 | 2.6 | 2.8 | 1.8 | 2.4 | 2.2 | 2.2 | 1.6 | 1.6  | 2.4                        | 2.4  | 2.2  |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3240</b>   | <b>Foundation of AI, Data Science, BI &amp; Data Analytics</b>   | <b>L T P C</b><br><b>0 0 4 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | Nil  |                                  |
| <b>Objectives</b>   | The objective of this course is to teach students the vital data science, Data Analytics and AI concepts |                                  |
| <b>Expected Outcome</b>   | The students will be able to apply analytics in decision making.   |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No of Hours(Per unit)</b>     |
| <b>Unit I</b>   |  | <b>7</b>                         |
| <b>Introduction to Data Science: Defining Data Science and Big Data</b> , Benefits and Uses of Data Science and Big Data, Facets of Data, Structured Data, Unstructured Data, Natural Language, Machine-generated Data, Graph based or Network Data, Audio, Image, Video, Streaming data, Data Science Process, Big data ecosystem and data science, Distributed file systems, Distributed programming framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments.   |  |                                  |
| <b>Unit II</b>  |  | <b>8</b>                         |
| <b>Data Science Processes:</b> Six steps of data science processes, define research goals, data retrieval, cleansing data, correct errors as early as possible, integrating – combine data from different sources, transforming data, exploratory data analysis, Data modelling, model and variable selection, model execution, model diagnostic and model comparison, presentation and automation.   |  |                                  |
| <b>Unit III</b>   |  | <b>7</b>                         |
| <b>Introduction to Machine Learning:</b> What is Machine Learning, Learning from Data, History of Machine Learning, Big Data for Machine Learning, Leveraging Machine Learning, Descriptive vs Predictive Analytics, Machine Learning and Statistics, Artificial Intelligence and Machine Learning, Types of Machine Learning – Supervised, Unsupervised, Semi-supervised, Reinforcement Learning, Types of Machine Learning Algorithms, Classification vs Regression Problem, Bayesian, Clustering, Decision Tree, Dimensionality Reduction, Neural Network and Deep Learning, Training machine learning systems |  |                                  |
| <b>Unit IV</b>  |  | <b>7</b>                         |
| <b>Introduction to AI and Data Analytics:</b> What is AI, Turing test, cognitive modelling approach, law of thoughts, the relational agent approach, the underlying assumptions about intelligence, techniques required to solve AI problems, level of details required to model human intelligence, successfully building an intelligent problem, history of AI.   |  |                                  |
| <b>Unit V</b>   |  | <b>7</b>                         |
| Introduction to Data Analytics Working with Formula and Functions, Introduction to Charts, Logical functions using Excel, Analyzing Data with Excel.  |  |                                  |
| <b>Text Books</b>   | <b>Study Material provided by Samatrix</b>   |                                  |
| <b>Reference Books</b>  | <b>Study Material provided by Samatrix</b>   |                                  |
| <b>Mode of Evaluation</b>   | Internal & External Exam   |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-2022   |                                  |
| <b>Recommendation by Board of Faculties on</b>  | 12-06-2022   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-2022   |                                  |

|                                 |                     |                 |   |
|---------------------------------|---------------------|-----------------|---|
| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b> | <b>BL Level</b> | <b>Employability (Emp.)/<br/>Skill(S)/<br/>Entrepreneurship</b> |
|---------------------------------|---------------------|-----------------|---|



|            |   |   | <b>(Ent.)/ None<br/>(Use , for more than One)</b> |
|------------|---|---|---|
| <b>CO1</b> | The students will be able to understand the concept of data science   | 2 | S   |
| <b>CO2</b> | The students will be able to apply their accumulated knowledge of data science processes for solving real world problems. | 3 | S   |
| <b>CO3</b> | The students will be able to apply Machine Learning Concepts  | 3 | S   |
| <b>CO4</b> | The students will be able to to analyse AI and Data Analytics   | 4 | N   |
| <b>CO5</b> | Upon completion the students will be able to create data analytics  | 6 | N   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 3                  | 2   | 3   | 1   | 3   | 3   | 2   | 3   | 2   | 2    | 3                           | 2    | 3    |
| CO2             | 2                  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 1   | 2    | 2                           | 2    | 3    |
| CO3             | 2                  | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2    | 3                           | 2    | 2    |
| CO4             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2    | 3                           | 3    | 3    |
| CO5             | 2                  | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2    | 2                           | 2    | 3    |
|                 | 2.4                | 2.2 | 2.4 | 2   | 2.6 | 2.4 | 2.2 | 2.2 | 1.6 | 1.6  | 2.6                         | 2.2  | 2.8  |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3241</b>   | <b>Data Analysis using Python</b>  | <b>L T P C</b><br><b>0 0 4 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | <b>None</b>  |                                  |
| <b>Objectives</b>   | The objective of this course is to teach students the concepts of Python Programming Language with Libraries |                                  |
| <b>Expected Outcome</b>   | The students will be able to apply analytics in decision making  |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   |  | <b>7</b>                         |
| <b>Python programming Basic:</b> Python interpreter, IPython Basics, Tab completion, Introspection, %runcommand, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow   |  |                                  |
| <b>Unit II</b>  |  | <b>7</b>                         |
| <b>Data Structure, functions, files:</b> tuple, list, built-in sequence function, dict, set, functions, namespace, scope, local function, returning multiple values, functions are objects, lambda functions, error and exception handling, file and operations systems   |  |                                  |
| <b>Unit III</b>   |  | <b>7</b>                         |
| <b>NumPy: Array and vectorized computation:</b> Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes, universal functions, array-oriented programming with arrays, conditional logic as arrays operations, file input and output with array                         |  |                                  |
| <b>Unit IV</b>  |  | <b>8</b>                         |
| <b>Pandas:</b> Pandas data structure, series, DataFrame, Index Object, Reindexing, dropping entities from an axis, indexing, selection and filtering, integer indexes, arithmetic and data alignment, function application and mapping, sorting and ranking, correlation and covariance, unique values, values controls and membership, reading and writing data in text format |  |                                  |
| <b>Unit V</b>   |  | <b>7</b>                         |
| <b>Visualization with Matplotlib:</b> Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on subplots, matplotlib configuration   |  |                                  |
| <b>Plotting with pandas and seaborn:</b> line plots, bar plots, histogram, density plots, scatter and point plots, facet grids and categorical data   |  |                                  |
| <b>Text Books</b>   | <b>Study Material provided by Samatrix</b>   |                                  |
| <b>Reference Books</b>  | <b>Study Material provided by Samatrix</b>   |                                  |
| <b>Mode of Evaluation</b>   | Internal & External Exam   |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-2022   |                                  |
| <b>Recommendation by Board of Faculties on</b>  | 12-6-22  |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22   |                                  |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp.)/<br>Skill(S)/ Entrepreneurship (Ent.)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | Students will be able to understand and use python data science libraries as a tool for data analytics                                     | 2        | S   |
| <b>CO2</b>               | Students will be able to learn data structure and its functions  | 2        | S   |
| <b>CO3</b>               | Students will be able to learn an efficient multidimensional array providing arithmetic operations and flexible broadcasting capabilities. | 2        | S   |
| <b>CO4</b>               | Understand the fundamentals of the Pandas library in Python and how it is used to handle data.   | 3        | N   |
| <b>CO5</b>               | Learn the fundamentals of Python's Matplotlib library and its main features and create multiple plots in Matplotlib                        | 3        | N   |

| Course Outcomes | ProgrammeOutcomes |     |     |     |     |     |     |     |     |      | ProgrammeSpecific Outcomes |      |      |
|-----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------------------------|------|------|
|                 | PO1               | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                       | PSO2 | PSO3 |
| CO1             | 3                 | 3   | 3   | 1   | 3   | 3   | 2   | 3   | 2   | 3    | 3                          | 3    | 3    |
| CO2             | 2                 | 3   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                          | 2    | 3    |
| CO3             | 2                 | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2    | 3                          | 2    | 2    |
| CO4             | 3                 | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2    | 3                          | 3    | 3    |
| CO5             | 2                 | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2    | 2                          | 2    | 3    |
|                 | 2.4               | 2.6 | 2.4 | 2   | 2.6 | 2.4 | 2.2 | 2.2 | 2   | 2.1  | 2.6                        | 2.4  | 2.8  |

|   |   |                      |
|---|---|----------------------|
| <b>BB3303</b>   | <b>Title: Production and Operations Management</b>  | <b>LTPC<br/>4004</b> |
| <b>Version No.</b>  | <b>1.0</b>  |                      |
| <b>Course Prerequisites</b>   | None  |                      |
| <b>Objectives</b>   | The course aims to familiarize the students with the basic concepts of Production and Operations Management.  |                      |
| <b>Expected Outcome</b>   | Understanding of the role of operations management functions in an Organization.  |                      |
| <b>Unit No.</b>   | <b>Unit Title</b>   |                      |
| <b>Unit I</b>   | <b>Introduction</b>   |                      |
| <p>Meaning,<br/>Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management.<br/>Manufacturing system: Mass, Batch, Job-Shop and Project.</p>                        |   |                      |
| <b>Unit II</b>  | <b>Facility location and Layout</b>   |                      |
| <p>Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection of equipment and types of handling equipment.</p> |   |                      |
| <b>Unit III</b>   | <b>Work Study and PPC</b>   |                      |
| <p>Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control</p>      |   |                      |
| <b>Unit IV</b>  | <b>Inventory and Materials Management</b>   |                      |
| <p>Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.</p>  |   |                      |
| <b>Unit V</b>   | <b>Purchase and Stores Management</b>   |                      |
| <p>Introduction - Objectives, Functions, Purchasing cycle and Purchase Policies - Vendor rating - Vendor Rating Methods - Numerical Problems in Vendor Rating - Introduction to stores management - Stores Location - Stores Layout - Stock Verification and Documents pertaining to purchase and stores management.</p>    |   |                      |
| <b>Text Books</b>   | <ol style="list-style-type: none"> <li>1. B.S. Goel, Production Operation Management, Pragati Prakashan</li> <li>2. Kanishka Bedi, Production and Operations Management, Oxford</li> </ol>  |                      |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. R. Paneerselvam, Production and Operations Management, PHI Learning Private limited</li> <li>2. S.N. Chary, Production &amp; Operations Management, McGraw Hill Education (India) Private limited</li> <li>3. E.S. Buffa and R.K. Sarin., Modern Production &amp; Operations Management, Wiley</li> </ol> |                      |
| <b>Mode of Evaluation</b>   | Internal and External Examinations  |                      |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                      |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                      |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/Entrepreneurship(Ent)/None(Use ,formore thanOne) |
|--------------------------|--|----------|--|
| CO1                      | At the end of the course the students can apply the concept of Search Engine Optimization in the business world.   | 2        | Ent/Emp/S  |
| CO2                      | At the end of the course the student will be able to set SEOs and help the business out in generating leads.   | 3        | Ent/Emp/S  |
| CO3                      | At the end of the course the students can create their web contents smartly to have more business for their organization.                                      | 5        | Ent/Emp/S  |
| CO4                      | At the end of the course the students will be able to apply the concepts of local SEOs, Link building and analyze and evaluate material requirement decisions. | 4        | Ent/Emp/S  |
| CO5                      | At the end of the course the students can measure the growth of the business done so far due to SEO tools and techniques.                                      | 4        | Ent/Emp/S  |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 3    | 1                           | 3    | 3    |
| CO2             | 3                  | 3   | 2   | 1   | 2   | 2   | 3   | 2   | 1   | 2    | 2                           | 3    | 3    |
| CO3             | 2                  | 2   | 1   | 1   | 1   | 2   | 2   | 1   | 1   | 1    | 2                           | 3    | 3    |
| CO4             | 1                  | 3   | 3   | 1   | 2   | 1   | 3   | 3   | 1   | 2    | 1                           | 2    | 2    |
| CO5             | 3                  | 3   | 2   | 1   | 1   | 2   | 3   | 2   | 1   | 1    | 2                           | 3    | 3    |
|                 | 2.2                | 2.8 | 2.2 | 1.2 | 1.8 | 1.6 | 2.8 | 2.2 | 1.2 | 1.8  | 1.6                         | 2.8  | 2.8  |

|  |   |                               |
|--|---|-------------------------------|
| <b>BB3305</b>  | <b>Title:Human Resource Management</b>  | <b>LTPC<br/>4004</b>          |
| <b>VersionNo.</b>  | <b>1.0</b>  |                               |
| <b>Course Prerequisite s</b>   | <b>None</b>   |                               |
| <b>Objectives</b>  | The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.  |                               |
| <b>Expected Outcome</b>  | Understand the basic concepts which characterize the field of human resource management & To Understand how human resource is acquired and trained. Understand how a company arrives at the best possible fit for its employees Comprehend the role human resource management in an organization. |                               |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No.of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction of HRM and Evolution of HRM</b>   | 8                             |
| Human Resource Management: Features, Objectives, Function and Theories of HRM. Evolution of HRM: Evolution, Functions, HRM Policies & Principles, System Approach to Human Resource Management; HR Relationship with other Departments; E-HRM, Human capital Management, Environment of HRM- Internal & external forces affecting the HR function. HRM issues in Indian Organizations. Global HRM. Strategic Human Resource Management: HRM & Its Role In Creating Competitive Advantage; Creating Strategic HRM System. <b>Case discussion on challenges of online Recruitment &amp; Selection.</b>   |   |                               |
| <b>Unit II</b>   | <b>Human Resource Planning and Induction</b>  |                               |
| <b>Human Resource Planning:</b> Introduction, Objectives and components of Human Resource Planning. Manpower Forecasting: Necessity, Problems, Approaches, and Benefits of Forecasting. <b>Job analysis Job analysis, job description, job specification:</b> concept, Contents, needs and importance, Developing Job Descriptions or Guidelines for Writing a Job Description, Limitations of Job Description, Job Specifications. Job enrichment, job satisfaction <b>Recruitment &amp; Selection Process:</b> Planning And Forecasting, Effective Recruiting, Internal And External Sources Of recruitment, Employee Testing And Selection, Induction And Placement |   |                               |
| <b>Unit III</b>  | <b>Career Planning and Internal Mobility</b>  |                               |
| Career Planning: Significance, Need and Its components, Career counseling, Career Development. Internal mobility of human resource: Promotion, demotion, transfer, discipline, discharge and dismissal and related problems and procedures. Training And Development: T&D Process, Methods Of Employee Training, Methods Of Executive Development, Evaluating the Training programme.  |   |                               |
| <b>Unit IV</b>   | <b>Compensation Management</b>  |                               |
| Performance appraisal: Need, importance, objectives, methods and problems of performance appraisal. Compensation management: concept, importance, steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit Sharing, gain sharing, employees' stock option plan. Worker's Participation in Management.  |   |                               |
| <b>Unit V</b>  | <b>Industrial Relations and Disputes</b>  |                               |
| Industrial Relations: Concept and Significance of Industrial Relations. Trade Unions: role, types, functions, problems. Industrial dispute: concept, causes & machinery for settlement of dispute. Grievance Management: concepts, causes & grievance redressal machinery. Discipline: concept, aspect of discipline & disciplinary procedure. Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining   |   |                               |
| <b>Text Books</b>  | V S P Rao, Human Resource Management, Excel Books.<br>L.M. Prasad, Human Resource Management, Sultan Chand & Sons   |                               |

|   |   |
|---|---|
| <b>Reference Books</b>                          | 1. K. Ashwathappa, HRM text & cases, Tata McGrawHill. |
| <b>Mode of Evaluation</b>                       | Internal and External Examinations                    |
| <b>Recommendation Board of Studies on</b>       | 02-06-22  |
| <b>Date of approval by the Academic Council</b> | 20-10-22  |

### Course Outcome for BB3305

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|--------------------------|---|----------|---|
| <b>CO1</b>               | Students will be able to understand the basic functions of HRM  | 2        | Ent/Emp/S   |
| <b>CO2</b>               | Students will be able to know about the human resource planning and their impact on organisation          | 3        | Ent/Emp/S   |
| <b>CO3</b>               | Students will be able to know the application of career planning and methods of training                  | 5        | Ent/Emp/S   |
| <b>CO4</b>               | Students will be able to understand the methods of performance appraisal and their impact on employee     | 4        | Ent/Emp/S   |
| <b>CO5</b>               | Students will be able to know the current situation of industrial relation and functioning of trade union | 4        | Ent/Emp/S   |

### CO-PO Mapping Outcome for BB3305

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 2   | 1   | 2   | 1   | 1   | -   | 2   | 2    | 2                           | 2    | 1    |
| CO2             | 3                  | 3   | 3   | 1   | 3   | 3   | 2   | 2   | 2   | 2    | 1                           | 3    | 1    |
| CO3             | 2                  | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 2    | 3                           | 2    | 1    |
| CO4             | 1                  | 1   | 1   | 2   | 1   | 1   | 2   | 2   | 3   | 2    | 2                           | 1    | 2    |
| CO5             | 3                  | 2   | 3   | 1   | 2   | 3   | 1   | 2   | 3   | 2    | 1                           | 3    | 2    |
|                 | 2.2                | 2.2 | 2.2 | 1.6 | 2   | 2   | 1.8 | 1.6 | 1.4 | 2    | 1.8                         | 2.2  | 1.4  |

|   |   |                                |
|---|---|--------------------------------|
| <b>BB3306</b>   | <b>Title: Supply Chain Management</b>   | <b>L T P C 4 0 0 4</b>         |
| <b>Version No.</b>  | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>   |   |                                |
| <b>Objectives</b>   | The course aims to familiarize the students with the basic concepts of Supply Chain Management.   |                                |
| <b>Expected Outcome</b>   | Understanding of the role of supply chain management function in an organization.   |                                |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>   | <b>Introduction</b>   | <b>7</b>                       |
| Development of SCM concepts and Definitions –key decision areas–strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics–The Macro perspective and the macro dimension– Logistic system analysis. |   |                                |
| <b>Unit II</b>  | <b>Sourcing</b>   | <b>7</b>                       |
| Sourcing strategy: Manufacturing management–makeorbuydecision–capacitymanagement–MaterialsManagement–choice of sources –Procurement planning.   |   |                                |
| <b>Unit III</b>   | <b>Distribution</b>   | <b>7</b>                       |
| Distribution strategy: Choice of Market–network design –Channels of Distribution –distribution planning–transportation–packaging  |   |                                |
| <b>Unit IV</b>  | <b>Inventory</b>  | <b>7</b>                       |
| Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations–inventory norms.   |   |                                |
| <b>Unit V</b>   | <b>Customer service</b>   | <b>7</b>                       |
| Customer Service Strategy: Identification of Service needs, cost of services–revenue Management.  |   |                                |
| <b>Text Books</b>   | 1. D.K. Agarwal, Textbook of Logistics and Supply Chain Management, Mc millan<br>2. Sunil Chopra and Peter Meindl, Supply Chain Management, Pearson   |                                |
| <b>Reference Books</b>  | 1. Cecil Bozarth, Introduction to Operations and supply chain management, Pearson<br>2. R.B. Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and Supply chain management, McGraw Hill |                                |
| <b>Mode of Evaluation</b>   | Internal and External Examinations  |                                |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                |



**Course Outcome for BB3306**

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more thanOne) |
|--------------------------|---|----------|--|
| <b>CO1</b>               | Understand some basics concepts of Supply chain and transportation line | 2        | Ent/Emp/S  |
| <b>CO2</b>               | Identify the appropriate methods for manufacturing the products.        | 3        | Ent/Emp/S  |
| <b>CO3</b>               | To develop the potential market for the new product                     | 5        | Ent/Emp/S  |
| <b>CO4</b>               | forecast the demand for product and make inventory planning accordingly | 4        | Ent/Emp/S  |
| <b>CO5</b>               | Identify the need of service after sales.                               | 4        | Ent/Emp/S  |

**CO-PO Mapping for BB3306**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 2   | 3   | 2   | 1   | 2   | 2   | 2   | 2   | 1    | 2                           | 2    | 3    |
| CO2             | 3                  | 3   | 3   | 2   | 1   | 2   | 2   | 2   | 2   | 1    | 2                           | 2    | 2    |
| CO3             | 2                  | 2   | 2   | 1   | 1   | 1   | 2   | 3   | 1   | 1    | 1                           | 2    | 1    |
| CO4             | 2                  | 1   | 2   | 2   | 1   | 2   | 1   | 3   | 2   | 1    | 2                           | 2    | 3    |
| CO5             | 2                  | 2   | 2   | 2   | 1   | 1   | 2   | 2   | 2   | 1    | 2                           | 2    | 2    |
|                 | 2.2                | 2.2 | 2.8 | 2.2 | 1.2 | 1.8 | 2.2 | 2.8 | 2.2 | 1.2  | 2.2                         | 2.6  | 2.2  |

|   |  |                                   |
|---|--|-----------------------------------|
| HU3201  | <b>Title: Indian Knowledge System</b>  | <b>L T P C</b><br><b>1 0 0 1</b>  |
| <b>Version No.</b>  | <b>1.0</b>   |                                   |
| <b>Course Prerequisites</b>   | Nil  |                                   |
| <b>Objectives</b>   |  |                                   |
| <b>Unit Nos.</b>  | <b>Unit Title</b>  | <b>Number of hours (Per Unit)</b> |
| <b>Unit 1</b>   | <b>Overview of IKS</b>   | 2                                 |
| Survey of IKS Domains: A broad overview of disciplines included in the IKS, and historical developments. Sources of IKS knowledge, classification of IKS texts, a survey of available primary texts, translated primary texts, and secondary resource materials. Differences between a sutra, bhashya, karika, and vartika texts. Fourteen/eighteen vidyasthanas, tantrayukti   |  |                                   |
| <b>Unit 2</b>   | <b>Vocabulary of IKS</b>   | 2                                 |
| Introduction to Panchamahabhutas, concept of a sutra, introduction to the concepts of non-translatable (Ex. dharma, punya, aatma, karma, yagna, shakti, varna, jaati, moksha, loka, daana, itihaasa, puraana etc.) and importance of using the proper terminology. Terms such as praja, janata, loktantra, prajatantra, ganatantra, swarjya, surajya, rashtra, desh,  |  |                                   |
| <b>Unit 3</b>   | <b>Philosophical foundations and Methods of IKS</b>  | 3                                 |
| Philosophical foundations of IKS: Introduction to Samkhya, vaisheshika and Nyaya<br>Methods in IKS: Introduction to the concept of building and testing hypothesis using the methods of tantrayukti. Introduction to pramanas and their validity, upapatti; Standards of argumentation in the vada traditions (introduction to concepts of vaada, samvaada, vivaada, jalpa, vitanda). Concept of poorvapaksha, uttarapaksha |  |                                   |
| <b>Unit 4</b>   | <b>Case Studies</b>  | 2                                 |
| <ul style="list-style-type: none"> <li>• Mathematics of Madhava, Nilakantha Somayaji</li> <li>• Astronomical models of Aryabhata</li> <li>• Wootz steel, Aranumula Mirrors, and lost wax process for bronze castings</li> <li>• Foundational aspects of Ayurveda</li> <li>• Foundational aspects of Ashtanga yoga</li> <li>• Foundational aspects of Sangeeta and Natya shastra</li> </ul>                                  |  |                                   |
| <b>Unit 5</b>   | <b>India and the World</b>   | 3                                 |
| Influence of IKS on the world, knowledge exchanges with other classical civilizations, and inter-civilizational exchanges.  |  |                                   |
| <b>Text Books</b>   |  |                                   |
| <b>Reference Books</b>  | <ul style="list-style-type: none"> <li>• An Introduction to Indian Knowledge Systems: Concepts and Applications, B Mahadevan, V R Bhat, and Nagendra Pavana R N; 2022 (Prentice Hall of India).</li> <li>• Indian Knowledge Systems: Vol I and II, Kapil Kapoor and A K Singh; 2005 (D.K. Print World Ltd).</li> <li>• The Beautiful Tree: Indigenous India Education in the Eighteenth Century, Dharampal, Biblia Impex, New Delhi, 1983. Reprinted by Keerthi Publishing House Pvt Ltd., Coimbatore, 1995.</li> <li>• Indian Science and Technology in the Eighteenth Century, Dharampal. Delhi: Impex India, 1971. The British Journal for the History of Science.</li> <li>• The Wonder That Was India, Arthur Llewellyn Basham, 1954, Sidgwick &amp; Jackson.</li> <li>• The India they saw series (foreigner visitors on India in history from 5CE to 17th century), Ed. Meenakshi Jain and Sandhya Jain, Prabhat Prakashan</li> </ul> |                                   |
| <b>Mode of Evaluation</b>   | Internal and External Examination  |                                   |
| <b>Recommended by the Board of Studies on</b>   | 09/07/2022   |                                   |
| <b>Date of approval by the Academic Council on</b>  | 20/10/2022   |                                   |

**Course Outcome for HU3201**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp.)/<br>Skill(S)/<br>Entrepreneurship<br>(Ent.)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | The students will be able to understand the Indian Knowledge System such as historical development, sources and scope. | 2        | S   |
| <b>CO2</b>               | The students will be able to understand the vocabulary system of Indian knowledge system.                              | 2        | S   |
| <b>CO3</b>               | The students will be able to understand and apply the philosophical foundations and methods of IKS.                    | 3        | N   |
| <b>CO4</b>               | The students will be able to execute the case studies based on the Indian knowledge system.                            | 3        | N   |
| <b>CO5</b>               | The students will be able to understand the influence of Indian Knowledge System on world.                             | 2        | S   |

**CO-PO mapping for HU3201**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 2   | 2    | 3                           | 2    | 2    |
| CO2             | 3                  | 2   | 3   | 3   | 2   | 2   | 3   | 2   | 2   | 2    | 2                           | 2    | 2    |
| CO3             | 3                  | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 2    |
| CO4             | 3                  | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 3                           | 2    | 3    |
| CO5             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 1   | 1    | 3                           | 3    | 2    |
|                 | 2.8                | 2.4 | 2.6 | 2.4 | 1.8 | 2.4 | 2.6 | 2.2 | 1.6 | 1.6  | 2.6                         | 2.4  | 2.2  |

|  |  |                                |
|--|--|--------------------------------|
| <b>BB3310</b>  | <b>Title: E-Business</b>   | <b>L T P<br/>C4<br/>004</b>    |
| <b>Version No.</b>   | 1.0  |                                |
| <b>Course Prerequisites</b>  |  |                                |
| <b>Objectives</b>  | The purpose of this course is to introduce e-business, its impacts on business processes, and keys problems in the development of web-based corporate.   |                                |
| <b>Expected Outcome</b>  | The students will be able to understand issues of concern in the design and development of an e-commerce business and identify e-business models.  |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction</b>  | 9                              |
| Introduction to E-business: Introduction, E-business or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework. Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India              |  |                                |
| <b>Unit II</b>   | <b>Types of E-business</b>   | 7                              |
| E-Business Applications: Business-to-Consumer (B2C), Consumer-to-Consumer(C2C) ,Business-to-Business(B2B), Digital Government, Marketplaces, and Communities   |  |                                |
| <b>Unit III</b>  | <b>Legal and Security Issues in E-business</b>   | 6                              |
| Electronic Payment Systems: Overview of Electronic Payment Technology Legal issues : Laws for E-Commerce, Issues of Trademarks & Domain Names.   |  |                                |
| <b>Unit IV</b>   | <b>Building on E-business Enterprise</b>   | 10                             |
| Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Dynamic Websites, Registering the Website with Search Engines. |  |                                |
| <b>Unit V</b>  | <b>E-business in India</b>   | 6                              |
| The Internet in India, Barriers to Growth of E-Commerce in India, E-Marketing: The scope of E-Marketing, Internet Marketing Techniques   |  |                                |
| <b>Text Books</b>  | Kenneth C. Laudon, Carol Guercio Traver, E-Commerce 2019: Business, Technology and Society, 15th Edition, Pearson.<br>Dave Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, Prentice Hall |                                |
| <b>Reference Books</b>   | Agarwala & Agarwala ,E-Commerce<br>Bajaj & Nag, E-Business (TMH: New Delhi)  |                                |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                |

**Course Outcome for BB3310**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None (Use , for more thanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | Able to learn and understand e-business and e commerce its historical background frame work and future                           | 2        | Ent/Emp/S   |
| <b>CO2</b>               | Able to understand the concept of e-business application   | 2        | Ent/Emp/S   |
| <b>CO3</b>               | Able to examine electronic payment system, legal and security issues withE commerce  | 3        | Ent/Emp/S   |
| <b>CO4</b>               | Able to apply the knowledge to make awebsite and able to select what the necessary requirement to make customer oriented website | 3        | Ent/Emp/S   |
| <b>CO5</b>               | Able to evaluate the barriers of doing e. business in India & further try to frame suitable strategies to overcome the barriers  | 3        | Ent/Emp/S   |

**CO-PO mapping for BB3310**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 1   | 3   | 3   | 1   | 1   | 3   | 3   | 1    | 3                           | 1    | 1    |
| CO2             | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1    | 2                           | 2    | 2    |
| CO3             | 1                  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 3    |
| CO4             | 2                  | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO5             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3    | 1                           | 2    | 2    |
|                 | 2                  | 2.2 | 2   | 2   | 2.2 | 1.8 | 2   | 2   | 2.2 | 1.8  | 2.2                         | 2    | 2    |

|  |   |                                 |
|--|---|---------------------------------|
| <b>BB3311</b>  | <b>Title: Financial Management</b>  | <b>L T P C</b><br><b>4 0 04</b> |
| <b>Version No.</b>   | <b>1.0</b>  |                                 |
| <b>Course Prerequisites</b>  |   |                                 |
| <b>Objectives</b>  | This course aims to familiarize the students with the principles and practices of financial management in corporate sector.   |                                 |
| <b>Expected Outcome</b>  | On completion of the syllabi the student will gain an insight to identify financing, investing and dividend decision in an organization.                            |                                 |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>  |
| <b>Unit I</b>  | <b>Introduction</b>   | 8                               |
| Nature, scope and objectives of financial management, Time value of money, Risk and return (including Capital Asset Pricing Model).  |   |                                 |
| <b>Unit II</b>   | <b>Long term investment decisions</b>   | 8                               |
| The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.  |   |                                 |
| <b>Unit III</b>  | <b>Financing Decisions</b>  | 8                               |
| Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure. |   |                                 |
| <b>Unit IV</b>   | <b>Dividend Decisions</b>   | 8                               |
| Theories for Relevance and irrelevance of dividend decision for corporate valuation Walter's Model, Gordon's Model, MM Approach, Cash and stock dividends. Dividend policies in practice. <b>Case discussions on Dividend decisions.</b>   |   |                                 |
| <b>Unit V</b>  | <b>Working Capital Decisions</b>  | 8                               |
| Concepts of Working Capital, Operating & Cash Cycles, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.  |   |                                 |
| <b>Text Books</b>  | 1 Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill<br>2. Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi |                                 |
| <b>Reference Books</b>   | Pandey, I M. Financial Management, Vikas Publications<br>Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education.             |                                 |
| <b>Mode of Evaluation</b>  | Internal and External Examinations  |                                 |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22  |                                 |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                 |

**Course Outcome for BB3311**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None</b><br><i>(Use , for more than One)</i> |
|---------------------------------|---|-----------------|--|
| <b>CO1</b>                      | To understand about the basics of financial management with bird's eye view . | 2               | Ent/Emp/S  |
| <b>CO2</b>                      | To understand and apply the tools of long term decisions making.              | 3               | Ent/Emp/S  |
| <b>CO3</b>                      | To understand and apply in cost of capital, capital structure and leverages.  | 5               | Ent/Emp/S  |
| <b>CO4</b>                      | To understand about the various models of dividend policy                     | 4               | Ent/Emp/S  |
| <b>CO5</b>                      | To understand and apply the different segments of working capital management. | 4               | Ent/Emp/S  |

**CO-PO mapping for BB3311**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 2                         | 3   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1    | 2                                  | 2    | 2    |
| CO2                    | 3                         | 3   | 3   | 1   | 3   | 3   | 3   | 1   | 3   | 3    | 1                                  | 3    | 3    |
| CO3                    | 2                         | 2   | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2    | 3                                  | 2    | 2    |
| CO4                    | 1                         | 1   | 1   | 2   | 1   | 1   | 1   | 2   | 1   | 1    | 2                                  | 1    | 1    |
| CO5                    | 3                         | 2   | 3   | 1   | 2   | 3   | 3   | 1   | 2   | 3    | 1                                  | 3    | 3    |

|  |     |     |     |     |   |   |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|---|---|-----|-----|-----|-----|-----|-----|-----|
|  | 2.2 | 2.2 | 2.2 | 1.6 | 2 | 2 | 2.2 | 1.6 | 1.6 | 1.6 | 1.8 | 2.2 | 2.2 |
|--|-----|-----|-----|-----|---|---|-----|-----|-----|-----|-----|-----|-----|

|  |  |  |  |  |  |  |  |  |  |  |  |                                  |
|--|--|--|--|--|--|--|--|--|--|--|--|----------------------------------|
| <b>BB3312</b>  | <b>Title: Financial Market &amp; Institutions</b>  |  |  |  |  |  |  |  |  |  |  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | 1.1  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Course Prerequisites</b>  |  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Objectives</b>  | The course aims to impart the knowledge of structure, function, and operation of Financial Market and Institutions with the concepts and approaches being used in modern financial market. |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Expected Outcome</b>  | To apply concepts and skill of Financial Markets in their profession and take advantage of the enormous available opportunities in financial market.                                       |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>  |  |  |  |  |  |  |  |  |  |  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  | <b>Introduction to Financial System</b>  |  |  |  |  |  |  |  |  |  |  | 10                               |
| Introduction An overview of Indian Financial System, Role of financial system, Components of Indian financial system (Financial market, Financial Institution, Financial Intermediaries and Financial Instruments). Reforms in the financial system, Indian Financial System before and after independence                                       |  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Unit II</b>   | <b>Money market</b>  |  |  |  |  |  |  |  |  |  |  | 10                               |
| Introduction meaning and concept of money market, Structure of money market, components of money market, money market instruments (Commercial bill, Treasury bill, call and short notice money, CDs, commercial bill, REPOS, ADRs and GDRs). Players in Indian Money market.   |  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Unit III</b>  | <b>Capital market (Primary market)</b>   |  |  |  |  |  |  |  |  |  |  | 9                                |
| Meaning and functions of capital market, structure of Indian capital market, New issue market and its instruments, Secondary market, Underwriters and forms of underwriters, foreign exchange market, debt market, and derivative market.  |  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Unit IV</b>   | <b>Capital market (Secondary Market)</b>   |  |  |  |  |  |  |  |  |  |  | 9                                |
| Objectives and functions of SEBI, Key initiatives taken by SEBI., Investor Education and Protection, Meaning of stock market and its functions, listing of securities, operators of stock exchange, Stock exchanges in India   |  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Unit V</b>  | <b>Financial Institutions</b>  |  |  |  |  |  |  |  |  |  |  | 10                               |
| Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI Introduction and role of financial institution, types of financial institutions, AIDB, IFCI, IDBI, ICICI, IIBIL, SIDBI, SFCs. Insurance Industry: Regulations, Role and functions of Insurance Regulatory and Development Authority of India (IRDA) |  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Text Books</b>  | Sashi k Gupta, Nisha Aggarwal and Neeti Gupta, Financial Market and Institution, Kalyani Publishers.<br>Satish Kumar Saha, Money banking and financial institution, Sahityapublication     |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Reference Books</b>   | 1. Michal W. Brandl, Money, Banking, Financial Markets and Institutions Paperback, 2019, Cengage Publications  |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |  |  |  |  |  |  |  |  |  |  |                                  |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |  |  |  |  |  |  |  |  |  |  |                                  |



**Course Outcome for BB3312**

| <b>Unit-wise Course Outcome</b> | <b>Description s</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None (Use , for more than One)</b> |
|---------------------------------|--|-----------------|---|
| <b>CO1</b>                      | The student will remember the overview of Indian financial system.   | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | The student will remember and explain and analyze concepts and structure of money market.                          | 3               | Ent/Emp/S   |
| <b>CO3</b>                      | student will illustrate the classification of capital market and its structure in primary market                   | 5               | Ent/Emp/S   |
| <b>CO4</b>                      | The student will illustrate the various stock exchange and the operators in India.                                 | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | The student will understand the financial institution and types and then they can analyze the different structures | 4               | Ent/Emp/S   |

**CO-PO Mapping for BB3312**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| <b>CO1</b>      | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| <b>CO2</b>      | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| <b>CO3</b>      | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| <b>CO4</b>      | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| <b>CO5</b>      | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |

|  |  |                                 |
|--|--|---------------------------------|
| <b>BB3308</b>  | <b>Title:- Marketing of Services</b>   | <b>L T PC</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | 1.1  |                                 |
| <b>Course Prerequisites</b>  | <b>Marketing Management</b>  |                                 |
| <b>Objectives</b>  | To be successful in differentiating products and services, the student should be able to identify customers' basic needs well in advance. Then, it should find ways and means to differentiate its product and services from those of its competitors. |                                 |
| <b>Expected Outcome</b>  | To develop an understanding of the roles of relationship and customer service in adding value to the customer's perception of a service.   |                                 |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours(per Unit)</b>   |
| <b>Unit I</b>  | <b>INTRODUCTION TO SERVICE MARKETING</b>   | 8                               |
| Services Marketing Concept, Distinctive Characteristics of Services, Components, Classification of Service Marketing, Factors Leading to a Service Economy, Role of Services in Modern Economy, Services Marketing Environment, Goods Services Continuum, Type of Contact: High Contact Services and Low Contact Services, Understanding STP strategies in Service Marketing, Challenges of Service Marketing. |  |                                 |
| <b>Unit II</b>   | <b>SERVICE CONSUMER BEHAVIOUR</b>  | 7                               |
| Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process ,and The Decision Making Process in the various Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions.  |  |                                 |
| <b>Unit III</b>  | <b>THE SERVICE DELIVERY PROCESS</b>  | 10                              |
| Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcome Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits.  |  |                                 |
| <b>Unit IV</b>   | <b>ETHICS AND RECENT TRENDS</b>  | 10                              |
| Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector. Recent Trends in Marketing Of Services in: Tourism, Hospitality, Health-care, Banking, Insurance, Education, IT and Entertainment Industry. <b>Case-discussion on 'Ethics in Service Industries'</b>   |  |                                 |
| <b>Unit V</b>  | <b>RELATIONSHIP MARKETING</b>  | 6                               |
| Improving Service Quality and Productivity, Service Quality – GAP Model, Bench-marking, Measuring Service Quality -Zone of Tolerance and Improving, SERVQUAL Model, Demand and Capacity Alignment  |  |                                 |
| <b>Text Books</b>  | K. Rama Mohana Rao, Services Marketing, Pearson Education. Christopher Lovelock, Services Marketing: People, Technology and Strategy, Pearson Education.   |                                 |
| <b>Reference Books</b>   | Zeithaml, Gremler, Bitner, and Ajay Pandit, Services Marketing, Tata McGraw-Hill Education. Harsh V. Verma, Services Marketing: Text and Cases, Pearson Education.   |                                 |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                 |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                 |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                 |

**Course Outcome for BB3308**

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None (Use , for more than One) |
|--------------------------|---|----------|--|
| <b>CO1</b>               | Understand some basics concepts and meaning of marketing of services.                           | 2        | Ent/Emp/S  |
| <b>CO2</b>               | Understand different situations in which customer take decisions related to different products. | 3        | Ent/Emp/S  |
| <b>CO3</b>               | Identify the techniques through which any company retain their customers.                       | 5        | Ent/Emp/S  |
| <b>CO4</b>               | To know the different segmentation types and make the position strong in market.                | 4        | Ent/Emp/S  |
| <b>CO5</b>               | To understand the importance of customer relationship.  | 4        | Ent/Emp/S  |

**CO-PO mapping for BB3308**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 3   | 1   | 3   | 3   | 1   | 1   | 3   | 3   | 1    | 3                           | 1    | 1    |
| CO2             | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1    | 2                           | 2    | 2    |
| CO3             | 1                  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 3    |
| CO4             | 2                  | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 1   | 2    | 3                           | 2    | 2    |
| CO5             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3    | 1                           | 2    | 2    |
|                 | 2.0                | 2.2 | 2.0 | 2.0 | 2.2 | 1.8 | 2.0 | 2.0 | 2.2 | 2.2  | 2.2                         | 2.0  | 2.0  |

|  |   |                                |
|--|---|--------------------------------|
| <b>BB3307</b>  | <b>Title: Search Engine Optimization</b>  | <b>L T P C</b><br>4 0 0 4      |
| <b>Version No.</b>   | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>  | NIL   |                                |
| <b>Objectives</b>  | The aim of the SEO Course is to provide students with the knowledge about how to<br>Generate traffic by making a website visible in search engine results via organic or paid techniques. |                                |
| <b>Expected Outcome</b>  |   |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction to Search Engine Optimization</b>   | 4                              |
| Introduction to SEO, Importance of SEO, A Model of Search Engines, On-Page Optimization, Off-Site Optimization and Link Building, Duplicate Content, Keyword Research and Competitive Analysis.            |   |                                |
| <b>Unit II</b>   | <b>Introduction to Advanced Search Engine Optimization</b>  | 8                              |
| Introduction to Advanced SEO, Importance of Advanced SEO, A Model of Advanced Search Engines, Local SEO, SEO Measurement.  |   |                                |
| <b>Unit III</b>  | <b>Integration of Search Engine Optimization</b>  | 8                              |
| The Changing State of SEO, Integrating SEO with Other Disciplines. Algorithm Updates and SEO Changes, Integrating SEO with Other Disciplines.  |   |                                |
| <b>Unit IV</b>   | <b>Benefits of SEO</b>  | 10                             |
| Uses of SEO, How SEO would change the digital world.   |   |                                |
| <b>Unit V</b>  | <b>Practical Applications of SEO</b>  | 10                             |
| On-page best practices, SEO methods to generate relevant keywords, Competitive analytics, Design & architecture, Site optimization & best practices, Link-building, SEO for local search, SEO site audits. |   |                                |
| <b>Text Books</b>  |   |                                |
| <b>Reference Books</b>   |   |                                |
| <b>Mode of Evaluation</b>  | External and Internal Examination   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                |

**Course Outcome for BB3307**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None (Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | To understand basic overview of the Webdesigning, development and Internet.                                      | 2        | Ent/Emp/S  |
| <b>CO2</b>               | To understand the various methods,approaches of Web Development.   | 3        | Ent/Emp/S  |
| <b>CO3</b>               | To understand the various tags, attributes used in HTML and apply to create a web page                           | 5        | Ent/Emp/S  |
| <b>CO4</b>               | To understand the various HTML tags, attributes and used it with CSS and apply to create an attractive web page. | 4        | Ent/Emp/S  |
| <b>CO5</b>               | To understand the website optimization andoverview of SEO.   | 4        | Ent/Emp/S  |

**CO-PO Mapping for BB3307**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO2             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| CO3             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| CO4             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| CO5             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3309</b>   | <b>Title: Training and Development</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   |  |                                  |
| <b>Objectives</b>   | To enable you understand the concepts, principles and process of training and development) To develop an understanding of how to assess training needs and design training programmers in an Organizational setting. |                                  |
| <b>Expected Outcome</b>   | The students will be able to know the levels, tools and techniques involved in evaluation training effectiveness.  |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>Introduction</b>  | 7                                |
| Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development.   |  |                                  |
| <b>Unit II</b>  | <b>Training Needs Assessment</b>   | 8                                |
| Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, output of TNA, methods used in TNA. <b>Case discussions on Training Needs.</b>   |  |                                  |
| <b>Unit III</b>   | <b>Training and Learning</b>   | 9                                |
| Training and Learning: The Learning Process, Learning curve, Principles of learning. Training guidelines, Experience vs Training, The Functions of training, Kinds of trainings, Skills of a Successful Trainer- internal and external trainer.   |  |                                  |
| <b>Unit IV</b>  | <b>Designing Training and Development Programs</b>   | 7                                |
| Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods, Preparation of trainers; developing training materials; E-learning environment; Flexible learning modules. |  |                                  |
| <b>Unit V</b>   | <b>Evaluation of Training and Development</b>  | 7                                |
| Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program, obtaining feedback of trainees; Methods of evaluating effectiveness of Training Efforts. |  |                                  |
| <b>Text Books</b>   | 1. Dr. B.K Sahu, Training for Development, Excel   |                                  |
| <b>Reference Books</b>  | 1. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, 2016, Rutledge.   |                                  |
| <b>Mode of Evaluation</b>   | Internal and External Examinations   |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22   |                                  |

**Course Outcome for BB3309**

| Unit- wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None<br><i>(Use , for more than One)</i> |
|---------------------------|--|----------|---|
| <b>CO1</b>                | Students will be able to Know human resource planning androle of human resource in the organization. | 2        | Ent/Emp/S   |
| <b>CO2</b>                | Students will be able to Illustrate different ways to strengthen the human resource planning.        | 3        | Ent/Emp/S   |
| <b>CO3</b>                | Students will be able to use the process of recruitment inthe industry.                              | 3        | Ent/Emp/S   |
| <b>CO4</b>                | Students will be able to analyse implications for employeeand executive development                  | 4        | Ent/Emp/S   |
| <b>CO5</b>                | Students will be able to Implement the modern methods of performance appraisal                       | 3        | Ent/Emp/S   |

**CO-PO Mapping for BB3309**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 1                  | 2   | 2   | 3   | 2   | 1   | 2   | 3   | 2   | 1    | 2                           | 3    | 1    |
| CO2             | 2                  | 3   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                           | 1    | 2    |
| CO3             | 1                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 1                           | 2    | 2    |
| CO4             | 3                  | 1   | 3   | 1   | 2   | 2   | 3   | 1   | 2   | 2    | 3                           | 1    | 2    |
| CO5             | 1                  | 1   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                           | 1    | 2    |
|                 | 1.6                | 1.8 | 2   | 1.6 | 2.2 | 1.8 | 2   | 1.6 | 2.2 | 1.8  | 2                           | 1.6  | 1.8  |

|  |  |                                |
|--|--|--------------------------------|
| <b>BB3312</b>  | <b>Title: Financial Market &amp; Institutions</b>  | <b>L T P C<br/>4 0 0 4</b>     |
| <b>Version No.</b>   | 1.1  |                                |
| <b>Course Prerequisites</b>  |  |                                |
| <b>Objectives</b>  | The course aims to impart the knowledge of structure, function, and operation of Financial Market and Institutions with the concepts and approaches being used in modern financial market. |                                |
| <b>Expected Outcome</b>  | To apply concepts and skill of Financial Markets in their profession and take advantage of the enormous available opportunities in financial market.                                       |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction to Financial System</b>  | 10                             |
| Introduction An overview of Indian Financial System, Role of financial system, Components of Indian financial system (Financial market, Financial Institution, Financial Intermediaries and Financial Instruments). Reforms in the financial system, Indian Financial System before and after independence                                       |  |                                |
| <b>Unit II</b>   | <b>Money market</b>  | 10                             |
| Introduction meaning and concept of money market, Structure of money market, components of money market, money market instruments (Commercial bill, Treasury bill, call and short notice money, CDs, commercial bill, REPOS, ADRs and GDRs). Players in Indian Money market.   |  |                                |
| <b>Unit III</b>  | <b>Capital market (Primary market)</b>   | 9                              |
| Meaning and functions of capital market, structure of Indian capital market, New issue market and its instruments, Secondary market, Underwriters and forms of underwriters, foreign exchange market, debt market, and derivative market.  |  |                                |
| <b>Unit IV</b>   | <b>Capital market (Secondary Market)</b>   | 9                              |
| Objectives and functions of SEBI, Key initiatives taken by SEBI., Investor Education and Protection, Meaning of stock market and its functions, listing of securities, operators of stock exchange, Stock exchanges in India   |  |                                |
| <b>Unit V</b>  | <b>Financial Institutions</b>  | 10                             |
| Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI Introduction and role of financial institution, types of financial institutions, AIDB, IFCI, IDBI, ICICI, IIBIL, SIDBI, SFCs. Insurance Industry: Regulations, Role and functions of Insurance Regulatory and Development Authority of India (IRDA) |  |                                |
| <b>Text Books</b>  | Sashi k Gupta, Nisha Aggarwal and Neeti Gupta, Financial Market and Institution, Kalyani Publishers.<br>Satish Kumar Saha, Money banking and financial institution, Sahityapublication     |                                |
| <b>Reference Books</b>   | 1. Michal W. Brandl, Money, Banking, Financial Markets and Institutions Paperback, 2019, Cengage Publications  |                                |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                |



**Course Outcome for BB3312**

| <b>Unit-wise Course Outcome</b> | <b>Description</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/Entrepreneurship (Ent)/ None (Use , for more than One)</b> |
|---------------------------------|--|-----------------|---|
| <b>CO1</b>                      | The student will remember the overview of Indian financial system.   | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | The student will remember and explain and analyze concepts and structure of money market.                          | 3               | Ent/Emp/S   |
| <b>CO3</b>                      | student will illustrate the classification of capital market and its structure in primary market                   | 5               | Ent/Emp/S   |
| <b>CO4</b>                      | The student will illustrate the various stock exchange and the operators in India.                                 | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | The student will understand the financial institution and types and then they can analyze the different structures | 4               | Ent/Emp/S   |

**CO-PO Mapping for BB3312**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| <b>CO1</b>             | 2                         | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                                  | 2    | 2    |
| <b>CO2</b>             | 2                         | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                                  | 1    | 1    |
| <b>CO3</b>             | 1                         | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                                  | 3    | 3    |
| <b>CO4</b>             | 2                         | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                                  | 2    | 1    |
| <b>CO5</b>             | 3                         | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                                  | 1    | 2    |
|                        | 2                         | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                                | 1.8  | 1.8  |

|   |   |                                  |
|---|---|----------------------------------|
| <b>BB3313</b>   | <b>Title: International Logistics Management</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>VersionNo.</b>   | <b>1.0</b>  |                                  |
| <b>CoursePrerequisites</b>  | BasicsofInternationalBusinessandBusinessManagement  |                                  |
| <b>Objectives</b>   | TohelpstudentsinunderstandingtheInternationalLogisticsManagement  |                                  |
| <b>Expected Outcome</b>   | Thestudentswillbe able to apply their knowledge in managing Logistics atInternationalLevelandtakebusinessdecisionsinaneffectivemanner.                                |                                  |
| <b>UnitNo.</b>  | <b>UnitTitle</b>  | <b>No. of hours (perUnit)</b>    |
| <b>UnitI</b>  | <b>Introduction</b>   | 7                                |
| Concept, Objectives, Functions and Scope; Relevance of Logisticsin International Marketing; Evolution ofLogistics;IntegratedLogistics.  |   |                                  |
| <b>UnitII</b>   | <b>ComponentsofLogistics</b>  | 7                                |
| CustomerService;Warehousing:Types,Importance,Factors affectingchoiceofawarehousefacility;Inventory: Types, Functions, Control; Transportation: Modes, Routing and Scheduling, Multi-ModalTransportation;Packagingand MaterialHandling   |   |                                  |
| <b>UnitIII</b>  | <b>GeneralStructureofShippingandDevelopmentsinOceanTransportation</b>   | 8                                |
| Characteristics; Liner and Tramp operations; Code of conduct for Liner Conferences; Freight structure andpractices; UN conventionon shipping; Maritime Frauds; Containerization; CFS and Inland Container Depots;PortTrusts;IndianShippingIndustry:ProblemsandProspects. RoleofIntermediaries;CONCOR. |   |                                  |
| <b>UnitIV</b>   | <b>AirTransportation</b>  | 7                                |
| Characteristics;Advantages;Totalcostconcept;FreightStructureandOperations;CarrierConsigneeLiabilities;India nAirIndustry:Challengesandfutureprospects.  |   |                                  |
| <b>UnitV</b>  | <b>SupplyChainManagement</b>  | 7                                |
| Meaning, Objectives, Importance; Value Chain Analysis; 3PL and 4PL; Push and Pull Strategies, Bullwhip Effect;Supplier Selection and Evaluation; Demand Forecasting; Use of IT: Logistics Information System, MRP,DRP,ERP,PDM,andCPFR   |   |                                  |
| <b>TextBooks</b>  | 1. Desai,H.P: <i>IndianShippingPerspectives</i> ,AnupamPublications,Delhi.<br>2. Agarwal,DK: <i>TextBookofLogisticsandSupply ChainManagement</i> ,Macmillian,NewDelhi |                                  |
| <b>ReferenceBooks</b>   | 1.Khanna,K.K.: <i>PhysicalDistribution</i> ,HimalayaPublishing,Delhi.   |                                  |
| <b>Mode of Evaluation</b>   | InternalandExternalExaminations   |                                  |
| <b>Recommendation by Board of Studieson</b>   | 02-06-22  |                                  |
| <b>Date of approvalby the Academic Council</b>  | 20-10-22  |                                  |

**Course Outcome for BB3313**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability(Emp)/ Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne)</b> |
|---------------------------------|---|-----------------|---|
| <b>CO1</b>                      | To understand the concept and relevance of international logisticsmanagement.   | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | Thestudentswillbeabletounderstandthe importantconceptsoflogisticsandtheiruasgeeffectivelyandefficiently.                                    | 2               | Ent/Emp/S   |
| <b>CO3</b>                      | Thestudentswillbeabletoapplytheirknowledgeindevelopmentof generalstructureofshipping.   | 3               | Ent/Emp/S   |
| <b>CO4</b>                      | Thestudentswillbeabletoanalyzetheairtransportationoperations,problemsandprospects.  | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | The students after completion of the course will be able to analyzeand evaluate the supply chain management practices atinterantionallevel. | 5               | Ent/Emp/S   |

**CO-PO mapping for BB3313**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 1                         | 2   | 2   | 3   | 2   | 1   | 2   | 3   | 2   | 1    | 2                                  | 3    | 1    |
| CO2                    | 2                         | 3   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                                  | 1    | 2    |
| CO3                    | 1                         | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 1                                  | 2    | 2    |
| CO4                    | 3                         | 1   | 3   | 1   | 2   | 2   | 3   | 1   | 2   | 2    | 3                                  | 1    | 2    |
| CO5                    | 1                         | 1   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                                  | 1    | 2    |
|                        | 1.6                       | 1.8 | 2   | 1.6 | 2.2 | 1.8 | 2   | 1.6 | 2.2 | 1.8  | 2                                  | 1.6  | 1.8  |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3340</b>   | <b>Statistics &amp; Computational Data Analysis</b>  | <b>L T P C</b><br><b>0 0 4 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | Nil  |                                  |
| <b>Objectives</b>   | The objective of this course is to teach students the concepts of Statistics, probability, probability distribution, and other statistical methods to solve various engineering problems |                                  |
| <b>Expected Outcome</b>   | The students will be able to understand and analyze the data with the help of statistical tools  |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours ( per Unit)</b>  |
| <b>Unit I</b>   |  | 8                                |
| <p><b>Introduction to Statistics:</b> Introduction to Statistics. Role of statistics in scientific methods, current applications of statistics.</p> <p><b>Scientific data gathering:</b> Sampling techniques, scientific studies, observational studies, data management.</p> <p><b>Data description:</b> Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables.</p>  |  |                                  |
| <b>Unit II</b>  |  | 8                                |
| <p><b>Probability Theory:</b> Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem.</p> <p><b>Random Variables:</b> Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, poisson distribution. Probability distribution of continuous random variables, The uniform distribution, normal (gaussian) distribution, exponential distribution, gamma distribution, beta distribution, t-distribution, <math>\chi^2</math> distribution. Expectations, variance and covariance. Probability Inequalities. Bivariate distributions.</p> |  |                                  |
| <b>Unit III</b>   |  | 7                                |
| <p><b>Point Estimations:</b> Methods of finding estimators, method of moments, maximum likelihood estimators, bayes estimators. Methods of evaluating estimators, mean squared error, best unbiased estimator, sufficiency and unbiasedness</p> <p><b>Interval Estimations:</b> Confidence interval of means and proportions, Distribution free confidence interval of percentiles.</p>   |  |                                  |
| <b>Unit IV</b>  |  | 7                                |
| <p><b>Test of Statistical Hypothesis and p-values:</b> Tests about one mean, tests of equality of two means, test about proportions, p-values, likelihood ratio test, Bayesian tests.</p>   |  |                                  |
| <b>Unit V</b>   |  | 6                                |
| <p><b>Bayesian Statistics:</b> Bayesian inference of discrete random variable, Bayesian inference of binomial proportion, comparing Bayesian and frequentist inferences of proportion, comparing Bayesian and frequentist inferences of mean.</p>   |  |                                  |
| <b>Text Books</b>   | Subject Notes by Samatrix  |                                  |
| <b>Reference Books</b>  | Subject Notes by Samatrix  |                                  |
| <b>Mode of Evaluation</b>   | Internal and External Examinations   |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-2022   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-2022   |                                  |

**Course Outcome for BB3340**

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp.)/<br>Skill(S)/ Entrepreneurship<br>(Ent.)/ None<br>(Use , for more than One) |
|--------------------------|---|----------|--|
| <b>CO1</b>               | The students will be able to understand the concept of statistics   | 2        | S  |
| <b>CO2</b>               | The students will be able to apply their accumulated knowledge of probability theories for solving real world problems. | 3        | S  |
| <b>CO3</b>               | The students will be able to apply point estimation Concepts  | 3        | S  |
| <b>CO4</b>               | The students will be able to analyse and test hypothesis  | 4        | N  |
| <b>CO5</b>               | Upon completion the students will be able to create data with the help of Bayesian statistics                           | 6        | N  |

**CO-PO Mapping for BB3340**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 3                  | 2   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 2    | 3                           | 2    | 3    |
| CO2             | 2                  | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 2    | 3    |
| CO3             | 2                  | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2    | 3                           | 2    | 2    |
| CO4             | 3                  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2    | 3                           | 3    | 3    |
| CO5             | 2                  | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2    | 2                           | 2    | 3    |
|                 | 2.4                | 2.2 | 2.4 | 2.2 | 2.6 | 2.4 | 2.2 | 2.2 | 2   | 1.6  | 2.6                         | 2.2  | 2.8  |

|  |   |                                  |
|--|---|----------------------------------|
| <b>BB3341</b>  | <b>R Programming for Data Science &amp; Data Analysis</b>   | <b>L T P C</b><br><b>0 0 4 4</b> |
| <b>Version No.</b>   | <b>1.0</b>  |                                  |
| <b>Course Prerequisites</b>  | <b>None</b>   |                                  |
| <b>Objectives</b>  | The objective of this course is to teach students R Programming Language, basic functions in R programming language and critical techniques |                                  |
| <b>Expected Outcome</b>  | The students will be able to apply R programming for data science and analyzing data  |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  |   | <b>7</b>                         |
| <b>Getting Started with R and R Workspace:</b> Introducing R, R as a programming Language, the need of R, Installing R, RStudio, RStudio's user interface, console, editor, environment pane, history pane, filepane, plotsp pane, packagepane, helpandviewer pane. R Workspace, R's working directory, R Project in R Studio, absolute and relative path, Inspecting anEnvironment, Inspect existing Symbols, View the structure of object, Removing symbols, ModifyingGlobal Options, Modifying warning level, Library of Packages, Getting to know a package, Installing aPackage from CRAN, Updating Package from CRAN, Installing package from online repository,Package Function, Maskingandname conflicts   |   |                                  |
| <b>Unit II</b>   |   | <b>8</b>                         |
| <b>Basic Objects and Basic Expressions:</b> Vectors, Numeric Vectors, Logical Vectors, Character Vectors,subset vectors, Named Vectors, extracting element, converting vector, Arithmetic operators, createMatrix, Naming row and columns, subsetting matrix, matrix operators, creating and subsetting anArray, Creating a List, extracting element from list, subsetting a list, setting value, creating a value ofdata frame, subsetting a data frame, setting values, factors, useful functions of a data frame, loadingand writing data on disk, creating a function, calling a function, dynamic typing, generalizing afunction. Assignment Operators, Conditional Expression, using if as expression and statement, usingifwithvectors, vectorizedif: ifelse, usingswitch,usingforloop, nestedfor loop, whileloop |   |                                  |
| <b>Unit III</b>  |   | <b>7</b>                         |
| <b>Working with Basic Objects and Strings:</b> Working with object function, getting data dimensions,reshaping data structures, iterating over one dimension, logical operators, logical functions, dealingwith missing values, logical coercion, math function, number rounding functions, trigonometricfunctions, hyperbolic functions, extreme functions, finding roots, derivatives and integration,   |   |                                  |
| <b>Unit IV</b>   |   | <b>7</b>                         |
| <b>Statistical functions:</b> sampling from a vector, Working with random distributions, computingsummary statistics, covariance and correlation matrix, printing string, concatenating string,transforming text, Formatting text, formatting date and time, formatting date and time to string,findingstringpattern, usinggrouptoextractdata, readingdata   |   |                                  |
| <b>Unit V</b>  |   | <b>7</b>                         |
| <b>Working with Data – Visualize and Analyze Data:</b> Reading and Writing Data, importing data usingbuilt-in-function, READR package, export a data frame to file, reading and writing Excel worksheets,reading and writing native data files, loading built-in data sets, create scatter plot,bar chart, piechart,histogramanddensityplots, boxplot,fittinglinearmodelandregression tree   |   |                                  |
| <b>Text Books</b>  | Subject Notes by Samatrix   |                                  |
| <b>Reference Books</b>   | Subject Notes by Samatrix   |                                  |
| <b>Mode of Evaluation</b>  | Internal &External Examinations   |                                  |
| <b>Recommendation by</b>   | 02-06-2022  |                                  |

|   |            |
|---|------------|
| <b>Board of Studies on</b>                      |            |
| <b>Date of approval by the Academic Council</b> | 20-10-2022 |

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp.)/ Skill(S)/ Entrepreneurship (Ent.)/ None (Use , for more than One)</b> |
|---------------------------------|---|-----------------|--|
| <b>CO1</b>                      | The students will be able to understand the concept of R and how to get starts with the given language                          | 2               | S  |
| <b>CO2</b>                      | The students will be able to apply their accumulated knowledge of basic object and expressions for solving real world problems. | 3               | S  |
| <b>CO3</b>                      | The students will be able to apply point estimation Concepts  | 3               | S  |
| <b>CO4</b>                      | The students will be able to analyse and test hypothesis  | 4               | N  |
| <b>CO5</b>                      | Upon completion the students will be able to create data with the help of Bayesian statistics                                   | 6               | N  |

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 3                         | 2   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 2    | 3                                  | 2    | 3    |
| CO2                    | 2                         | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                                  | 2    | 3    |
| CO3                    | 2                         | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2    | 3                                  | 2    | 2    |
| CO4                    | 3                         | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2    | 3                                  | 3    | 3    |
| CO5                    | 2                         | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2    | 2                                  | 2    | 3    |
|                        | 2.4                       | 2.2 | 2.4 | 2.2 | 2.6 | 2.4 | 2.2 | 2.2 | 2   | 1.6  | 2.6                                | 2.2  | 2.8  |

## FOURTH SEMESTER

|   |  |                                  |
|---|--|----------------------------------|
| BB3403  | <b>Title: Research Methodology</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | 1.1  |                                  |
| <b>Course Prerequisites</b>   | None   |                                  |
| <b>Objectives</b>   | The Objective is to teach the students basic techniques of the research which is useful for developing analytical ability.   |                                  |
| <b>Expected Outcome</b>   | The course aims to make students understand the technicalities involved in research work   |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>Research Methodology: An Introduction</b>   | 6                                |
| Meaning of Research, Objectives, Types of research, Research approaches, Significance of research, Research methods versus Methodology, Research and Scientific Method, Research Process, Criteria of good research, Problems Encountered by Researchers in India. Defining the Research Problem: What is a Research Problem? Selecting the Problem, Necessity of Defining the Problem, Technique involved in Defining the Problem  |  |                                  |
| <b>Unit II</b>  | <b>Research Design</b>   | 10                               |
| Meaning of Research Design, Need for Research Design, and Features of a Good Design, Important concepts relating to Research Design, Different Research Design, Basic Principles of Experimental Designs, and Important Experimental Designs. Design of Sample Surveys: Introduction, Sample Design, Sampling and Non-Sampling Errors, Sample Survey vs. Census Survey, Types of Sampling Design, Non-Probability Sampling, Probability Sampling. Measurement and Scaling: Quantitative and Qualitative Data, Classifications of Measurement Scales, Goodness of Measurement scales, Sources of Error in Measurement, Techniques of Developing Measurement Tools, Scaling and Scaling Techniques, Multidimensional Scaling, deciding scaling. |  |                                  |
| <b>Unit III</b>   | <b>Data Collection</b>   | 4                                |
| Introduction, Experiments and Surveys, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection. Data Preparation: Data preparation process. Descriptive Statistics, Sampling and Statistical Interference.  |  |                                  |
| <b>Unit IV</b>  | <b>Analysis of Data</b>  | 10                               |
| Testing of Hypotheses, - Means, proportions, Chi-Square tests, and Analysis of Variance, other Non parametric Methods, Factor Analysis, Discriminant Analysis, and Cluster Analysis.  |  |                                  |
| <b>Unit V</b>   | <b>Interpretation, Report Writing &amp; Research Tools</b>   | 10                               |
| Interpretation –Meaning, Technique precaution, significance Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism, Introduction to Computerized Statistical Packages.  |  |                                  |
| <b>Text Books</b>   | 1. C.R. Kothari, Research Methodology  |                                  |
| <b>Reference Books</b>  | 1. Rigby Paul H.(1965), Conceptual Foundation of Business Research, Wiley.<br>2. Wilkinson & Bhandarkar, Methodology & Techniques of Social Research, Himalaya Publishing House, New Delhi.<br>3. Tripathi P.C., Research Methodology, Sultan Chand & Co, New Delhi. |                                  |
| <b>Mode of Evaluation</b>   | Internal and External Examinations   |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22   |                                  |



|   |          |
|---|----------|
| <b>Date of approval by the Academic Council</b> | 20-10-22 |
|---|----------|

**Course outcome for BB3403**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None (Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | Understand some basics concepts of research and its methodology                            | 2        | Ent/Emp/S  |
| <b>CO2</b>               | Identify appropriate research designs depending upon the objectives of research.           | 3        | Ent/Emp/S  |
| <b>CO3</b>               | To develop a detailed research Proposal and summer internship projects.                    | 5        | Ent/Emp/S  |
| <b>CO4</b>               | To know how to collect data and evaluate it using different statistical tests.             | 4        | Ent/Emp/S  |
| <b>CO5</b>               | To develop a questionnaire and to identify which test should be applied to which data set. | 4        | Ent/Emp/S  |

**CO-PO Mapping for BB3403**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO2             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| CO3             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| CO4             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| CO5             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |

|  |   |                                   |
|--|---|-----------------------------------|
| <b>BB3404</b>  | <b>Title: International Business</b>  | <b>L T P C 4<br/>0 0 4</b>        |
| <b>Version No.</b>   | <b>1.1</b>  |                                   |
| <b>Course Prerequisites</b>  | None  |                                   |
| <b>Objectives</b>  | The purpose of this paper is to familiarize the students with the meaning, scope and ways of International Business. Enhancing the level of students with reference to understanding the international business environment prevailing in the different parts of the world. |                                   |
| <b>Expected Outcome</b>  | Students will know an advanced and integrated understanding of International Business and understand the impact of it Globally.   |                                   |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit) 43</b> |
| <b>Unit I</b>  | <b>Overview of International Business</b>   | <b>12</b>                         |
| Introduction to International Business: Globalization and its growing importance in the world economy; Impact of Globalization; International business contrasted with domestic businesses – complexities of international business; Internationalization stages and orientations; International Business Environment: Economic, demographic, cultural and political-legal environment Difference between BOP & BOT; SEZs, MNCs. |   |                                   |
| <b>Unit II</b>   | <b>Theories of International Trade</b>  | <b>6</b>                          |
| Mercantalism, Theory of Absolute Cost Advantage, Comparative Cost Advantage Theory Relative Factor Endowments theory Country similarity theory, Product Life cycle theory, Global strategic rivalry theory, Porter's National Competitive Advantage theory   |   |                                   |
| <b>Unit III</b>  | <b>Modes of Entering International Business</b>   | <b>10</b>                         |
| Modes of Entry :Exporting ,Licensing , franchising , subsidiaries , joint venture , FDI & FII . <b>Case Discussion on Exporting by FMCG &amp; IT firms in SIDCUL Haridwar &amp; at Pan India Level.</b>  |   |                                   |
| <b>Unit IV</b>   | <b>Regional &amp; International Economic Integration</b>  | <b>10</b>                         |
| Trade Blocs, Types, Cartels SAARC, SAFTA ,NAFTA, ASEAN etc , Implications of Trade blocks for business. Benefits regional economic integrations WTO, UNCTAD, World Bank & IMF  |   |                                   |
| <b>Unit V</b>  | <b>Exchange rate determination</b>  | <b>5</b>                          |
| Factors affecting exchange rate ,Relative inflation rate , relative income levels , government controls , government intervention and government influence on exchange rate determination.   |   |                                   |
| <b>Text Books</b>  | 1. CHERUNILAM FRANCIS ,the Edition International Business, PHI<br>2. VENKATA RATNAM, International Trade ,Oxford Publications   |                                   |
| <b>Reference Books</b>   | 1. RIAD A AJAMI, International Business: Theory & Practice ,PHI<br>2. BIMAL JAISWAL, International Business, HPI  |                                   |
| <b>Mode of Evaluation</b>  | Internal and External Examinations  |                                   |
| <b>Recommendation by Board of Studies On</b>   | 02-06-22  |                                   |

|   |          |
|---|----------|
| <b>Date of approval by the Academic Council</b> | 20-10-22 |
|---|----------|

**Course Outcome for BB3404**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None (Use , for more than One)</b> |
|---------------------------------|---|-----------------|---|
| <b>CO1</b>                      | To understand the overview, evolution and different approaches of international business.                           | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | To understand and apply the different theories of international trade.  | 3               | Ent/Emp/S   |
| <b>CO3</b>                      | To understand the modes of international business and analyze the working of international financial institutions.. | 5               | Ent/Emp/S   |
| <b>CO4</b>                      | To remember trade blocs and understand the business centers and analyze the benefits.                               | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | To understand about international production and logistics management and evaluation of international business.     | 4               | Ent/Emp/S   |

**CO-PO mapping for BB3404**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |      |      |      |      |      |      |      |      |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|------|------|------|------|------|------|------|------|------|------------------------------------|------|------|
|                        | PO 1                      | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO1                               | PSO2 | PSO3 |
| <b>CO1</b>             | 2                         | 1    | 1    | 3    | 2    | 3    | 2    | 1    | 1    | 2    | 2                                  | 2    | 2    |
| <b>CO2</b>             | 2                         | 1    | 2    | 1    | 2    | 1    | 2    | 3    | 1    | 2    | 2                                  | 1    | 1    |
| <b>CO3</b>             | 1                         | 2    | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 3    | 2                                  | 3    | 3    |
| <b>CO4</b>             | 2                         | 3    | 3    | 1    | 1    | 2    | 2    | 1    | 1    | 3    | 3                                  | 2    | 1    |
|                        | 3                         | 3    | 1    | 1    | 3    | 1    | 1    | 2    | 2    | 3    | 2                                  | 1    | 2    |

|     |   |   |     |     |     |     |     |     |     |     |     |     |     |
|-----|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO5 |   |   |     |     |     |     |     |     |     |     |     |     |     |
|     | 2 | 2 | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6 | 2.2 | 1.8 | 1.8 |

|   |  |                                 |
|---|--|---------------------------------|
| <b>BB3406</b>   | <b>Title: Business Analytics</b>   | <b>L T P C</b><br><b>4 0 04</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                 |
| <b>Course Prerequisites</b>   | Basic statistics   |                                 |
| <b>Objectives</b>   | Understanding the basic crux of the usage of the data analytics in the current market scenario and predict the consequences in different social and economic actions.                                    |                                 |
| <b>Expected Outcome</b>   | After studying the contents of the syllabus the student will be able to run the SPSS Softwares and will be able to solve the hypothetical cases by use of analytics.                                     |                                 |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours(per Unit)</b>   |
| <b>Unit I</b>   | <b>Introduction</b>  | 10                              |
| Meaning of data and data analysis, sources of data, statistical error, type I and II error, Population and sample, sampling frame, Methods of sampling.                       |  |                                 |
| <b>Unit II</b>  | <b>Hypothesis and Measurement scales</b>   | 08                              |
| Meaning of hypothesis, types of hypothesis, deciding the hypothesis, -measurement scales meaning, types (Nominal, Ordinal, Interval Ratio) and uses                           |  |                                 |
| <b>Unit III</b>   | <b>Pilot study, Reliability and validity</b>   | 06                              |
| Meaning of pilot study and its application, reliability and validity meaning and uses, Cronbach's alpha, Harman common method bias using SPSS.                                |  |                                 |
| <b>Unit IV</b>  | <b>Exploratory factor analysis</b>   | 10                              |
| Meaning of exploratory factor analysis, KMO and Bartlett's test of Sphericity, communalities, Total variance explained, Application of Exploratory factor analysis using SPSS |  |                                 |
| <b>Unit V</b>   | <b>Correlation</b>   | 08                              |
| Meaning of correlation, types of correlation, correlation coefficient, measurement of correlation using SPSS  |  |                                 |
| <b>Text Books</b>   | 1. Kothari, Chakravanti Rajagopalachari. Research methodology: Methods and techniques. New Age International, 2004.<br>2. Malhotra, Naresh K., ed. <i>Review of marketing research</i> . MESHARPE, 2004. |                                 |
| <b>Reference Books</b>  | 1. Kumar, Ranjit. Research methodology: A step-by-step guide for beginners. Sage Publications Limited, 2019  |                                 |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22   |                                 |
| <b>Date of approval by Council</b>  | 20-10-22   |                                 |

**Course Outcome for BB3406**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>  | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None (Use , for more than One)</b> |
|---------------------------------|--|-----------------|---|
| <b>CO1</b>                      | To remember the data and understand the different sources of data and sampling theory            | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | To understand, apply and analyse the Hypothesis and Measurement scales in primary research       | 3               | Ent/Emp/S   |
| <b>CO3</b>                      | To understand, apply and analyse the reliability, and validity analysis using SPSS.              | 5               | Ent/Emp/S   |
| <b>CO4</b>                      | To remember, understand the basic concept and analyse the exploratory factor analysis using SPSS | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | To understand the concept of correlation and apply in terms of measurement using SPSS            | 4               | Ent/Emp/S   |

**CO-PO for BB3406**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 2                         | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                                  | 2    | 2    |
| CO2                    | 2                         | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                                  | 1    | 1    |
| CO3                    | 1                         | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                                  | 3    | 3    |
| CO4                    | 2                         | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                                  | 2    | 1    |
| CO5                    | 3                         | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                                  | 1    | 2    |
|                        | 2                         | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                                | 1.8  | 1.8  |

|   |  |                                |
|---|--|--------------------------------|
| <b>BB3405</b>                                   | <b>Title: Company Law</b>  | <b>L TPC</b><br><b>4 0 04</b>  |
| <b>Version No.</b>                              | <b>1.1</b>   |                                |
| <b>Course Prerequisites</b>                     | None   |                                |
| <b>Objectives</b>                               | The purpose of this paper is to familiarize the students with the meaning, scope and the sources of company law in India. Enhancing the level of students with reference to understanding of regulation of company.  |                                |
| <b>Expected Outcome</b>                         | Students will know an advanced and integrated understanding of company law and understand the impact of these laws on business.  |                                |
| <b>Unit No.</b>                                 | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>                                   | <b>Introduction of Company Law</b>   | 9                              |
|   | Company- Meaning, Characteristics and types of company, Private limited Company, Public limited Company, Lifting of the corporate veil, Difference between company and partnership, Company Law in India. Introduction of company act 2013.OPC , Latest amendments in companies Act 2013   |                                |
| <b>Unit II</b>                                  | <b>Formation of Company</b>  | 9                              |
|   | Incorporation of Company, Mode of incorporation of company, SPICE+, Document to be filed with the registrar, Effect of registration of company, promoter role of promoters of company. Legal Status and Rights of Promoters, CIN.  |                                |
| <b>Unit III</b>                                 | <b>Memorandum of Association &amp; Article of association</b>  | 8                              |
|   | Memorandum of Association: Meaning, and importance of memorandum for company, Contents of memorandum, Alteration of memorandum, Doctrine of ultra vires, Article of association meaning and concept, content of Article, Alteration of article, E.MOA Vs. E.A OA.  |                                |
| <b>Unit IV</b>                                  | <b>Prospectus &amp; Company Management</b>   | 8                              |
|   | Prospectus: meaning, dating of prospectus, registration of prospectus, Contents of prospectus, Directors: Definition, number of Directors, Appointment of Directors, Position of Directors, Powers of directors, duties of directors, Kinds of prospectus, DIN, process & eligibility to get DIN   |                                |
| <b>Unit V</b>                                   | <b>Meetings &amp; Winding Up of Company</b>  | 8                              |
|   | Meetings: Notice of meeting, ordinary business and special business, Quorum for meeting, Chairman of the meeting, Minutes of meetings, Winding Up of company: Meaning, modes of winding up, grounds for compulsory winding up, procedure of winding up by the court. Winding up committee, report of winding up, ordinary Resolution & special resolution. |                                |
| <b>Text Books</b>                               | 1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons.<br>2. G.K. Kapoor, Company Law, Taxmann Publication Pvt. Ltd.  |                                |
| <b>Reference Books</b>                          | 1. K.C. Garg, Company Law, Kalyani Publishers.   |                                |
| <b>Mode of Evaluation</b>                       | Internal and External Examination  |                                |
| <b>Recommendation by Board of Studies on</b>    | 02-06-22   |                                |
| <b>Date of approval by the Academic Council</b> | 20-10-22   |                                |

**Course Outcome for BB3405**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship(Ent)/ None (Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | To understand basic overview of the companies act 2013.  | 2        | Ent/Emp/S  |
| <b>CO2</b>               | To recognize how to promote and incorporate the business and what are the legal formalities.   | 3        | Ent/Emp/S  |
| <b>CO3</b>               | To know the role and importance of MOA and how the activity of company govern by AOA and MOA.  | 2        | Ent/Emp/S  |
| <b>CO4</b>               | To provide a learning about the different types of company's prospectus and the charter of the company.  | 4        | Ent/Emp/S  |
| <b>CO5</b>               | To extend the knowledge of the company how the meeting are conducted in the companies. To gain knowledge of shares and how the company wind up, what are the events of the winding up. | 4        | Ent/Emp/S  |

**CO-PO Mapping for BB3405**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 2   | 2   | 1   | 2   | 3   |     | 2   | 2    | 1                           | 2    | 2    |
| CO2             | 2                  | 2   | 2   | 3   | 2   | 2   | 2   | 1   | 2   | 2    | 1                           | 1    | 2    |
| CO3             | 2                  | 2   | 2   | 3   | 2   | 2   | 1   | 2   | 2   | 2    | 2                           | 3    | 2    |
| CO4             | 2                  | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 3                           | 2    | 3    |
| CO5             | 3                  | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 1   | 1    | 3                           | 3    | 2    |
|                 | 2.2                | 2.2 | 2.2 | 3   | 2   | 2   | 1.4 | 1.4 | 1.6 | 1.6  | 2                           | 2.2  | 2.2  |



|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3440</b>   | <b>Data Analytics and Visualization-Tools &amp; Techniques</b>   | <b>L T P C</b><br><b>0 0 4 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | <b>None</b>  |                                  |
| <b>Objectives</b>   | To develop basic understanding of data analytics and visualization tools and techniques amongst students |                                  |
| <b>Expected Outcome</b>   | Help students to analyse and evaluate the data with the help of data analytics                           |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   |  | 7                                |
| <b>INTRODUCTION TO DATA HANDLING</b> Overview of Data analysis, Introduction to Data visualization, Working with Logical and financial functions, Data Validation & data models, Power Map for visualizedata, PowerBI-BusinessIntelligence, Dashboarddesigning.   |  |                                  |
| <b>Unit II</b>  |  | 7                                |
| <b>INTRODUCTION TO DATA MANIPULATION USING FUNCTION</b> : HeatMap, TreeMap, SmartChart, Azure Machine learning, Column Chart, Line Chart, Pie, Bar, Area, Scatter Chart, Data Series, Axes, Chart Sheet, Trendline, Error Bars, Sparklines, Combination Chart, Gauge, Thermometer Chart, Gantt Chart, Pareto Chart etc, Frequency Distribution, Pivot Chart, Slicers, Tables: StructuredReferences, Table Styles, What-If Analysis: Data Tables, Goal Seek, Quadratic Equation, Transportation Problem, Maximum Flow Problem, Sensitivity Analysis, Histogram, Descriptive, Statistics, Anova, F-Test, t-Test, Moving, Average, Exponential Smoothing   Correlation model   Regression model, Practical Lab |  |                                  |
| <b>Unit III</b>   |  | 6                                |
| <b>TABLEAU SOFTWARE: GETTING STARTED WITH TABLEAU SOFTWARE</b> : What is Tableau? What does the Tableau product suite comprise of? How Does Tableau Work? Tableau Architecture, What is MyTableau Repository? Connecting to Data & Introduction to data source concepts, Understanding the Tableau workspace, Dimensions and Measures, Data Types & Default Properties, Building basic views, Saving and Sharing your work-overview, Practical Lab  |  |                                  |
| <b>Unit Unit IV</b>   |  | 7                                |
| <b>Data Strategy &amp; Consumer behaviour Analytics</b> - Understanding Product & Category, Competitive Analysis, Market Share understanding- Market potential Index, Seasonality-Sales Trending  |  |                                  |
| <b>Unit V</b>   |  | 7                                |
| Consumer behaviour Analytics-MIND AND MARKET FACTORS, Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending, Forecasting method with predictive investment modelling, Cohort Analysis, Google Analytics (GA)  |  |                                  |
| <b>Text Books</b>   | Subject Notes by Samatrix  |                                  |
| <b>Reference Books</b>  | Subject Notes by Samatrix  |                                  |
| <b>Mode of Evaluation</b>   | Internal & External Examination  |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-2022   |                                  |
| <b>Date of approval by</b>  | 20-10-2022   |                                  |

**Course Outcome for BB3440**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp.)/<br>Skill(S)/ Entrepreneurship<br>(Ent.)/ None<br>(Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | The students will be able to understand the concept and ways of data handling.   | 2        | S  |
| <b>CO2</b>               | The students will be able to apply their accumulated knowledge of basic object and in DATAMANIPULATION USING FUNCTION  | 3        | S  |
| <b>CO3</b>               | The students will be able to apply <b>TABLEAUSOFTWARE</b> Concepts while preparing business reports                    | 3        | S  |
| <b>CO4</b>               | The students will be able to analyse <b>Data Strategy &amp; Consumer behaviour Analytics</b>                           | 4        | N  |
| <b>CO5</b>               | After completion the students will be able to create data with the help of analytics, regression and coorelation tools | 6        | N  |

**CO-PO Mapping for BB3440**

| Course Outcomes | ProgrammeOutcomes |     |     |     |     |     |     |     |     |      | Programme SpecificOutcome s |      |      |
|-----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1               | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 3                 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 3    | 3                           | 2    | 3    |
| CO2             | 3                 | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 2    | 3    |
| CO3             | 2                 | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2    | 3                           | 2    | 2    |
| CO4             | 3                 | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2    | 3                           | 3    | 3    |
| CO5             | 2                 | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2    | 2                           | 2    | 3    |
|                 | 2.6               | 2.2 | 2.4 | 2.2 | 2.6 | 2.2 | 2.2 | 2.2 | 2   | 2.1  | 2.6                         | 2.2  | 2.8  |

|   |   |                                  |
|---|---|----------------------------------|
| <b>BB3409</b>   | <b>Title: Consumer Behavior</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | <b>1.1</b>  |                                  |
| <b>Course Prerequisites</b>   | <b>Marketing Management</b>   |                                  |
| <b>Objectives</b>   | The objective is to analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making and to enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour. |                                  |
| <b>Expected Outcome</b>   | On completion of the subject the student will be able to demonstrate how knowledge consumer behaviour can be applied to marketing and will be able to identify and explain the factors which influence consumer behaviour.                                  |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hour (per Unit)</b>    |
| <b>Unit I</b>   | <b>Introduction to Consumer Behaviour</b>   | 8                                |
| Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing, Consumer research process – Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation. |   |                                  |
| <b>Unit II</b>  | <b>Factors affecting Consumer Behaviour</b>   | 7                                |
| Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, SocialClass, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.             |   |                                  |
| <b>Unit III</b>   | <b>Consumer Decision Making Process</b>   | 6                                |
| Types of consumer decisions, Consumer Decision Making Process, Buying pattern in the new digital era.   |   |                                  |
| <b>Unit IV</b>  | <b>Consumer Motivation &amp; Personality</b>  | 9                                |
| Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory,Neo-Freudian Theory, Trait Theory.   |   |                                  |
| <b>Unit V</b>   | <b>Marketing Communications and Decision Making Models</b>  | 10                               |
| Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model - Economic model - Howard & Sheth model, Nicosia Model.                                    |   |                                  |
| <b>Text Books</b>   | 1. Satish K Batra and S H Kazmi, Consumer Behaviour – Text and cases,ExcelBooks.<br>2. Suja Nair, Consumer Behaviour, Himalaya PublishingHouse.   |                                  |
| <b>Reference Books</b>  | 1. Schiffman L G and Kanuk L L, Consumer Behaviour, Prentice HallNewDelhi<br>2. Roger D. Black Well, Paul W. Miniard, James F. Engel, ConsumerBehaviour, Cenage India Pvt.Ltd.  |                                  |
| <b>Mode of Evaluation</b>   | Internal (40 marks)<br>External (60 marks)  |                                  |
| <b>Recommendation by Board of Studies</b>   | 02-06-22  |                                  |

|   |          |
|---|----------|
| <b>Date of approval by the Academ council</b> | 20-10-22 |
|---|----------|

**Course Outcome for BB3409**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None (Use , for more than One)</b> |
|---------------------------------|---|-----------------|---|
| <b>CO1</b>                      | To understand and analyze the behavior of Indian consumers and various disciplines involved in the study of consumer behaviour. | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | To understand and apply the various consumer behavior models in the study of consumer behaviour.                                | 3               | Ent/Emp/S   |
| <b>CO3</b>                      | To evaluate the consumer learning process and consumer attitude formation.  | 5               | Ent/Emp/S   |
| <b>CO4</b>                      | To apply the consumer decision making process and analyze the influence of family and reference groups on consumer behaviour.   | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | To understand the Industrial buying behavior and apply the Industrial buying process.   | 4               | Ent/Emp/S   |

**CO-PO Mapping for BB3409**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |      |      |      |      |      |      |      |       | <b>Programme Specific Outcomes</b> |       |       |
|------------------------|---------------------------|-----|------|------|------|------|------|------|------|-------|------------------------------------|-------|-------|
|                        | PO 1                      | PO2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PSO 1                              | PSO 2 | PSO 3 |
| CO1                    | 2                         | 1   | 1    | 3    | 2    | 3    | 2    | 1    | 1    | 2     | 2                                  | 2     | 2     |
| CO2                    | 2                         | 1   | 2    | 1    | 2    | 1    | 2    | 3    | 1    | 2     | 2                                  | 1     | 1     |
| CO3                    | 1                         | 2   | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 3     | 2                                  | 3     | 3     |
| CO4                    | 2                         | 3   | 3    | 1    | 1    | 2    | 2    | 1    | 1    | 3     | 3                                  | 2     | 1     |
| CO5                    | 3                         | 3   | 1    | 1    | 3    | 1    | 1    | 2    | 2    | 3     | 2                                  | 1     | 2     |
|                        | 2                         | 2   | 1.8  | 1.4  | 1.8  | 1.6  | 1.6  | 1.6  | 1.2  | 2.6   | 2.2                                | 1.8   | 1.8   |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3407</b>   | <b>Title: Financial Services</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | <b>None</b>  |                                  |
| <b>Objectives</b>   | To provide a basis of understanding to the students with reference to working of financial services and its related areas.   |                                  |
| <b>Expected Outcome</b>   | On completion of the syllabi the student will understand the basic aspects of financial services.<br>Student will also get the idea about new developments in financial services   |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>Introduction</b>  | <b>08 hrs</b>                    |
| Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund based, Characteristics and Role of Financial Intermediaries.  |  |                                  |
| <b>Unit II</b>  | <b>Depositories and Financial Services</b>   | <b>09 hrs</b>                    |
| Commercial Banks and their Changing Role, Functioning of Banks, Financial Services and Banking System. Non Depository Institutions: Finance Companies and Mutual Funds and Pension Funds-Financial Services and Their Role.   |  |                                  |
| <b>Unit III</b>   | <b>Merchant Banking and Venture Capital</b>  | <b>08 Hrs</b>                    |
| The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues, Venture Capital- The Concept and Characteristics, Growth of Venture Capital Services in India. |  |                                  |
| <b>Unit IV</b>  | <b>Leasing and Factoring</b>   | <b>09 Hrs</b>                    |
| Leasing: Concept, Types, Legal and Tax Aspects, Factoring in India, Hire- Purchase, Lease Structuring. Factoring: Concept and Characteristics, Types of Factoring in India, factoring and Bill Rediscounting.<br>Forfeiting: Meaning and Mechanism of Forfeiting.           |  |                                  |
| <b>Unit V</b>   | <b>Credit Rating Services</b>  | <b>08 Hrs</b>                    |
| Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.   |  |                                  |
| <b>Text Books</b>   | 1. Khan M.Y: Financial Services and System (2008), McGraw Hill Publishing Company, New Delhi.<br>2. Clifford Gomez, Financial Markets, Institutions management-A Risk management Approach, 6 ed., McGraw Hill Publishing Company New Delhi.<br>Sharma, Management of Financial Institutions: With Emphasis on Bank and Risk management, Prentice Hall of India, New Delhi. |                                  |
| <b>Reference Books</b>  | 1. Bhole L.M.: Financial Institutions and Markets, the ed., McGraw Hill Co. New Delhi, 2008.<br>Anthony Saunders, Financial Markets and Institutions, 4, New Delhi. ed., McGraw Hill Publishing Company.   |                                  |
| <b>Mode of evaluation</b>   | Internal and External  |                                  |

**Course outcome for BB3407**

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None (Use , for more than One) |
|--------------------------|---|----------|--|
| <b>CO1</b>               | To enable students understand concepts of Financial Services, Elicit knowledge on Venture Capital Funds   | 2        | Ent/Emp/S  |
| <b>CO2</b>               | To enable students to understand concepts of Credit Rating Agencies, Acquaint with the Investing, Controlling and Regulating services   | 3        | Ent/Emp/S  |
| <b>CO3</b>               | To facilitate students to analyze concepts of Commercial Banking & Mechanism, Understand the Functioning of Banks, Financial Services and Banking System  | 5        | Ent/Emp/S  |
| <b>CO4</b>               | To enable students analyze concepts of Bills Discounting Mechanism  | 4        | Ent/Emp/S  |
| <b>CO5</b>               | To enable students to understand the Mechanism of Merchant Banking, Acquaint with Legal procedure and Financial Aspects of Factoring & Forfeiting and To Develop the ability to apply the techniques in decision making of Financial services | 4        | Ent/Emp/S  |

**CO-PO mapping for BB3407**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO2             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| CO3             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| CO4             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| CO5             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |

|   |   |                   |          |          |          |
|---|---|-------------------|----------|----------|----------|
| <b>BB3408</b>   | <b>Web designing and Development</b>  | <b>L</b>          | <b>T</b> | <b>P</b> | <b>C</b> |
|   |   | 4                 | 0        | 0        | 4        |
| <b>Version No.</b>  | 1   |                   |          |          |          |
| <b>Course Prerequisites</b>   | Basics of computer  |                   |          |          |          |
| <b>Objective</b>  | <p>The Web Designing Concept standard has a much broader goal to describe the content styling and application interfaces behind a W page when it's loaded in your browser. More specifically, HTML5 establishes a single syntax for interacting with all the elements that Web page has loaded into your computer's memory.</p> |                   |          |          |          |
| <b>Expected Outcome</b>   | This exposure will enable the students to enter their professions with confidence in a harmonious way and contribute to the productivity.   |                   |          |          |          |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of Hrs</b> |          |          |          |
| <b>Unit 1</b>   | <b>Introduction</b>   | <b>5</b>          |          |          |          |
| Introduction to Web Designing concepts, Application of Web Designing, Internet Technologies introduction, internet Overview, Intranet Overview, Extranet, Internet Reference Model, Internet Domain System. |   |                   |          |          |          |
| <b>Unit 2</b>   | <b>Web Development Introduction</b>   | <b>4</b>          |          |          |          |
| Website Overview, Website Types, Website Designing, Website Development, Website Publishing, Website URL Registration, Website Hosting.   |   |                   |          |          |          |
| <b>Unit 3</b>   | <b>Introduction to HTML</b>   | <b>4</b>          |          |          |          |
| Html Introduction, HTML editors, HTML Basics, Elements, HTML Attributes, HTML headings, HTML Paragraph, HTML Styles, HTML Formatting, Web Page Design.  |   |                   |          |          |          |
| <b>Unit 4</b>   | <b>Introduction to CSS</b>  | <b>6</b>          |          |          |          |
| CSS Introduction, CSS Syntax, CSS Colors, CSS Background, CSS Borders, CSS Margins, CSS padding, CSS height /Width, CSS integration with Webpage.   |   |                   |          |          |          |
| <b>Unit 5</b>   | <b>Website Optimization</b>   | <b>5</b>          |          |          |          |
| Introduction to Website Optimization, Image Optimization, Website optimization Analysis, Google Tools for Website optimization Analysis, Website Listing in Search Engine.                                  |   |                   |          |          |          |
| <b>Text Books</b>   | Learning Web Design by Jennifer Niederst Robbins<br>Responsive Web Design with HTML5 and CSS3, by Ben Frain   |                   |          |          |          |
| <b>Reference Books</b>  | The Principles of Beautiful Web Design, by Jason Beard<br>Logo, Font & Lettering Bible, by Leslie Cabarga   |                   |          |          |          |
| <b>Mode of Evaluation</b>   | Internal and External Examination   |                   |          |          |          |
| <b>Recommended by Board of Studied on</b>   | 22-01-2021  |                   |          |          |          |
| <b>Date of Approval by the Academic Council</b>   | 28-01-2021  |                   |          |          |          |

**Course Outcome for BB3408**

| <b>Unit-wise<br/>Course<br/>Outcome</b> | <b>Descriptions</b>   | <b>BL<br/>Leve<br/>I</b> | <b>Employability (Emp)/<br/>Skill(S)/ Entrepreneurship<br/>(Ent)/None<br/>(Use , for more than One)</b> |
|---|---|--------------------------|---|
| <b>CO1</b>                              | To understand basic overview of the Web designing, development and Internet.                                    | 2                        | Ent/Emp/S   |
| <b>CO2</b>                              | To understand the various methods, approaches of Web Development.   | 3                        | Ent/Emp/S   |
| <b>CO3</b>                              | To understand the various tags, attributes used in HTML and apply to create a web page                          | 5                        | Ent/Emp/S   |
| <b>CO4</b>                              | To understand the various HTML tags, attributes and use it with CSS and apply to create an attractive web page. | 4                        | Ent/Emp/S   |
| <b>CO5</b>                              | To understand the website optimization and overview of SEO.   | 4                        | Ent/Emp/S   |

**CO-PO mapping for BB3408**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 2                         | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                                  | 2    | 2    |
| CO2                    | 2                         | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                                  | 1    | 1    |
| CO3                    | 1                         | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                                  | 3    | 3    |
| CO4                    | 2                         | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                                  | 2    | 1    |
| CO5                    | 3                         | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                                  | 1    | 2    |
|                        | 2                         | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                                | 1.8  | 1.8  |





|   |   |                                |
|---|---|--------------------------------|
| <b>BB3410</b>   | <b>Title: Performance Management</b>  | <b>L T P C4<br/>0 04</b>       |
| <b>Version No.</b>  | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>   | None  |                                |
| <b>Objectives</b>   | The purpose of this paper is to make aware of the students with the meaning, type and importance of performance management in the Organization. |                                |
| <b>Expected Outcome</b>   | Students will know about the different performance appraisal methods and mechanism of performance management.                                   |                                |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>   | <b>Introduction</b>   | 8                              |
| Meaning, Objectives and scope of performance management Role of performance management, Characteristics of an ideal performance management system, Performance Management in different types of organizations (manufacturing, sales and service), Issues and Problems in Performance Management.  |   |                                |
| <b>Unit II</b>  | <b>Measuring Performance</b>  | 7                              |
| Determinants of performance, performance dimensions, approaches to measuring performance, diagnosing causes of poor performance, differentiating task from contextual performance, Performance Measurement Approaches. Process of Performance Management.   |   |                                |
| <b>Unit III</b>   | <b>Employee Behavior &amp; Employee Development</b>   | 8                              |
| Relationship between performance measurement systems and behavior; Influence of individual and group behavior on performance. Accountability issues arising out of performance measurement systems. Performance management and employee development: Personal Development plans, 360-degree feedback as a developmental tool.<br><b>Class-discussion on recent trends in Performance Appraisal Process.</b> |   |                                |
| <b>Unit IV</b>  | <b>Performance Management Methods</b>   | 9                              |
| Performance Consulting: Concept, the need for performance consulting, Role of performance consulting, and designing and using performance relationship maps, contracting for performance consulting services, implementing organization-wide performance improvement. Performance evaluation methods  |   |                                |
| <b>Unit V</b>   | <b>Current Developments and Emerging Issues in Performance Management</b>   | 8                              |
| Application of value-based management approaches to performance management. Modern performance measurement frameworks: Six Sigma, Forced ranking Balanced Score Card.<br>Contemporary issues in performance management. Studying the impact of change in organization's structure, Talent management  |   |                                |
| <b>Text Books</b>   | 1. T.N. Chhabra, Human resource Management, Dhanpat Rai & Co.<br>2. Herman Aguinis, Performance Management. Pearson Education.                  |                                |
| <b>Reference Books</b>  | 1. Rao T.V., Appraising and Developing Managerial Performance. ExcelBooks.  |                                |
| <b>Mode of Evaluation</b>   | Internal and External Examination   |                                |
| <b>Recommendation by board of studies on</b>  | 02-06-22  |                                |



|   |          |
|---|----------|
| <b>Date of approval by the Academic Council</b> | 20-10-22 |
|---|----------|

### Course Outcome for BB3410

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|--------------------------|--|----------|--|
| <b>CO1</b>               | To understand the meaning and basics of performance management system.   | 2        | Ent/Emp/S  |
| <b>CO2</b>               | To understand the process of performance management system.  | 3        | Ent/Emp/S  |
| <b>CO3</b>               | To understand the impact of individual and group behavior on performance.<br>To understand relation between behavior and performance management. | 5        | Ent/Emp/S  |
| <b>CO4</b>               | To analyze the various performance evaluation methods. To evaluate performance management system. To understand performance consulting.          | 4        | Ent/Emp/S  |
| <b>CO5</b>               | To study the Application of value-based management approaches to performance management. impact of change in organization's structure            | 4        | Ent/Emp/S  |

### CO-PO Mapping for BB3410

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO2             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| CO3             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| CO4             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| CO5             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8s |

|   |   |                                  |
|---|---|----------------------------------|
| <b>BB3411</b>   | <b>Title:</b> <b>Cross Cultural Business Management</b>   | <b>L T P C 4</b><br><b>0 0 4</b> |
| <b>Version No.</b>  | <b>1.0</b>  |                                  |
| <b>Course Prerequisites</b>   | <b>None</b>   |                                  |
| <b>Objectives</b>   | To provide a basis of understanding of cross cultural business management to the students.  |                                  |
| <b>Expected Outcome</b>   | On completion of the syllabi the student will apply their acquired knowledge in dealing with various cultures outside geographical boundaries.                                      |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>Globalization and Culture</b>  | <b>07hrs</b>                     |
| Globalization in Cross Cultural Context, Factors that promoted Globalization.   |   |                                  |
| <b>Unit II</b>  | <b>Introduction to Culture</b>  | <b>09 hrs</b>                    |
| Meaning; Levels of culture; Variables of cultures; Culture and Behavior; Dimensions of culture: Hofstede's, Attitudinal, Trompenar's, GLOBE Project; Managing Multiculturalism: Problems and its Management. <b>Case discussion of culture conflicts at global level.</b> |   |                                  |
| <b>Unit III</b>   | <b>Cross Culture Communication</b>  | <b>08Hrs</b>                     |
| Cross Cultural Communication; Dimension of Cross Cultural Communication; Cross Cultural Negotiation Process and Style; Variables of Cross Cultural Negotiations.  |   |                                  |
| <b>Unit IV</b>  | <b>International HRM and Cross Cultural Issues</b>  | <b>09 Hrs</b>                    |
| International HRM: Selection, Training and Development for Global Assignments, Compensation, Reward Practices; Motivation and Leadership; Managing Multi-cultural Teams.  |   |                                  |
| <b>Unit V</b>   | <b>Comparative Management</b>   | <b>09Hrs</b>                     |
| Methods of Comparative Management; Management Styles and Practices in US, Japan, China, Korea, India, Saudi Arabia. Other contexts like Work Timings, Style of Dressing, National Festivals and Food Habits.  |   |                                  |
| <b>Text Books</b>   | 1. Deresky Helen, <i>International Management: Managing Across Borders and Cultures</i> , 4th Ed, Prentice Hall India   |                                  |
| <b>Reference Books</b>  | 1. Journals- <i>International Journal of Cross Cultural Management</i><br>2. Hodgetts, Richard M. and Luthans, Fred: <i>International Management</i> . Tata McGraw Hill, New Delhi. |                                  |
| <b>Mode of evaluation</b>   | Internal and External   |                                  |
| <b>Recommendation by Board of studies on</b>  | 02-06-22  |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                  |

**Course Outcome for BB3411**

| Unit-wise Course Outcome | Descriptions  | BL Level 1 | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/None<br>(Use , for more than One) |
|--------------------------|---|------------|---|
| <b>CO1</b>               | The students will be able to understand globalization and role in cross-cultural context.   | 2          | Ent/Emp/S   |
| <b>CO2</b>               | The students will be able to understand the important variable and dimensions of culture of various nations.  | 2          | Ent/Emp/S   |
| <b>CO3</b>               | The students after completion of the course will be able to apply their knowledge in entering into trade related negotiations at international level. | 4          | Ent/Emp/S   |
| <b>CO4</b>               | The students will be able to analyze the HRM & Cross-Cultural issues at interantional level.  | 4          | Ent/Emp/S   |
| <b>CO5</b>               | The students after studying management styles followed by other nations, develop their own innovative styles of managing the trade affairs.           | 5          | Ent/Emp/S   |

**CO-PO mapping for BB3411**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO2             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| CO3             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| CO4             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| CO5             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |

| <b>BB3441</b>   | <b>Machine Learning for Business</b>   | <b>L T P C</b><br><b>0 0 4 4</b> |
|---|--|----------------------------------|
| <b>Version No.</b>  |  |                                  |
| <b>Course Prerequisites</b>   | Nil  |                                  |
| <b>Objectives</b>   | The objective of this course is to teach students the basic concepts of machine learning, supervised learning, unsupervised learning, and reinforcement learning |                                  |
| <b>Expected Outcome</b>   | To develop analytical skills in students so that they can handle business problems with the help of machine learning   |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   |  | 8                                |
| <p><b>Introduction:</b> Learning systems, real world applications of machine learning, why machine learning, variable types and terminology, function approximation</p> <p><b>Types of machine learning:</b> Supervised learning, unsupervised learning, reinforcement learning</p> <p><b>Important concepts of machine learning:</b> Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, bias-variance tradeoff, overfitting, model selection, no free lunch theorem</p> |  |                                  |
| <b>Unit II</b>  |  | 7                                |
| <p><b>Linear Regression:</b> Linear regression, estimating the coefficients, assessing the accuracy of coefficient estimates, assessing the accuracy of the model</p> <p><b>Classification:</b> Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis, bayes' theorem of classification,</p>   |  |                                  |
| <b>Unit III</b>   |  | 7                                |
| <p><b>Resampling Methods, Model Selection and Regularization:</b> Cross-validation, leave-one-out cross-validation, k-fold cross-validation, the bootstrap, subset selection, shrinkage methods, ridge and lasso regression, dimension reduction methods, principal components regression</p> <p><b>Tree Based Methods:</b> Advantages and disadvantages of trees, regression Trees, classification trees, bagging, random forest, boosting</p>   |  |                                  |
| <b>Unit IV</b>  |  | 7                                |
| <p><b>Support Vector Machine:</b> Maximum margin classifier, classification using a separating hyperplane, the maximal margin classifier, support vector classifier, support vector machines, classification with non-linear decision boundaries, support vector machine</p>  |  |                                  |
| <b>Unit V</b>   |  | 7                                |
| <p><b>Unsupervised Learning:</b> Principle component analysis, what are principal components, clustering methods, k-means clustering, hierarchical clustering.</p>  |  |                                  |
| <b>Text Books</b>   | Subject Notes by Samatrix  |                                  |
| <b>Reference Books</b>  | Subject Notes by Samatrix  |                                  |
| <b>Mode of Evaluation</b>   | Internal & External Examination  |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-2022   |                                  |
| <b>Recommendation by Board of Faculties on</b>  | 12-06-2022   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-2022   |                                  |

**Course Outcome for BB3441**

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp.)/<br>Skill(S)/<br>Entrepreneurship (Ent.)/<br>None (Use , for more than One) |
|--------------------------|---|----------|--|
| <b>CO1</b>               | The students will be able to understand the concept of <b>machinelearning and related concepts</b>                              | 2        | S  |
| <b>CO2</b>               | The students will be able to apply their accumulated knowledge of regression while taking decisions                             | 3        | S  |
| <b>CO3</b>               | The students will be able to apply <b>Resampling Methods, Model Selection and Regularization for analyzing the complex data</b> | 3        | S  |
| <b>CO4</b>               | The students will be able to analyse data with the help of <b>Support Vector Machine</b>  | 4        | N  |
| <b>CO5</b>               | Upon completion the students will be able to analyse and evaluate data applying unsupervised learning tool                      | 5        | N  |

| Course Outcomes | ProgrammeOutcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1               | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 3                 | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 2    | 3                           | 3    | 3    |
| CO2             | 3                 | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2                           | 2    | 3    |
| CO3             | 2                 | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2    | 3                           | 2    | 2    |
| CO4             | 3                 | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2    | 3                           | 3    | 3    |
| CO5             | 2                 | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 2    | 2                           | 2    | 3    |
|                 | 2.6               | 2.4 | 2.4 | 2.2 | 2.6 | 2.4 | 2.2 | 2.2 | 2   | 1.6  | 2.6                         | 2.4  | 2.8  |

## THIRDYEAR SEMESTER5

|   |   |                                |
|---|---|--------------------------------|
| <b>BB3501</b>   | <b>Title: Business Ethics</b>   | <b>LTP<br/>C<br/>4004</b>      |
| <b>Version No.</b>  | <b>1.1</b>  |                                |
| <b>Course Prerequisites</b>   | <b>None</b>   |                                |
| <b>Objectives</b>   | <b>This course introduces Business ethics as the modern managerial Approach to ethical questions in business environment .</b>  |                                |
| <b>Expected Outcome</b>   | <b>It gives understanding of main theoretical concepts and also developing skill of identification, analysis and permission of ethical dilemmas on a workplace And managing ethics in organizations.</b>        |                                |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>   | <b>Introduction</b>   | <b>08hrs</b>                   |
| Business Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Corporate Social Responsibility, role of ethics in business, role of a manager in ethical practices in an organization    |   |                                |
| <b>Unit II</b>  | <b>Organization Culture and ethics</b>  | <b>09hrs</b>                   |
| Ethical Issues related with Advertisement and Marketing; Secular versus Spritual Values in Management, Work Ethics, Stress at Workplace, stress management  |   |                                |
| <b>UnitIII</b>  | <b>Ethical Issues in the Era of Profit Making</b>   | <b>09Hrs</b>                   |
| Relevance of Values in Management; Gandhian Approaching Management and Trusteeship; Social Values and Political Environment, Ethical Issues in Capitalism and market systems. Challenges of ethical values in Indian industries |   |                                |
| <b>Unit IV</b>  | <b>Observance of Ethical Values In Competitive Environment</b>  | <b>08Hrs</b>                   |
| Relationship between Ethics & Corporate Excellence-Corporate Mission Statement, Code of Ethics, Organizational Culture.   |   |                                |
| <b>Unit V</b>   | <b>Corporate Social Responsibility</b>  | <b>07Hrs</b>                   |
| Corporate Social Responsibility, Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit. Legal & ethical norms behind CSR          |   |                                |
| <b>TextBooks</b>  | 1. C.S.M.Murthy, "BusinessEthics", HimalayaPublishingHouse, latestedition.<br>2. Lara P. Hartman, Perspectives in Business Ethics", Tata McGraw-HillPublishing Co, Ltd. Second Edition, latest edition          |                                |
| <b>ReferenceBooks</b>   | 3. Banarjee R.P. "Ethics in Business and Management-Concepts and Cases", Himalaya Publishing, House. latest edition<br>4. S.K.Chakraborty, "ManagementbyValues"OxfordUniversityPressPublication latest edition. |                                |
| <b>Mode of Evaluation</b>   | Internal(40marks)<br>External(60marks)  |                                |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                |

**Course Outcome for BB3501**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b> |
|---------------------------------|---|-----------------|--|
| <b>CO1</b>                      | To understand and aware about concept of business ethics and importance of it into business environment                         | 2               | Ent/Emp/S  |
| <b>CO2</b>                      | To understand and apply ethical concepts into different function of management.   | 3               | Ent/Emp/S  |
| <b>CO3</b>                      | To understand and apply Ethical concept in business in decision making.   | 2               | Ent/Emp/S  |
| <b>CO4</b>                      | To understand, apply principles of business ethics and also aware the students to different approaches of ethics in management. | 3               | Ent/Emp/S  |
| <b>CO5</b>                      | To aware, understand and apply the principles of Corporate Social Responsibility and its relevant for business.                 | 3               | Ent/Emp/S  |

**CO-PO mapping for BB3501**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |      |      |      |      |      |      |      |      |      | <b>Programme Specific Outcomes</b> |       |       |
|------------------------|---------------------------|------|------|------|------|------|------|------|------|------|------------------------------------|-------|-------|
|                        | PO 1                      | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO 1                              | PSO 2 | PSO 3 |
| CO1                    | 1                         | 1    | 2    | 2    | 2    | 3    | 1    | 1    | 1    | 1    | 1                                  | 2     | 1     |
| CO2                    | 2                         | 2    | 2    | 2    | 3    | 2    | 2    | 1    | 1    | 1    | 1                                  | 1     | 2     |
| CO3                    | 1                         | 1    | 1    | 3    | 1    | 1    | 3    | 2    | 2    | 3    | 1                                  | 1     |       |
| CO4                    | 1                         | 1    | 2    | 2    | 1    | 2    | 2    | 2    | 2    | 2    | 2                                  | 2     | 2     |
| CO5                    | 2                         | 2    | 1    | 2    | 2    | 1    | 2    | 1    | 1    | 1    | 1                                  | 2     | 1     |
|                        | 1.4                       | 1.4  | 1.6  | 2.2  | 1.8  | 1.8  | 2    | 1.4  | 1.4  | 1.6  | 1.2                                | 1.6   | 1.2   |



|   |  |  |
|---|--|--|
| <b>BB3502</b>   | <b>Title: PROJECT MANAGEMNT</b>  | <b>L T P C 4</b><br><b>0 0</b><br><b>4</b> |
| <b>Version No.</b>  | <b>1.1</b>   |  |
| <b>Course Prerequisites</b>   | <b>None</b>  |  |
| <b>Objectives</b>   | To aware and adopt methodology of ProjectManagement.   |  |
| <b>Expected Outcome</b>   | students will be able to develop a foundational understanding of the functions involved in establishing a new project under a project management regime. |  |
| <b>Unit No.</b>   | <b>UnitTitle</b>   | <b>No. of hours(per Unit)</b>              |
| <b>Unit I</b>   | <b>Introduction to Project Management</b>  | <b>7 Hours</b>                             |
| Project, Project management, Objective and Importance of Project Management, Tools and Techniques of project management, Project Vs Operation, Project Manager, Qualities of Project manager, Project management Team.  |  |  |
| <b>Unit II</b>  | <b>Idea and screening of Project Management</b>  | <b>9 Hours</b>                             |
| Project lifecycle, Phases of Project, Generation of idea and Screening of Project, Types of Projects, Tender Management-Contract, Memorandum of understanding, Government E-tendering Process.  |  |  |
| <b>Unit III</b>   | <b>Analysis of Project management</b>  | <b>9 Hours</b>                             |
| Technical Analysis- Location, Plant and machinery, Production capacity, Building andStructure, Technology selection.Market Analysis-Demand Potentiality, market strategy, Pricing strategy andCompetitor analysis. Legal Analysis , Social cost Benefit Analysis, Environmental analysis(kyoto protocol ) |  |  |
| <b>Unit IV</b>  | <b>Financial Viability of Project</b>  | <b>10Hours</b>                             |
| Financial Statement Analysis, Capital Budgeting, Opportunity cost, Relevant and Irrelevant Cost, Capital Structure , Investors and Financer ,Down side risk of Projectmanagement,Working capital . DPR.   |  |  |
| <b>Unit V</b>   | <b>Project Handling &amp; Controls</b>   | <b>8 Hours</b>                             |
| PERTandCPM, TimeManagementStrategies, MonitoringandControllingofProjectmanage ment, Preand Post Audit Abandonment Analysis ,TQM,Six Sigma, Lean Management, Cluster Development.  |  |  |
| <b>Text Books</b>   | 1.Haarold Kerzner, Ph.D., Project Management , A Systems Approach toPlanning, Scheduling, and Controlling, Publisher- John Wiley & Sons                  |  |
| <b>Reference Books</b>  | 1.Chandra and Prassna – Project Planning Analysis. MacGrawHill,education.  |  |
| <b>Mode of Evaluation</b>   | Internal and External  |  |
| <b>Recommendation by Board ofStudies on</b>   | 02-06-22   |  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22   |  |

**Course Outcome for BB3502**

| Unit- wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more thanOne) |
|---------------------------|---|----------|--|
| <b>CO1</b>                | Understand basic concepts of project planning & management  | 2        | Ent/Emp/S  |
| <b>CO2</b>                | Identify project life cycle and various types of projects   | 3        | Ent/Emp/S  |
| <b>CO3</b>                | Students will understand parameters like technical analysis, ,market analysis, environmental analysis, social cost benefit analysis | 2        | Ent/Emp/S  |
| <b>CO4</b>                | Analysis of financial viability of a project.   | 3        | Ent/Emp/S  |
| <b>CO5</b>                | Understand regarding monitoring and controlling activities in projects  | 3        | Ent/Emp/S  |

**CO-PO Mapping for BB3502**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 2   | 2   | 3   | 1   | 2   | 1   | 1   | 1   | 1    | 1                           | 1    | 2    |
| CO2             | 1                  | 1   | 1   | 2   | 2   | 2   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO3             | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 2    | 1                           | 1    | 1    |
| CO4             | 1                  | 1   | 1   | 1   | 2   | 2   | 1   | 1   | 3   | 1    | 1                           | 2    | 2    |
| CO5             | 1                  | 1   | 2   | 2   | 1   | 3   | 2   | 2   | 2   | 2    | 2                           | 1    | 1    |
|                 | 1.4                | 1.4 | 1.6 | 1.8 | 1.6 | 2   | 1.6 | 1.2 | 1.8 | 1.6  | 1.4                         | 1.4  | 1.6  |

|  |  |                      |
|--|--|----------------------|
| <b>BB3570</b>                            | <b>Title: Summer training and viva-voce</b>  | <b>LTPC<br/>0044</b> |
| VersionNo.                               | 1.0  |                      |
| Course Prerequisites                     | None   |                      |
| Objectives                               | To make students aware of the practical challenges that they will face in their professional career. To make them aware of their weaknesses and strengths so they can work on eliminating their weakness and refine their strengths.   |                      |
| Expected Outcome                         | Students will get fair understanding of the practical aspect of their professional requirement and will prepare themselves for the challenge they may come across in their career.   |                      |
| Details                                  | In this the student will visit to the corporate world to get the live project. During this students have to work on the live project assign by the guide in the corporate and in consultation of the faculty concern. Students should have faculty mentor contact details and should feel free to contact mentor faculty in case he need any guidance during internship. College should issue one common format to all students to write their report. Students with help of Mentor Faculty write report as per given format of college. Two copies of Summer Internship Report should be made one for submission in college and another for student self-preservation. Management will decide the schedule of report presentation, which will be followed by Viva. Students as per their schedule present the report and answer the question asked in viva. |                      |
| Recommendation by Board of Studies       | 02-06-22   |                      |
| Date of approval by the Academic Council | 20-10-22   |                      |

Course Outcome for BB3570

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp.)/<br>Skill(S)/<br>Entrepreneurship (Ent.)/<br>None<br>(Use , for more than One) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | Students should be able to create their CVs & thus highlighting their achievements & qualifications.         | 2        | Ent/Emp/S   |
| <b>CO2</b>               | Students should be able to present themselves effectively in terms of (Reading, Speaking & Writing).         | 3        | Ent/Emp/S   |
| <b>CO3</b>               | Students should be able to develop their public speaking skills.   | 5        | Ent/Emp/S   |
| <b>CO4</b>               | Students should be able to succeed in a professional group discussion.                                       | 4        | Ent/Emp/S   |
| <b>CO5</b>               | Students should be able to learn how to crack the interviews by enhancing verbal & non-verbal communication. | 4        | Ent/Emp/S   |

CO-PO Mapping for BB3570

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 1    | 2    |
| CO2             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 1    | 2                           | 1    | 2    |
| CO3             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 1                           | 2    | 1    |
| CO4             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 1    | 2                           | 3    | 2    |
| CO5             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 2    | 3                           | 3    | 3    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 1.8  | 2                           | 2    | 2    |



|   |  |                               |
|---|--|-------------------------------|
| BB3507  | <b>Title: Digital Marketing</b>  | <b>L T P C</b><br>4 0 0 4     |
| <b>Version No.</b>  | 1.0  |                               |
| <b>Course Prerequisites</b>   | Basics of marketing and computer application   |                               |
| <b>Objectives</b>   | The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success and to get introduced to various digital Channels, their advantages and ways of integration.   |                               |
| <b>Expected Outcome</b>   | Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget. |                               |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No.ofhours (perUnit)40</b> |
| <b>Unit I</b>   | <b>Introduction to Digital Marketing</b>   | 4                             |
| Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.  |  |                               |
| <b>Unit II</b>  | <b>Traditional Marketing V/S Digital Marketing</b>   | 8                             |
| Difference between Traditional Marketing and Digital Marketing, Digital marketing Strategies and policies, SWOT Analysis, Budget Analysis of Digital Marketing.   |  |                               |
| <b>Unit III</b>   | <b>Mobile Marketing</b>  | 8                             |
| Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.  |  |                               |
| <b>Unit IV</b>  | <b>Search Engine Marketing</b>   | 10                            |
| Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC/Google Adwords Tool, Display advertising techniques, Report generation, Creating a Facebook page, Visual identity of a Facebook page, Types of publications.                           |  |                               |
| <b>Unit V</b>   | <b>E-mail Marketing</b>  | 10                            |
| Introduction, email marketing process, design and content, delivery, discovery, E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions, Digital Marketing Budgeting - resource planning, cost estimating, cost budgeting, and cost control. |  |                               |
| <b>Text Books</b>   | 1. Ian Dodson. The art of Digital Marketing. Wiley   |                               |
| <b>Reference Books</b>  | 1. <a href="#">Philip Kotler</a> . Marketing 4.0: Moving from Traditional to Digital   |                               |
| <b>Mode of Evaluation</b>   | External and Internal Examination  |                               |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22   |                               |
| <b>Date of approval by the Academic Council</b>   | 20-10-22   |                               |

**Course Outcome for BB3507**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp) Skill(S)/ Entrepreneur (Ent)/ None<br><i>(Use , for more than 0)</i> |
|--------------------------|--|----------|--|
| <b>C01</b>               | Explain the role and importance of digital marketing in a rapidly changing business landscape                  | 2        | Ent/Emp/S  |
| <b>C02</b>               | Discuss the key elements of a digital marketing strategy   | 3        | Ent/Emp/S  |
| <b>C03</b>               | Analyzing the various ways to optimize content for mobile, be it through the creation of mobile sites or apps. | 5        | Ent/Emp/S  |
| <b>C04</b>               | Demonstrate practical skills of tools used in search engine marketing  | 4        | Ent/Emp/S  |
| <b>C05</b>               | Learn to develop email marketing campaign.   | 6        | Ent/Emp/S  |

**CO-PO Mapping for BB3507**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PS01                        | PS02 | PS03 |
| C01             | 2                  | 3   | 3   | 2   | 3   | 1   | 2   | 3   | 3   | 2    | 2                           | 1    | 3    |
| C02             | 3                  | 3   | 2   | 1   | 2   | 2   | 3   | 3   | 2   | 1    | 2                           | 3    | 2    |
| C03             | 2                  | 2   | 2   | 1   | 2   | 2   | 2   | 2   | 1   | 2    | 3                           | 3    | 3    |
| C04             | 1                  | 3   | 3   | 1   | 2   | 1   | 1   | 3   | 3   | 2    | 2                           | 2    | 2    |
| C05             | 3                  | 3   | 2   | 1   | 1   | 2   | 3   | 3   | 2   | 1    | 3                           | 3    | 3    |
|                 | 2.2                | 2.8 | 2.2 | 1.2 | 1.8 | 1.6 | 2.2 | 2.8 | 2.2 | 1.6  | 2.4                         | 2.4  | 2.6  |

|   |   |                                 |
|---|---|---------------------------------|
| <b>BB3508</b>   | <b>Title: Marketing Communication and Advertising</b>   | <b>L T PC</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  |   |                                 |
| <b>Course Prerequisites</b>   | <b>None</b>   |                                 |
| <b>Objectives</b>   | The objective of Marketing Communication is to communicate ideas to target audiences. Principles of effective communication are intended to achieve this task.  |                                 |
| <b>Expected Outcome</b>   | On completion of the syllabi the student will understand to evaluating the effectiveness of advertising and marketing communications initiatives and Participate in the development of creative solutions to address advertising and marketing communications challenges. |                                 |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>  |
| <b>Unit I</b>   | <b>Communication</b>  | <b>7</b>                        |
| Nature of communication process and its different Elements, Obstacles in communication process, role of communication process in perception, learning and attitude change, different elements of promotion mix, communication process in corporate image building, advertising and consumer psychology. |   |                                 |
| <b>Unit II</b>  | <b>Advertising</b>  | <b>8</b>                        |
| Advertising - Definition, Objectives, Function, Classifications of Advertising, Advertising as a Tool of Communication, Social and Economic Aspects of Advertising, Advertising Department and Agencies, Impact of Technology on Marketing Communication  |   |                                 |
| <b>Unit III</b>   | <b>Media</b>  | <b>7</b>                        |
| Media Planning: Role of Media in Advertising, Comparative Study of different Advertising Media, Media Choice, Allocation of Budget for Advertising, Approaches and Procedures for Determining the Size of the Budget.   |   |                                 |
| <b>Unit IV</b>  | <b>Objectives of Advertising</b>  | <b>8</b>                        |
| Setting Advertising objectives, DAGMAR Approach, Continuous Advertising planning Program, Message and copy, Message Strategy and Message Design, Elements of Advertisement, Copy, Developing Effective Advertising copy, Creativity and Visualization in Advertising.                                   |   |                                 |
| <b>Unit V</b>   | <b>Aspects of Advertising</b>   | <b>6</b>                        |
| Social and Economic Aspects of Advertising, Productivity of Advertising, its Contribution to Economic Development and Standard of Living, Ethics and Advertising.   |   |                                 |
| <b>Text Books</b>   | Advertising Management by Manendra Mohan , Tata McGraw Hill Publication   |                                 |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>Advertising Principles and Practice by Wills, Morarity and Burnett, Pearson Publication</li> <li>Advertising and Integrated brand promotion by O Guinn, Allen and Semenik, Thomson Publication</li> </ol>                          |                                 |
| <b>Mode of Evaluation</b>   | Internal and External   |                                 |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                 |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                 |



**Course Outcome for BB3508**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b> |
|---------------------------------|---|-----------------|--|
| <b>CO1</b>                      | The students will able to outline the nature of advertising and describe its environment  | 2               | Ent/Emp/S  |
| <b>CO2</b>                      | The students will able to analyze an Advertising Plan                                     | 3               | Ent/Emp/S  |
| <b>CO3</b>                      | To evaluate the behavioral factors that influence the effectiveness of Advertising media  | 5               | Ent/Emp/S  |
| <b>CO4</b>                      | To analyze and evaluate the cost effectiveness of various forms of media                  | 4               | Ent/Emp/S  |
| <b>CO5</b>                      | To evaluate creative strategies in the light of given marketing objectives and strategies | 5               | Ent/Emp/S  |

**CO-PO Mapping for BB3508**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |     |     |     |     |     |     |     |     |      | <b>Programme Specific Outcomes</b> |      |      |
|------------------------|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------------------------------|------|------|
|                        | PO1                       | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                               | PSO2 | PSO3 |
| CO1                    | 2                         | 3   | 3   | 2   | 3   | 1   | 2   | 3   | 3   | 2    | 3                                  | 3    | 3    |
| CO2                    | 3                         | 3   | 2   | 1   | 2   | 2   | 3   | 3   | 2   | 1    | 2                                  | 3    | 2    |
| CO3                    | 2                         | 2   | 1   | 1   | 1   | 2   | 2   | 2   | 1   | 1    | 3                                  | 3    | 3    |
| CO4                    | 1                         | 3   | 3   | 1   | 2   | 1   | 1   | 3   | 3   | 1    | 2                                  | 2    | 2    |
| CO5                    | 3                         | 3   | 2   | 1   | 1   | 2   | 3   | 3   | 2   | 1    | 3                                  | 3    | 3    |
|                        | 2.2                       | 2.8 | 2.2 | 1.2 | 1.8 | 1.6 | 2.2 | 2.8 | 2.2 | 1.2  | 2.6                                | 2.8  | 2.6  |

|  |  |                         |
|--|--|-------------------------|
| BB3503   | Title: Risk Management and Insurance   | L T P C<br>4 0 0 4      |
| Version No.  |  |                         |
| Course Prerequisites   | None   |                         |
| Objectives   | To understand the knowledge of risk, risk management, insurance, and reinsurance.  |                         |
| Expected Outcome   | After completion of this paper students will be able to understand basic and advanced knowledge of risk management and insurance.  |                         |
| Unit No.   | Unit Title   | No. of hours (per Unit) |
| Unit I   | Risk and Uncertainty   | 08 Hrs                  |
| Concepts, Causes, Degree, Classification, and Cost Insurable Risk, Risk and Economic Development, Psychology and Attitude towards Risk, Managing Risk and Uncertainty, Cash Flow at Risk, Value at Risk  |  |                         |
| Unit II  | Risk Management and its managerial aspects   | 10 Hrs                  |
| Risk Management - Concept, Evolution, Purpose, Scope, Importance and its Future. Role of Risk Management in Economic Growth, Risk Management Function, Risk Manager.<br>Managerial Aspects - Goals, Identification, Evaluation, Risk Response, and Plan Administration.  |  |                         |
| Unit III   | Insurance  | 09 Hrs                  |
| Nature, Purpose, Functions, Classification and Scope, Limitations, and Production Process, Risk and Insurance, Economic Development and Insurance, Insurance as a Social Security Tool, Economics of Insurance.  |  |                         |
| Unit IV  | Insurance Contract   | 10 Hrs                  |
| Nature – Subject Matter of Insurance and Subject Matter of Contract of Insurance, Salient Features of IRDA Act, Special Features of Ayushman Bharat, Pradhan Mantri Jeevan Jyoti Bima Yojana, and Documents. Payment of Premium, E-Insurance Policy and Insurance Repositories, KYC Norms and Anti-money Laundering Guidelines for Insurers. |  |                         |
| Unit V   | Reinsurance Contract   | 07 Hrs                  |
| Meaning and Purpose, Forms and Types- Facultative, Treaty, Proportional, and Non- Proportional, National Reinsurer-Gic. Insurance Companies as Consumers.  |  |                         |
| Text Books   | <ol style="list-style-type: none"> <li>1. P. K. Gupta. – Insurance and Risk Management (Himalaya Publishing House).</li> <li>2. M. N. Mishra – Principles and Practices of Insurance (S. Chand and Sons).</li> <li>3. S. Arunajatesan &amp; T. R. Viswanathan – Risk Management and Insurance (Macmillan Publishers Ltd, 2009).</li> </ol> |                         |
| Reference Books  | <ol style="list-style-type: none"> <li>1. E. Rejda George – Principles of Risk Management and Insurance (Pearson Education).</li> <li>2. F. Crane – Insurance Principles and Practices (John Wiley and Sons, New York).</li> </ol>   |                         |
| Mode of Evaluation   | Internal (40 marks)<br>External (60 marks)   |                         |
| Recommendation by Board of Studies on  | 11-09-2020   |                         |

**Course Outcome for BB3503**

| Unit- wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|---------------------------|---|----------|--|
| <b>CO1</b>                | To understand and aware students about concept of risk and uncertainty also explain its types.  | 2        | Ent/Emp/S  |
| <b>CO2</b>                | To understand, apply and analysis of risk management process and managerial aspect associated with it.                                  | 3        | Ent/Emp/S  |
| <b>CO3</b>                | To understand and aware the principles of insurance, types of insurance and also importance of insurance in india.                      | 2        | Ent/Emp/S  |
| <b>CO4</b>                | To understand, apply and aware students regarding element of insurance contract along with other related regulations.                   | 4        | Ent/Emp/S  |
| <b>CO5</b>                | To understand and aware the students about concept of reinsurance, different type of reinsurance and reinsurance in Indian prospective. | 4        | Ent/Emp/S  |

**CO-PO Mapping for BB3503**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 2                  | 2   | 2   | 3   | 1   | 2   | 1   | 1   | 1   | 1    | 1                           | 1    | 2    |
| CO2             | 1                  | 1   | 1   | 2   | 2   | 2   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| CO3             | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 2    | 1                           | 1    | 1    |
| CO4             | 1                  | 1   | 1   | 1   | 2   | 2   | 1   | 1   | 3   | 1    | 1                           | 2    | 2    |
| CO5             | 1                  | 1   | 2   | 2   | 1   | 3   | 2   | 2   | 2   | 2    | 2                           | 1    | 1    |
|                 | 1.4                | 1.4 | 1.6 | 1.8 | 1.6 | 2   | 1.6 | 1.2 | 1.8 | 1.6  | 1.4                         | 1.4  | 1.6  |



|   |  |
|---|--|
| <b>BB3504</b>   | <b>Title: Working Capital Management</b>   |
| <b>Version No.</b>  | 1.0  |
| <b>Course Prerequisites</b>   | <b>None</b>  |
| <b>Objectives</b>   | To have a basic understanding of the concept and importance of sound working capital strategies of a firm.   |
| <b>Expected Outcome</b>   | On completion of the syllabi the student will gain an insight of the impact of working capital policies relating to Cash management, inventory and receivables management on firm's profitability and to know the sources of working capital financing   |
| <b>Unit No.</b>   | <b>Unit Title</b>  |
| <b>Unit I</b>   | <b>Introduction to Working Capital</b>   |
| Nature, Scope and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Profitability– Liquidity Trade-Off, Working Capital Policy- Aggressive & Defensive, Overview of Working Capital M   |  |
| <b>Unit II</b>  | <b>Accounts Receivables Management and Factoring</b>   |
| Receivables: Nature & Cost of Maintaining Receivables, Objectives of Receivables Management, Factors Affecting Policies for Managing Accounts Receivables, Determination of Potential Credit Policy Including Credit Analysis, C Period, Credit Terms Factoring: Types and Benefits.                    |  |
| <b>Unit III</b>   | <b>Inventory Management</b>  |
| Inventory, Need for Monitoring & Control of Inventories, Objectives of Inventory Management, Benefit Risks and Costs Associated with Inventories, Inventory Management, Minimizing Cost in Inventory, Techniques of Inv Classification, Order Quantity, Order Point.                                    |  |
| <b>Unit IV</b>  | <b>Cash Management</b>   |
| Meaning of Cash, Motives for Holding Cash, Objectives of Cash Management, Factors Determining Cash Management Models, Cash Budget, Cash Management: Basic Strategies, Techniques and Processes, Co  |  |
| <b>Unit V</b>   | <b>Working Capital Financing</b>   |
| Need and Objectives of Financing of Working Capital, Short Term Credit, Mechanism and Cost-Benefit Analysis of for Financing Working Capital: Accrued Wages and Taxes, Accounts Payable, Trade Credit, Bank Loans, Overdraft Commercial Papers, Certificates of Deposit, Factoring, Secured Term Loans. |  |
| <b>Text Books</b>   | <ol style="list-style-type: none"> <li>1. V.K. Bhalla – Working Capital management, Text and cases (Anmol Publication, De</li> <li>2. Rangrajan - Working Capital management (Excel Books).</li> <li>3. Bhattacharya – Working Capital management, (PHI learning).</li> <li>4. Periasamy- Working Capital Management – Theory &amp; Practice, (Himalaya Housing</li> </ol> |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. Khan &amp; Jain - Financial Management (TMH, 5th Ed.).</li> <li>2. Ravi M. Kishore - Financial Management (Taxmann, 6th Ed.).</li> </ol>   |
| <b>Mode of Evaluation</b>   | Internal (40 marks) External (60 marks)  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22   |
| <b>Date of approval by the Academic Council</b>   | 20-10-22   |

**Course Outcome for BB3504**

| Unit- wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent) / None<br><i>(Use , for more than One)</i> |
|---------------------------|---|----------|--|
| <b>CO1</b>                | Acquire knowledge of Inventory Management, Receivables Management, Cash Management and Payables . | 2        | Ent/Emp/S  |
| <b>CO2</b>                | Skill to use the technology in Inventory Management in cost effective way.                        | 3        | Ent/Emp/S  |
| <b>CO3</b>                | Skill to evaluate liquidity risk of any enterprise.   | 5        | Ent/Emp/S  |
| <b>CO4</b>                | Skill of analyzing Working Capital Management of any enterprise.                                  | 4        | Ent/Emp/S  |
| <b>CO5</b>                | Skill to create Overall Working Capital Management strategy.                                      | 6        | Ent/Emp/S  |

**CO-PO Mapping for BB3504**

| Cours Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01            | 2                  | 2   | 2   | 3   | 1   | 2   | 1   | 1   | 1   | 1    | 1                           | 1    | 2    |
| C02            | 1                  | 1   | 1   | 2   | 2   | 2   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| C03            | 2                  | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 2    | 1                           | 1    | 1    |
| C04            | 1                  | 1   | 1   | 1   | 2   | 2   | 1   | 1   | 3   | 1    | 1                           | 2    | 2    |
| C05            | 1                  | 1   | 2   | 2   | 1   | 3   | 2   | 2   | 2   | 2    | 2                           | 1    | 1    |
|                | 1.4                | 1.4 | 1.6 | 1.8 | 1.6 | 2   | 1.6 | 1.2 | 1.8 | 1.6  | 1.4                         | 1.4  | 1.6  |

|   |  |                            |
|---|--|----------------------------|
| BB3505  | Title: Social Media Marketing and Analytics  | LTPC 40<br>04              |
| Version No.   | 1.1  |                            |
| Course Prerequisites  | NIL  |                            |
| Objectives  | To make students aware of the power of Social Marketing and to help them understand the different strategies and policies used to gain maximum advantage from Social Media.  |                            |
| Expected Outcome  | Help the students to learn how to heighten brand awareness, Increase social community size, Accurately target audiences and Strengthen engagement strategies for increased brand loyalty using Social Media Marketing. |                            |
| Unit No.  | Unit Title   | No. of hours<br>(per Unit) |
| Unit I  | An Introduction  | 7                          |
| Social Media, Social Media Marketing, Characteristics of Social Media, Types and components of Social media Marketing, Benefits of social media marketing, Infrastructure of Social Media.  |  |                            |
| Unit II   | Social Media Environment   | 8                          |
| Strategic Planning and Social Media Marketing, Internal Environment, External Environment & SWOT Analysis, Social Media Marketing Plan Outline, Zones of Social Media, Fifth P of Marketing.  |  |                            |
| Unit III  | The Social Web   | 9                          |
| Customer Relationship Management, Characteristics of online communities, Segmenting, Targeting and Positioning for Social Media Marketing, Network structure and Group Influence in social media, Uses of keywords, hashtags, and emoji in targeting branded posts and best practices for targeting branded posts.  |  |                            |
| Unit IV   | Engagement for Social Media  | 8                          |
| Developing and organizing content, Difference between traditional media and Social Media, Social Media Campaigns, Dark Side of Social Media, Word of Mouth Marketing Association (WOMMA), Social entertainment, Game based Marketing, Facebook Marketing, Instagram Marketing, Twitter Marketing, LinkedIn Marketing & YouTube Marketing. Blog : creation, adding labels. Content Marketing: Publishing Articles and eBooks |  |                            |
| Unit V  | Social Media Analytics   | 8                          |
| Social Media Analytical Tools, Social Media Statistics, , Social Media Budget, Media optimization matrix: Search engine optimization, Social media optimization, Career in Social Media.  |  |                            |
| Text Books  | 1. Tracy L. Tuten, Social Media Marketing, Sage Publication.<br>2. D. Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.                             |                            |
| Reference Books   | 1. Barker & Barker, Social Media Marketing: A Strategic Approach.<br>2. J. Pulizzi, Digital Marketer. Tata Mcgraw Hill Education.  |                            |
| Mode of Evaluation  | External and Internal Examination  |                            |
| Recommendation by Board of Studies on   | 02-06-22   |                            |
| Date of approval By the Academic Council  | 20-10-22   |                            |

**Course Outcome for BB3505**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | At the end of the course the students will be able to understand and apply the key concepts in social media metrics.                   | 2        | Ent/Emp/S   |
| <b>CO2</b>               | The student will be able to understand and apply socialmedia analytics tools   | 3        | Ent/Emp/S   |
| <b>CO3</b>               | The students can create their web contents so smartly to have more business for their organization.                                    | 5        | Ent/Emp/S   |
| <b>CO4</b>               | At the end of the course the students will be able to frame social media marketing strategies which would be helpful to them in future | 4        | Ent/Emp/S   |
| <b>CO5</b>               | The students can measure the growth of the business done so far due to SMM tools and techniques.                                       | 6        | Ent/Emp/S   |

**CO-PO Mapping for BB3505**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 3                  | 3   | 1   | 1   | 2   | 3   | 1   | 2   | 3   | 2    | 3                           | 2    | 2    |
| CO2             | 2                  | 3   | 1   | 1   | 1   | 2   | 1   | 1   | 2   | 1    | 3                           | 3    | 3    |
| CO3             | 2                  | 2   | 2   | 1   | 2   | 1   | 1   | 2   | 1   | 2    | 3                           | 3    | 3    |
| CO4             | 3                  | 2   | 1   | 1   | 3   | 2   | 1   | 3   | 2   | 3    | 3                           | 2    | 2    |
| CO5             | 2                  | 3   | 2   | 1   | 2   | 1   | 1   | 2   | 1   | 2    | 2                           | 2    | 2    |
|                 | 2.4                | 2.6 | 1.4 | 1   | 2   | 1.8 | 1   | 2   | 1.8 | 2    | 2.8                         | 2.4  | 2.4  |



|  |   |                                |
|--|---|--------------------------------|
| <b>BB3506</b>  | Title : <b>Mobile and E-Marketing</b>   | <b>L T P C</b><br>4 0 0 4      |
| <b>Version No.</b>   | 1.0   |                                |
| <b>Course Prerequisites</b>  | Marketing Management  |                                |
| <b>Objectives</b>  | This course aims to assist students in developing their skills to create practical mobile marketing solutions for businesses. By utilizing their creativity, students will have the opportunity to work on real-life examples of ongoing or recently completed projects within the company.   |                                |
| <b>Expected Outcome</b>  | Throughout this course, students will gain the ability to assess various mobile advertising formats, media buying strategies, analytics, and campaign integration techniques. They will also learn about the fundamentals of text messaging, including wireless carrier requirements, different campaign types, integration methods, activation processes, and measurement metrics. |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Mobile and E-Marketing-An Overview</b>   | 8                              |
| Introduction, Objectives, Definition, Turning Traditional Awareness Into Mobile Engagement, History and Features of E-Marketing, Definition of E-Marketing, History of E-Marketing, Features of E-Marketing, E-marketing: Scope, Benefits and Problems, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing, and E-marketing.  |   |                                |
| <b>Unit II</b>   | <b>Components of E-Marketing</b>  | 8                              |
| Introduction, Objectives, Customers (Buyers): Impulsive, Patient, and Analytical, Sellers and Products, Infrastructure: Building a Product System, Intermediaries, the Mobile Web: One Site All Devices, Other Business Partners, Support Services, Digital Products, Definition of E-Customers, Dealing with Customers' Motivations and Expectations, Fears and Phobias of Online Customers, Online Buying Process.   |   |                                |
| <b>Unit III</b>  | <b>Methods and Techniques of E-Marketing</b>  | 8                              |
| Introduction, Objectives, Creating New Sources of Competitive Advantage, Direct Distribution Model, Re-engineering the Supply Chain, Targeting Underserved Segments, Lower Price Barrier, Delivery Systems for Digital Products, Creates an Efficient Marketplace, Creates a Virtuous Cycle, Advertising Techniques, Selling Methods, Sales Promotion, Public Relations, Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques, Text Message Marketing -- The Workhorse of Mobile Marketing, Social Media -- Social, Local, Mobile, Mobile Advertising -- Relevance Raises Response Rates (and Revenues). |   |                                |
| <b>Unit IV</b>   | <b>Applications of E-Marketing</b>  | 8                              |
| Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium.   |   |                                |
| <b>Unit V</b>  | <b>Legal and Ethical Issues in E-Marketing</b>  | 8                              |
| Mobile Marketing - Definition, Advantages and Disadvantages, Types of Mobile Marketing, Trends in Mobile Marketing, Mobile Marketing Strategy, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues.   |   |                                |
| <b>Text Books</b>  | 1. Martin, Chuck. Mobile Influence: The New Power of the Consumer. Palgrave MacMillan, 2013.<br>2. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. Marketing 4.0: Moving from Traditional to Digital.   |                                |
| <b>Reference Books</b>   | 1. Schadler, Ted, and Josh Bernoff and Julie Ask. The Mobile Mind Shift. Groundswell Press, 2014.<br>2. Digital Marketing: Marketing strategies for engaging the digital generation by Damian Ryan and Calvin Jones, 2008.  |                                |
| <b>Mode of Evaluation</b>  | Internal and External Examination   |                                |
| <b>Recommendation by Board of Studies On</b>   | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                |

**Course Outcome for BB3506**

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b> |
|---------------------------------|---|-----------------|--|
| <b>CO1</b>                      | Know basic concept of Mobile Marketing towards the development of organizational goal.                  | 2               | Ent/Emp/S  |
| <b>CO2</b>                      | Illustrate different components of e. marketing and their applications for the development of business. | 3               | Ent/Emp/S  |
| <b>CO3</b>                      | Understand the concepts and methods of e. marketing and its use for enhancing revenues of organization. | 5               | Ent/Emp/S  |
| <b>CO4</b>                      | Understand role of mobile marketing in generating leads for the business organizations.                 | 4               | Ent/Emp/S  |
| <b>CO5</b>                      | Understand the legal and ethical issues in e. marketing and the ways to overcome the given challenges.  | 6               | Ent/Emp/S  |

**CO-PO Mapping for BB3506**

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> |      |      |      |      |      |      |      |      |       | <b>Programme Specific Outcomes</b> |       |       |
|------------------------|---------------------------|------|------|------|------|------|------|------|------|-------|------------------------------------|-------|-------|
|                        | PO 1                      | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                              | PSO 2 | PSO 3 |
| CO1                    | 2                         | 3    | 3    | 2    | 3    | 1    | 2    | 3    | 3    | 2     | 3                                  | 3     | 3     |
| CO2                    | 3                         | 3    | 2    | 1    | 2    | 2    | 3    | 3    | 2    | 1     | 2                                  | 3     | 2     |
| CO3                    | 2                         | 2    | 1    | 1    | 1    | 2    | 2    | 2    | 1    | 1     | 3                                  | 3     | 3     |
| CO4                    | 1                         | 3    | 3    | 1    | 2    | 1    | 1    | 3    | 3    | 1     | 2                                  | 2     | 2     |
| CO5                    | 3                         | 3    | 2    | 1    | 1    | 2    | 3    | 3    | 2    | 1     | 3                                  | 3     | 3     |
|                        | 2.2                       | 2.8  | 2.2  | 1.2  | 1.8  | 1.6  | 2.2  | 2.8  | 2.2  | 1.2   | 2.6                                | 2.8   | 2.6   |

|  |   |                                |
|--|---|--------------------------------|
| <b>BB3510</b>  | <b>Title: Human Resource Planning &amp; Development</b>   | <b>L T PC</b><br><b>4 0 04</b> |
| <b>Version No.</b>   | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>  | <b>None</b>   |                                |
| <b>Objectives</b>  | To provide a basis of understanding to the students about the human resource planning and its methodology for the business organization. .  |                                |
| <b>Expected Outcome</b>  | On completion of the syllabus, the student will understand the basic human resource planning and will acquaint himself with training and development. The student will also get an idea about new developments in management. |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction to Human resource planning</b>  | <b>08 hrs</b>                  |
| Human Resource Planning: Definition, Objectives and Components of Human Resource Planning, Manpower Forecasting: Necessity, Problems, Approaches, and Benefits of Forecasting. Methods of human resource planning.   |   |                                |
| <b>Unit II</b>   | <b>Job analysis &amp; career planning</b>   | <b>10 hrs</b>                  |
| Job Analysis, Job Description, Job Specification: Concept, Needs, and Importance. Job Enrichment, Job Satisfaction, Career Planning: Significance, Need, and Its components, Career counseling, Career Pathing. Succession Planning: methods and importance.               |   |                                |
| <b>Unit III</b>  | <b>Recruitment &amp; selection planning</b>   | <b>8 hrs</b>                   |
| Recruitment and Selection of Human Resource, Factors Influencing Recruitment and selection, Different Methods of recruitment and Selection. Modern methods of recruitment: E-recruitment.  |   |                                |
| <b>Unit IV</b>   | <b>Employee Development</b>   | <b>9 hrs</b>                   |
| Employee development, Work, Role, and Importance of Employees and Executives, managers, Factors Responsible for Employee Behavior, Different Approaches to Employee development, Executive Development, Impact of Training on the Development of Employees and Executives. |   |                                |
| <b>Unit V</b>  | <b>Performance Appraisal</b>  | <b>9 hrs</b>                   |
| Performance Appraisal: Definition, nature and Its Importance, Different Types of Appraisal Systems, Monitoring and review of Appraisal System. Current methods of appraisal  |   |                                |
| <b>Text Books</b>  | 1. T.N.Chabra– Human Resource Management,,Dhanpat Rai Publication, New Delhi,2014).<br>2. R. K. Malhorta—Personnel Management   |                                |
| <b>Reference Books</b>   | 1. Lloyd L Byars -Human Resource Management   |                                |
| <b>Mode of Evaluation</b>  | Internal (40 marks)<br>External (60 marks)  |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                |

| Unit-wise Course Outcome | Descriptions  | BLLevel | Employability (Emp)/ Skill(S)/Entrepreneurship(Ent)/None<br><i>(Use,formorethan One)</i> |
|--------------------------|---|---------|--|
| CO1                      | Students will be able to Know human resource planning and role of human resource in the organization. | 2       | Ent/Emp/S  |
| CO2                      | Students will be able to Illustrate different ways to strengthen the human resource planning.         | 3       | Ent/Emp/S  |
| CO3                      | Students will be able to use the process of recruitment in the industry.                              | 3       | Ent/Emp/S  |
| CO4                      | Students will be able to analyze implications for employee and executive development                  | 4       | Ent/Emp/S  |
| CO5                      | Students will be able to Implement the modern methods of performance appraisal                        | 3       | Ent/Emp/S  |

| Course Outcomes | ProgrammeOutcomes |     |     |     |     |     |     |     |     |      | Programme SpecificOutcomes |      |      |
|-----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------------------------|------|------|
|                 | PO1               | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                       | PSO2 | PSO3 |
| CO1             | 1                 | 2   | 2   | 3   | 2   | 1   | 2   | 3   | 2   | 1    | 2                          | 3    | 1    |
| CO2             | 2                 | 3   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                          | 1    | 2    |
| CO3             | 1                 | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 1                          | 2    | 2    |
| CO4             | 3                 | 1   | 3   | 1   | 2   | 2   | 3   | 1   | 2   | 2    | 3                          | 1    | 2    |
| CO5             | 1                 | 1   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                          | 1    | 2    |
|                 | 1.6               | 1.8 | 2   | 1.6 | 2.2 | 1.8 | 2   | 1.6 | 2.2 | 1.8  | 2                          | 1.6  | 1.8  |

|  |  |                                |
|--|--|--------------------------------|
| <b>BB3509</b>  | <b>Title: Industrial Relations</b>   | <b>L T P C3<br/>0 0 3</b>      |
| <b>Version No.</b>   | <b>1.0</b>   |                                |
| <b>Course Prerequisites</b>  | NIL  |                                |
| <b>Objectives</b>  | To provide conceptual framework of Industrial Relation; Tomake students aware with the Indian Lab our legislation. |                                |
| <b>Expected Outcome</b>  | The student would acquire knowledge regarding variouslabourlaws.The role various players in industrial relations.  |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction</b>  | 7                              |
| Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Role of State; Trade Unions; Employers’ Organization; ILO in IR; ILO its Role, Functioning and Contributions, Industrial Relations machinery in India.  |  |                                |
| <b>Unit II</b>   | <b>Trade Unionism</b>  | 7                              |
| Trade Union: origin and growth, unions after independence, unions in the eraof Liberalization;Concept, objectives, functions and role of Trade Unions in collective bargaining; Problems of Trade Unions.  |  |                                |
| <b>Unit III</b>  | <b>Labour problems</b>   | 6                              |
| Discipline and misconduct; Grievance handling procedure; Labor turnover; Absenteeism;Workers’ participation in management; Industrial accidents and Industrial Unrest, Strikes and Lock-Out, Settlement of Industrial Dispute, Consultative Bodies (Bipartite, Tripartite) and IR Strategies, Worker Development and Workerparticipation in management (WPM),Conciliation, Arbitration , Adjudication ,CollectiveBargaining. |  |                                |
| <b>Unit IV</b>   | <b>Labour legislations -1</b>  | 7                              |
| Historical perspective; Impact of ILO; Indian constitution Abolition of Bonded andChild Labor,Important provisions of:Payment of Wages Act, Workmen’s Compensation Act, Employees’ State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act, Important Provisions of IndustrialDispute Act and Factories Act.  |  |                                |
| <b>Unit V</b>  | <b>Labour legislations-2</b>   | 6                              |
| Payment of \Minimum Wages Act 1936,Payment of Bonus Act 1965,Maternity Benefit Act1961,Contract LabourAct  |  |                                |
| <b>Text Books</b>  | 1. Dr.C.B.Mamoria,Dynamics of Industrial Relations,Himalyanpublication.<br>2. ArunMonapa,IndustrialRelations,TMH   |                                |
| <b>Reference Books</b>   | 1. Srivastava S C- Industrial Relations and Labour Laws (Vikas, 4thedition)  |                                |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                |
| <b>Date of approval bythe Academic Council</b>   | 20-10-22   |                                |

**Course Outcome for BB3509**

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | Students should able to elaborate the concept of Industrial Relations.   | 2        | Ent/Emp/S   |
| <b>CO2</b>               | The students should able to illustrate the role of trade union in the industrial setup.  | 3        | Ent/Emp/S   |
| <b>CO3</b>               | Students should able to outline the important causes & impact of industrial disputes.  | 3        | Ent/Emp/S   |
| <b>CO4</b>               | Students should able to elaborate Industrial Dispute settlement procedures.  | 4        | Ent/Emp/S   |
| <b>CO5</b>               | Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965 | 3        | Ent/Emp/S   |

**CO-PO Mapping for BB3509**

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 1                  | 2   | 2   | 3   | 2   | 1   | 1   | 1   | 2   | 2    | 2                           | 3    | 1    |
| CO2             | 2                  | 3   | 2   | 1   | 3   | 2   | 2   | 2   | 2   | 2    | 2                           | 1    | 2    |
| CO3             | 1                  | 2   | 1   | 2   | 1   | 2   | 1   | 1   | 1   | 1    | 1                           | 2    | 1    |
| CO4             | 3                  | 1   | 3   | 1   | 2   | 2   | 1   | 2   | 2   | 2    | 3                           | 1    | 2    |
| CO5             | 1                  | 1   | 2   | 1   | 3   | 2   | 2   | 1   | 1   | 1    | 2                           | 1    | 1    |
|                 | 1.6                | 1.8 | 2   | 1.6 | 2.2 | 1.8 | 1.4 | 1.4 | 1.6 | 1.6  | 2                           | 1.6  | 1.4  |

|  |   |                                  |
|--|---|----------------------------------|
| <b>BB3511</b>  | <b>Title: MANAGEMENT OF MULTINATIONAL CORPORATIONS</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | <b>1.0</b>  |                                  |
| <b>Course Prerequisites</b>  | Nil   |                                  |
| <b>Objectives</b>  | To help students in understanding the working of MNCs and the challenges  |                                  |
| <b>Expected Outcome</b>  | The students will be able to understand the concept of MNC and their workings..   |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  | <b>International Management</b>   | <b>07 hrs</b>                    |
| Internationalization; Trends, Challenges and Opportunities; Different Schools of Thought of International Management; Regional Trade Blocs.  |   |                                  |
| <b>Unit II</b>   | <b>Growth and Development of MNCs</b>   | <b>8 hrs</b>                     |
| Role and Significance of MNCs; Pattern of Growth; Concept of Country of Origin; Different Management Styles.   |   |                                  |
| <b>Unit III</b>  | <b>Organizational Design and Structure of International Corporations</b>  | <b>8 hrs</b>                     |
| Global Organization Structure; Locus of Decision Making and Control; Headquarters and Subsidiary Relations in International Firms; Managing the Portfolio Composition..  |   |                                  |
| <b>Unit IV</b>   | <b>International Business Strategy</b>  | <b>8 hrs</b>                     |
| Strategic Alliances: Acquisitions and mergers, Management of Joint-Ventures and other International Strategic Alliances; Assessing the Global Environment: Economical, Political, Legal and Technological Environment; Strategy Formulation and Implementation International Business; Political Risk Assessment and Management. |   |                                  |
| <b>Unit V</b>  | <b>Indian Perspectives and Policy</b>   | <b>9 hrs</b>                     |
| Case Studies for Internationalization of Indian Business Firms and their operations abroad; changing government policy on entry of FIs and FIIs.   |   |                                  |
| <b>Text Books</b>  | <ol style="list-style-type: none"> <li>Hodgetts, Richard M. and Luthans, Fred: <i>International Management</i>. Tata McGraw Hill, New Delhi.</li> <li>Koonts and Whelrich: <i>Management: The Global Perspective</i>, Tata McGraw Hill, New Delhi.</li> <li>hi.</li> </ol>  |                                  |
| <b>Reference Books</b>   | <ol style="list-style-type: none"> <li>Christophher Bartlett and Sumantra Ghoshal, <i>Transnational Management: Text and Cases</i>, Tata McGraw Hill, New Delhi</li> <li>Deresky, Helen: <i>International Management: Managing Across Borders and Cultures</i>, 4th Ed, Prentice Hall India, New Delhi</li> </ol> |                                  |
| <b>Mode of Evaluation</b>  | 02-06-22  |                                  |
| <b>Recommendation by Board of Studies</b>  | 20-10-22  |                                  |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability(Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | To understand and aware students process of Internationalization and Regional Trade Blocks                     | 2        | Ent/Emp/S   |
| <b>CO2</b>               | To understand and aware the growth of MNC's in India and analyzing its impact on Indian Economy.               | 2        | Ent/Emp/S   |
| <b>CO3</b>               | To understand and analyzing the international Organizational Structure and Parent and subsidiary relationship. | 4        | Ent/Emp/S   |
| <b>CO4</b>               | To understand, analyze and able to draft international Business strategy.                                      | 4        | Ent/Emp/S   |
| <b>CO5</b>               | To Analyze and evaluate business policy in international market  | 5        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| CO1             | 3                  | 3   | 2   | 3   | 2   | 1   | 1   | 2   | 2   | 2    | 2                           | 3    | 1    |
| CO2             | 2                  | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 3    | 2                           | 1    | 2    |
| CO3             | 1                  | 2   | 1   | 2   | 1   | 2   | 1   | 1   | 1   | 1    | 1                           | 2    | 1    |
| CO4             | 3                  | 1   | 3   | 2   | 2   | 2   | 1   | 3   | 2   | 2    | 3                           | 1    | 2    |
| CO5             | 1                  | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 1   | 1    | 2                           | 1    | 1    |
|                 | 2                  | 2.1 | 2   | 1.4 | 2.2 | 1.8 | 1.4 | 2   | 1.6 | 1.8  | 2                           | 1.6  | 1.4  |



|  |   |                                  |
|--|---|----------------------------------|
| <b>BB3512</b>  | <b>Title: EXIM FINANCING AND DOCUMENTATION</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | <b>1.0</b>  |                                  |
| <b>Course Prerequisites</b>  | Nil   |                                  |
| <b>Objectives</b>  | To help students in understanding the process of EXIM Financing & Documentation.  |                                  |
| <b>Expected Outcome</b>  | The students will be able to understand the concept of EXIM and documentation process.  |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  | <b>Introduction</b>   | <b>07 hrs</b>                    |
| Export and Import documentation; Foreign exchange regulations; including FEMA, IS/ISO 9000 and new ISO 14000 accepted quality certificates; Quality Control and pre-shipment inspection; Export trade control; Marine insurance; Commercial inspection and practices.  |   |                                  |
| <b>Unit II</b>   | <b>Export Procedures</b>  | <b>8 hrs</b>                     |
| General excise clearances: Role of Clearing and forwarding agents; shipment of export cargo. Export credit, Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.                                |   |                                  |
| <b>Unit III</b>  | <b>Import Procedures</b>  | <b>8 hrs</b>                     |
| Import Licensing policy; Actual user Licensing; Replenishment Licensing; Import-export passbook; Capital goods Licensing; Export houses and trading houses, Import of unrestricted and restricted items, Customer guarantee, Green channel for import cargo clearance. |   |                                  |
| <b>Unit IV</b>   | <b>Export Incentives</b>  | <b>8 hrs</b>                     |
| Overview of export incentives - ECGC, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for export incentives.  |   |                                  |
| <b>Unit V</b>  | <b>Export and Import Financing</b>  | <b>9 hrs</b>                     |
| Nature, General Guidelines, Classification Pre-shipment Finance with classification, Packing credit limits with documents ECGC Formalities, Scrutiny of Packing credit application amount and disbursement. Services, Post-shipment Finance.                           |   |                                  |
| <b>Text Books</b>  | <ol style="list-style-type: none"> <li>1. Cherian and Parab: <i>Export Marketing</i>, Himalaya Publishing House, New Delhi. Koonts and Whelrich: <i>Management: The Global Perspective</i>, Tata McGraw Hill, New Delhi.</li> <li>2. Government of India: <i>Handbook of Procedures, Import and Export Promotion</i>, New Delhi.</li> </ol> |                                  |
| <b>Reference Books</b>   | <ol style="list-style-type: none"> <li>1. Government of India: <i>Export Policy, Procedures, etc (Volumes I, II and III)</i> New Delhi.</li> <li>2. Khurana P.K- <i>Export Management</i>, G algotia Publication.</li> </ol>  |                                  |
| <b>Mode of Evaluation</b>  | 02-06-22  |                                  |
| <b>Recommendation by Board of Studies</b>  | 20-10-22  |                                  |

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability(Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne) |
|--------------------------|---|----------|---|
| <b>C01</b>               | To understand and aware students process of Export/Import Documentation.                                | 2        | Ent/Emp/S   |
| <b>C02</b>               | To understand and aware and able to apply the export procedure for export of goods and services.        | 3        | Ent/Emp/S   |
| <b>C03</b>               | To understand and aware and able to apply the export procedure for import of goods and services.        | 3        | Ent/Emp/S   |
| <b>C04</b>               | Students understand and able to take advantage of different government export based incentives schemes. | 3        | Ent/Emp/S   |
| <b>C05</b>               | To understand and aware and able to apply the Import & export financing procedures and documentation.   | 3        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 3   | 2   | 3   | 2   | 1   | 2   | 2   | 2   | 2    | 2                           | 3    | 2    |
| C02             | 3                  | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 3    | 2                           | 2    | 2    |
| C03             | 2                  | 2   | 1   | 1   | 1   | 2   | 1   | 1   | 1   | 1    | 2                           | 2    | 1    |
| C04             | 3                  | 2   | 3   | 2   | 2   | 2   | 1   | 3   | 2   | 2    | 3                           | 1    | 2    |
| C05             | 2                  | 2   | 2   | 2   | 3   | 2   | 3   | 2   | 1   | 1    | 2                           | 2    | 2    |
|                 | 2.6                | 2.4 | 2   | 2.2 | 2.2 | 1.8 | 1.8 | 2   | 1.6 | 1.8  | 2.2                         | 2    | 1.8  |

|   |  |                                  |
|---|--|----------------------------------|
| <b>BB3540</b>   | <b>Risk &amp; Fraud Analytics</b>  | <b>L T P C</b><br><b>0 0 4 4</b> |
| <b>Version No.</b>  | <b>1.0</b>   |                                  |
| <b>Course Prerequisites</b>   | Nil  |                                  |
| <b>Objectives</b>   | The objective of the given course is to develop analytical skills needed in risk and fraud analysis. |                                  |
| <b>Expected Outcome</b>   | After the course the students will be able to handle the analytics pertaining to risk and fraud.     |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   |  | 7                                |
| Introduction-<br>Define fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Data analytical software, anomalies versus fraud within data, Fraud Data inclusions and deletions   |  |                                  |
| <b>Unit II</b>  |  | 7                                |
| Fraud Data Analysis Process – Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arranged data, organize data  |  |                                  |
| <b>Unit III</b>   |  | 7                                |
| Data Analysis Tests – Benford’s Law, Number duplication test, z-score, relative size factor test, same-same-same test, same-same-different test, even amounts, correlation, trend analysis.   |  |                                  |
| <b>Unit IV</b>  |  | 6                                |
| Billing Scheme - Data familiarization, Benford’s law test, relative size factor test, z-score, even dollar amounts, same-same-same test, same-same-different test, payment without purchase orders test, length of time between invoice and payment dates test, search for post office box, match employee address to supplier, duplicate addresses in vendor master, payment to vendor not in master, gap detection of check number sequences. |  |                                  |
| <b>Unit V</b>   |  | 7                                |
| Payroll Fraud and Expense Reimbursement Fraud – Data familiarization, data analysis, the payroll register, payroll master and commission tests.   |  |                                  |
| <b>Text Books</b>   | Subject notes by Samatrix  |                                  |
| <b>Reference Books</b>  | Subject notes by Samatrix  |                                  |
| <b>Mode of Evaluation</b>   | External and Internal Examination  |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-06-2022   |                                  |
| <b>Recommendation by Board of Faculties on</b>  | 12-06-22   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-2022   |                                  |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability(Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | To make students aware of the concept of risk and fraud                                  | 2        | Ent/Emp/S   |
| <b>CO2</b>               | The students will apply their knowledge of risk and fraud in Fraud Data Analysis Process | 3        | Ent/Emp/S   |
| <b>CO3</b>               | The students after completion of the unit will be able to apply Data Analysis Tests      | 3        | Ent/Emp/S   |
| <b>CO4</b>               | The students will be able to analyze the billings scheme                                 | 4        | Ent/Emp/S   |
| <b>CO5</b>               | The students will be able to analyze the Payroll Fraud and Expense Reimbursement Fraud   | 4        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 2    |
| C02             | 3                  | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 3    | 2                           | 2    | 2    |
| C03             | 2                  | 2   | 2   | 2   | 1   | 1   | 2   | 1   | 1   | 1    | 2                           | 2    | 2    |
| C04             | 3                  | 2   | 3   | 2   | 2   | 2   | 1   | 3   | 2   | 2    | 3                           | 1    | 2    |
| C05             | 2                  | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 1   | 1    | 2                           | 2    | 2    |
|                 | 2.6                | 2.6 | 2.2 | 2.4 | 2.4 | 1.8 | 2   | 2   | 1.6 | 1.8  | 2.2                         | 2    | 2    |

|  |   |                                |
|--|---|--------------------------------|
| <b>BB3541</b>  | <b>Supply Chain Analytics &amp; HR Analytics</b>  | <b>LTP C<br/>0 0 4 4</b>       |
| <b>Version No.</b>   |   |                                |
| <b>Course Prerequisites</b>  | Nil   |                                |
| <b>Objectives</b>  | To develop basic understanding of supply chain analytics and HR analytics                           |                                |
| <b>Expected Outcome</b>  | Help students in analyzing data with the help of supply chain and HR analytics tools and techniques |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  |   | 7                              |
| Introduction to Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy,   |   |                                |
| <b>Unit II</b>   |   | 6                              |
| Sales and Operation Analytics – Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply   |   |                                |
| <b>Unit III</b>  |   | 7                              |
| Inventory and Supply Analytics – Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control  |   |                                |
| <b>Unit IV</b>   |   | 7                              |
| HR Analytics – Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics |   |                                |
| <b>Unit V</b>  |   | 7                              |
| Trends. Turnover trends, labor turnover index, correlation, predictive forecasting for growth, analyze the actual number of employees to work in a company, analyze prime working days, analyze employee standard unit cost, analyze appraisal cost  |   |                                |
| <b>Text Books</b>  | Subject notes by Samatrix   |                                |
| <b>Reference Books</b>   | Subject notes by Samatrix   |                                |
| <b>Mode of Evaluation</b>  | External and Internal Examination   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-2022  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-2022  |                                |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability(Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | To make students aware of the concept of Supply Chain Analytics  | 2        | Ent/Emp/S   |
| <b>CO2</b>               | To make students aware of the concept of Sales and Operation Analytics   | 2        | Ent/Emp/S   |
| <b>CO3</b>               | The students after completion of the unit will be able to apply their knowledge in calculating Inventory and does Supply Analytics | 3        | Ent/Emp/S   |
| <b>CO4</b>               | The students will be able to analyze HR Analytics for taking quality HR decisions  | 4        | Ent/Emp/S   |
| <b>CO5</b>               | The students will be able to analyze the HR trends with reference to labor turnover, appraisal cost etc                            | 4        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 2    | 2                           | 3    | 3    |
| C02             | 3                  | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 3    | 2                           | 3    | 3    |
| C03             | 3                  | 2   | 3   | 2   | 1   | 2   | 2   | 1   | 1   | 1    | 2                           | 2    | 2    |
| C04             | 3                  | 2   | 3   | 2   | 2   | 2   | 1   | 3   | 2   | 2    | 3                           | 1    | 2    |
| C05             | 2                  | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 1   | 2    | <sup>1</sup>                | 2    | 2    |
|                 | 2.8                | 2.6 | 2.4 | 2.4 | 2.4 | 2   | 2   | 2   | 1.6 | 2    | <sup>2</sup>                | 2.2  | 2.4  |

## Semester6

|   |   |                                |
|---|---|--------------------------------|
| <b>BB3601</b>   | <b>Title: Business Policy and Strategy</b>  | <b>LTPC<br/>4004</b>           |
| <b>Version No.</b>  | <b>1.1</b>  |                                |
| <b>Course Prerequisites</b>   | <b>None</b>   |                                |
| <b>Objectives</b>   | To familiarize the students with the basic of Business Policy and to help them in sound decision making using strategy.   |                                |
| <b>Expected Outcome</b>   | On completion of the syllabus the students will be enabling to understand the principles of strategy formulation, implementation and control in organization. Help students to develop skills for applying these concepts to the solution of business problems.       |                                |
| <b>Unit No</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>   | <b>INTRODUCTION TO BUSINESS POLICY AND STRATEGY</b>   | <b>07hrs</b>                   |
| Business Policy: Meaning, Nature and Scope, Difference between policy and strategy, organizational culture-organizational purposes, mission, vision, goals, objectives, plans etc.  |   |                                |
| <b>Unit II</b>  | <b>ENVIRONMENTAL ANALYSIS</b>   | <b>09hrs</b>                   |
| Need, Characteristics, and Categorization of Environmental Factors, Approaches to the Environmental Scanning Process<br>Structural Analysis of Competitive Environment, ETOP, PEST Analysis   |   |                                |
| <b>Unit III</b>   | <b>CONCEPTS OF SYNERGY</b>  | <b>8 Hrs</b>                   |
| Global Strategy and Strategic Alliances, Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, SWOT Analysis, BCG Matrix. Synergy as a Component of Strategy & its relevance. Case study   |   |                                |
| <b>Unit IV</b>  | <b>FORMULATION OF CORPORATE STRATEGIES</b>  | <b>09Hrs</b>                   |
| Strategic Analysis and Choice: Choice of Strategy, Business Level Strategies, Cost Leadership, Differentiation & Focus, Multi Business Strategy, Diversification, Joint Ventures, Venturing & Restructuring Evaluation of Alternatives and Selection of Strategies. |   |                                |
| <b>Unit V</b>   | <b>ISSUES IN STRATEGY IMPLEMENTATION</b>  | <b>09Hrs</b>                   |
| Organizational Structures, Establishing Strategic Business Units, Establishing Profit Centers by Business, Product or Service, Market Segment or Customer, Leadership and Behavioral Challenges.  |   |                                |
| <b>Text Books</b>   | 1. Kazmi A, Business Policy & Strategic Management, Tata Mc Graw Hill, New Delhi.<br>2. Glueck W.F., Strategic Management & Business Policy, McGraw Hill, New York<br>3. Thomas Wheelen and David Hunger, Strategic Management and Business Policy, Pearson Education |                                |
| <b>Reference Books</b>  | 1. John Pearce, Richard Roninson, Amita Mittal, Strategic Management, McGraw Hill Education<br>2. Strategic Management Concepts: A Competitive Advantage Approach by Fred R. David, Forest R. David, et al.   |                                |
| <b>Mode of Evaluation</b>   | Internal (40 marks)<br>External (60 marks)  |                                |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                |

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>  | <b>BL Level</b> | <b>Employability(Emp)/Skill(S)/ Entrepreneurship(Ent)/None (Use,formorethanOne)</b> |
|---------------------------------|--|-----------------|---|
| <b>CO1</b>                      | Review the core areas of corporate and business level strategy relevant to the international hospitality industry including the process, content and context of strategy   | 2               | Ent/Emp/S   |
| <b>CO2</b>                      | Recognise the relationship between the global business environment and strategic decisions made by international hospitality organizations   | 3               | Ent/Emp/S   |
| <b>CO3</b>                      | Exercise judgement and skill in planning, design, and implementing the cost-effective use of resources when undertaking a business strategy. Analyse the relationship between the global business environment and strategic decisions made by international hospitality organisations. | 5               | Ent/Emp/S   |
| <b>CO4</b>                      | Demonstrate an understanding of the importance of in-depth analysis of both the organisation and the external business environment in assisting hospitality managers during the formulation of strategy  | 4               | Ent/Emp/S   |
| <b>CO5</b>                      | Discuss business strategy clearly and professionally. Critically evaluate the role of operations in adding value and achieving sustainable competitive advantage in the International hospitality sector.  | 3               | Ent/Emp/S   |

| <b>Course Outcomes</b> | <b>Programme Outcomes</b> | <b>Programme Specific Outcomes</b> |
|------------------------|---------------------------|------------------------------------|
|------------------------|---------------------------|------------------------------------|



|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| C01 | 2   | 3   | 3   | 2   | 3   | 1   | 2   | 3   | 2   | 1    | 1    | 1    | 2    |
| C02 | 3   | 3   | 2   | 1   | 2   | 2   | 2   | 1   | 3   | 2    | 2    | 2    | 2    |
| C03 | 2   | 2   | 1   | 1   | 1   | 2   | 1   | 2   | 1   | 2    | 1    | 1    | 1    |
| C04 | 1   | 3   | 3   | 1   | 2   | 1   | 3   | 1   | 2   | 2    | 1    | 2    | 2    |
| C05 | 3   | 3   | 2   | 1   | 1   | 2   | 2   | 1   | 3   | 2    | 2    | 1    | 1    |
|     | 2.2 | 2.8 | 2.4 | 1.4 | 1.8 | 1.8 | 2   | 1.6 | 2.2 | 1.8  | 1.4  | 1.4  | 1.6  |

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| <b>BB3602</b>  | <b>Title: Entrepreneurship Development</b>   | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>   | 1.0  |                                  |
| <b>Course Prerequisites</b>  |  |                                  |
| <b>Objectives</b>  | The objective of entrepreneurial development is to motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successfully opportunities for enterprises. The trained entrepreneur can guide others on how to start their own enterprise and approach various institutions for finance                      |                                  |
| <b>Expected Outcome</b>  | The students will be able to understand the context of Entrepreneurial activities so as to undertake them in due course of time.   |                                  |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>  | <b>Introduction to Entrepreneurship</b>  | 8 hours                          |
| Concept of entrepreneur, entrepreneurship and entrepreneurship development. Factors affecting entrepreneurship, characteristics and skills of an entrepreneur. Types of entrepreneurs, functions of entrepreneur, entrepreneurial decision-process, challenges faced by entrepreneurs. |  |                                  |
| <b>Unit II</b>   | <b>Entrepreneurial Finance and Development Agencies</b>  | 9 hours                          |
| Estimating financial funds requirement; Sources of finance, Role of Government in promoting entrepreneurship with various incentives. Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, NIESBUD and Entrepreneurship Development Institute (EDI).                        |  |                                  |
| <b>Unit III</b>  | <b>Idea Generation</b>   | 7 hours                          |
| Idea generation: Sources and methods. Individual creativity: roles and process. Entrepreneurial motivation, Developing entrepreneurial competencies. Challenges of new venture start-up, Reasons for failure of a business.  |  |                                  |
| <b>Unit IV</b>   | <b>Business Plan</b>   | 8 hours                          |
| Business plan as an entrepreneurial tool, Business Planning Process, preparation of business project report, components of an ideal business plan – market plan, financial plan, operational plan and Economic-analysis, financial analysis, market and technological feasibility.     |  |                                  |
| <b>Unit V</b>  | <b>Beginning of a New Venture</b>  | 8 hours                          |
| Steps involved in launching a business,, Registration of business units, Various Forms of business ownership IPO- meaning and importance, Revival, Exit and End to a venture.  |  |                                  |
| <b>Text Books</b>  | 1. Rajeev Roy, Entrepreneurship, Oxford Publications.<br>2. S. Seetaraman, Entrepreneurship Development, Umesh Publications.   |                                  |
| <b>Reference Books</b>   | 1. Vasant Desai, Dynamics of Entrepreneurial Development and Management; Himalaya Publishing.<br>2. R. Blundel and N. Lockett, Exploring Entrepreneurship Practices and Perspectives, Oxford Publications.<br>3. D. Robert Hisrich, Entrepreneurship; McGraw-Hill Education.<br>4. David H. Holt, Entrepreneurship: New Venture Creation, Pearson. |                                  |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                  |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                  |

|   |          |
|---|----------|
| <b>Date of approval by the Academic Council</b> | 20-10-22 |
|---|----------|

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>  | <b>BL Level</b> | <b>Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne)</b> |
|---------------------------------|--|-----------------|---|
| <b>C01</b>                      | Students would be able to analyze the role of entrepreneur in economic development   | 2               | Ent/Emp/S   |
| <b>C02</b>                      | Students would understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.      | 2               | Ent/Emp/S   |
| <b>C03</b>                      | Students would be able to create an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication. | 3               | Ent/Emp/S   |
| <b>C04</b>                      | Students would be able to evaluate the entrepreneurial support in India  | 5               | Ent/Emp/S   |
| <b>C05</b>                      | Students would be able to develop awareness about entrepreneurship and successful entrepreneurs.   | 6               | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 1                  | 2   | 2   | 3   | 2   | 1   | 2   | 3   | 2   | 1    | 2                           | 3    | 2    |
| C02             | 2                  | 3   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                           | 1    | 3    |
| C03             | 1                  | 2   | 1   | 2   | 1   | 2   | 1   | 2   | 1   | 2    | 1                           | 2    | 2    |
| C04             | 3                  | 1   | 3   | 1   | 2   | 2   | 3   | 1   | 2   | 2    | 3                           | 1    | 1    |
| C05             | 1                  | 1   | 2   | 1   | 3   | 2   | 2   | 1   | 3   | 2    | 2                           | 1    | 1    |
|                 | 1.6                | 1.8 | 2   | 1.6 | 2.2 | 1.8 | 2   | 1.6 | 2.2 | 1.8  | 2                           | 1.6  | 1.8  |

|               |                                  |                                  |
|---------------|----------------------------------|----------------------------------|
| <b>BB3670</b> | <b>Case Studies and Projects</b> | <b>L T P C</b><br><b>0 0 4 4</b> |
|---------------|----------------------------------|----------------------------------|

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|---|--|--|
| <b>Version No.</b>                              |  |  |
| <b>Course Prerequisites</b>                     | NIL  |  |
| <b>Objectives</b>                               | The objective of Project Report is to make students aware of the chronological steps of preparing the reports based on their data collection pertaining to field studies , surveys , observations etc. |  |
| <b>Expected Outcome</b>                         | The students will be able to understand, apply , analyze and evaluate the data collected by them for their project preparations.   |  |
| <b>Mode of Evaluation</b>                       | Internal Presentation and External Viva-Voce   |  |
| <b>Recommendation by Board of Studies on</b>    | 02-06-2022   |  |
| <b>Recommendation by Board of Faculties on</b>  | 12-06-22   |  |
| <b>Date of approval by the Academic Council</b> | 20-10-2022   |  |

|               |                                  |                      |
|---------------|----------------------------------|----------------------|
| <b>BB3603</b> | <b>Title:BankingandInsurance</b> | <b>LTPC<br/>4004</b> |
|---------------|----------------------------------|----------------------|

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|--|--|--------------------------------|
| <b>Version No.</b>   | <b>1.1</b>   |                                |
| <b>Course Prerequisites</b>  | <b>None</b>  |                                |
| <b>Objectives</b>  | To understand the operational basics of banking and insurance sectors.   |                                |
| <b>Expected Outcome</b>  | Students will be able to understand introductory level functions of banking and insurance business.                                      |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction of Banking</b>   | <b>9 hours</b>                 |
| Definition of Banking, Classification of Banks, Banking System –in India, Relationship between Banker and Customer, Special types of customers, Savings Accounts, Current Accounts, Fixed Deposit Accounts   |  |                                |
| <b>Unit II</b>   | <b>Banking Operations</b>  | <b>9 hours</b>                 |
| KYC requirements, Pass Book, Opening and operation of Accounts of Minors, Partnerships & Companies, Nomination Norms, Various functions of banking. NI act in regards Cheques, Bills of Exchange & Promissory Notes, Crossings, Endorsements, Collection and payment of Cheques, Liabilities of Parties, |  |                                |
| <b>Unit III</b>  | <b>Assets and Liabilities of Banking</b>   | <b>8 hours</b>                 |
| Advances – Secured and Unsecured, Loans, Term Loans, Cash Credit, Overdraft, Discounting of Bills of Exchange, Modes of creating charge on Securities, R.B.I Norms.- CRR, SLR, MSF and NPA.  |  |                                |
| <b>Unit IV</b>   | <b>Introduction of Insurance</b>   | <b>8 hours</b>                 |
| Concept of Insurance, Insurance Principals, Risk and Insurance, Types of Insurance, LIC, GIC, Health Insurance, Marine Insurance. IRDA , L.I.C. and Private Companies with foreign joint ventures- SET-UP, Different types of Life Insurance Policies, Group Insurance, Re-insurance.                    |  |                                |
| <b>Unit V</b>  | <b>Operation of Insurance</b>  | <b>9 Hours</b>                 |
| Annuity, Unit Linked Insurance Policies, Post Issue Matters, Payment of Premium, Lapse of the Policy, , Revival of the Lapsed Policies, Lost policy, Maturity and Surrender of Policy, Lock in Period of Policy, Payment of surrender value, Assignment of the Policies, Settlement of Claim.            |  |                                |
| <b>Text Books</b>  | Varshney, P.N, Banking Law and Practice, Sultan Chand and Sons   |                                |
| <b>Reference Books</b>   | 1- Gupta, P.K., Insurance and Risk Management, Himalaya Publication. 2- Gurusamy, S., Banking Theory- Law and Practice, Tata McGraw Hill |                                |
| <b>Mode of Evaluation</b>  | Internal and External  |                                |

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|---|----------|
| <b>Recommendation by Board of Studies on</b>    | 02-06-22 |
| <b>Date of approval by the Academic Council</b> | 20-10-22 |

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>   | <b>BL Level</b> | <b>Employability(Emp)/ Skill(S)/Entrepreneurship(Ent)/None (Use,formorethanOne)</b> |
|---------------------------------|---|-----------------|---|
| <b>C01</b>                      | Students would have knowledge of banking and insurance besides fundamental legal knowledge,   | 2               | Ent/Emp/S   |
| <b>C02</b>                      | Students would to have the ability to use basic theoretical and practical knowledge gained in the field in an advanced education level of the same field or at the same level of another field, | 2               | Ent/Emp/S   |
| <b>C03</b>                      | Students would apply the knowledge of Banking, insurance and accounting fundamentals in a cohesive and logical pattern to solve structured and unstructured problems in Banking and Insurance   | 3               | Ent/Emp/S   |
| <b>C04</b>                      | Students would understand the business operations and market condition in Insurance Companies and know the regulations and compliance of Banking company  | 5               | Ent/Emp/S   |
| <b>C05</b>                      | Students would know regarding various policy procedures like lapse of policy ,surrender of policy, maturity of policy, settlement of policy.  | 6               | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PS01                        | PS02 | PS03 |
| C01             | 2                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| C02             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| C03             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| C04             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| C05             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2                  | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |



|   |   |                                  |
|---|---|----------------------------------|
| <b>BB3604</b>   | <b>Title: International Financial Management</b>  | <b>L T P C</b><br><b>4 0 0 4</b> |
| <b>Version No.</b>  | <b>1.1</b>  |                                  |
| <b>Course Prerequisites</b>   | <b>None</b>   |                                  |
| <b>Objectives</b>   | To provide the basic understanding of financial management  |                                  |
| <b>Expected Outcome</b>   | On completion of the syllabi the student will understand the basic principles of financial management and will acquaint himself with problems of Multinational corporations and prepare himself to tackle these problems. |                                  |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b>   |
| <b>Unit I</b>   | <b>International Monetary System</b>  | <b>8 Hrs</b>                     |
| Concept of Forex Management, Scope & Significance of Forex Management., Advantages of FOREX Trading The Foreign Exchange Market - Participants – Settlement of transactions – Functions of foreign exchange markets. Exchange quotations – Direct Quotations – Indirect Quotations - Foreign exchange rates – Bases – Types of rates – Buying Rate - Selling rates – Cross rates.                                       |   |                                  |
| <b>Unit II</b>  | <b>Exchange rate quotation and determination</b>  | <b>9 Hrs</b>                     |
| Determination of Exchange Rate in Spot and Forward Market, Forecasting Exchange Rate, Foreign Exchange Market – Spot and Forward. Exchange rate arrangements in India – Fixed rate - Fluctuating– Exchange control – Direct Methods - Indirect methods – Merits and demerits of Direct Method –Merits and demerits of In Direct Method - Monetary Policy in India - Fiscal policies in India – FOREX regulations. FEDAI |   |                                  |
| <b>Unit III</b>   | <b>Foreign Exchange Risk</b>  | <b>9 Hrs</b>                     |
| Covered Interest Rate Arbitrage, Borrowing and Investing Markets. Transaction exposure, translation exposure and economic exposure; Management of exposures External Techniques: Arbitraging, Hedging, Forward, futures and options, Speculation, internal techniques, netting, marketing, leading and lagging, pricing policy, assets and liability management and techniques  |   |                                  |
| <b>Unit IV</b>  | <b>International Financial markets</b>  | <b>8 Hrs</b>                     |
| Multilateral Development Banks, Global Financing: American Deposit Receipts, Global Deposit Receipts Euro-Currency Markets, Euro-Banking, Market for International Securities – International Bonds, Euro Notes and Euro-Commercial Papers, Medium-Term Euro-Notes.   |   |                                  |
| <b>Unit V</b>   | <b>International working capital management</b>   | <b>8 Hrs</b>                     |
| Intro to Working Capital Management, Determinants of working Capital Requirement, Types of working Capital, Liquidity and Profitability payoff, Cash Management, Management of Receivables and Inventory, Market for Derivatives, Currency Futures, Options and Swap, Currency Risk Management, Financial Swaps and Interest – Rate Risk Management, Hedging with Futures and Options.                                  |   |                                  |
| <b>Text Books</b>   | 1. Anurag Agnihotri – International Financial Management (Galgotia Publishing Company, New Delhi, 2015).<br>2. P. G. Apte – Multinational Financial Management (Tata McGraw Hill, New Delhi 1998).                        |                                  |
| <b>Reference Books</b>  | 1. V. K. Bhalla – International Financial Management (S. Chand Publishing, New Delhi, 2008).  |                                  |
| <b>Recommendation by Board of Studies on</b>  | 02-6-22   |                                  |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                  |

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None<br>(Use,formorethanOne) |
|--------------------------|---|----------|---|
| <b>C01</b>               | Examine complex body of knowledge relating to International financial environment | 2        | Ent/Emp/S   |
| <b>C02</b>               | Analyse foreign exchange risk and manage them                                     | 2        | Ent/Emp/S   |
| <b>C03</b>               | Analyse exchange rate determination and role of global fin. mkt                   | 3        | Ent/Emp/S   |
| <b>C04</b>               | Apply principles of international investment techniques                           | 5        | Ent/Emp/S   |
| <b>C05</b>               | Understand the factors affecting exchange rates and the inter linkages among them | 6        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | P01                | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P010 | PS01                        | PS02 | PS03 |
| C01             | 3                  | 2   | 1   | 3   | 2   | 3   | 2   | 2   | 3   | 2    | 3                           | 2    | 2    |
| C02             | 3                  | 3   | 2   | 3   | 1   | 3   | 1   | 2   | 2   | 2    | 3                           | 2    | 3    |
| C03             | 2                  | 2   | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3    | 3                           | 1    | 1    |
| C04             | 2                  | 2   | 1   | 2   | 2   | 2   | 3   | 3   | 3   | 3    | 3                           | 1    | 2    |
| C05             | 2                  | 2   | 2   | 2   | 3   | 2   | 1   | 3   | 2   | 3    | 2                           | 2    | 1    |
|                 | 2.4                | 2.2 | 1.8 | 2.4 | 2   | 2.4 | 1.8 | 2.6 | 2.6 | 2.6  | 2.8                         | 1.6  | 1.8  |

|  |  |                                |
|--|--|--------------------------------|
| <b>BB3607</b>  | <b>Title: Corporate Social Responsibility</b>  | <b>L T P C4<br/>0 04</b>       |
| <b>Version No.</b>   | <b>1.0</b>   |                                |
| <b>Course Prerequisites</b>  | <b>NIL</b>   |                                |
| <b>Objectives</b>  | To make students understand the role of CSR in industries and the various Standards and Codes formulated by government to implement it in India.   |                                |
| <b>Expected Outcome</b>  | It will help the student to understand how corporate can meet business goals with Social expectations. It will also help the students to understand how interest of business or organization and Society at large can be aligned.                                      |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction to CSR</b>   | 9 hours                        |
| Corporate Social Responsibility- Definition, concept, linkages to development, Growth of CSR-historical & contemporary perspectives, National & International scenario Factors influencing growth of CSR in societies ideological, socio-economic, legal & Environmental perspectives Government initiatives for promotion.  |  |                                |
| <b>Unit II</b>   | <b>CSR &amp; Development</b>   | 8 hours                        |
| CSR activities–nature, types, impact on development programmes- CSR & development organisations–relationships, functioning & impact on organisational functioning, Stakeholders’ participation & perspectives about CSR.   |  |                                |
| <b>Unit III</b>  | <b>CSR Strategy and Leadership</b>   | 8 hours                        |
| Corporate motivations & Behaviour for CSR – factors influencing national & international perspectives, Theories & principles of CSR- Corporate governance, style, leadership & CSR- CSR Strategies- objectives, approaches, roles and tasks of a corporate managers Strategic corporate planning - steps to make CSR Work for Business Corporate Social Responsibility: programmes & initiatives – national and international. |  |                                |
| <b>Unit IV</b>   | <b>Ethics, CSR &amp; Corporate Behaviour</b>   | 8 hours                        |
| Ethical philosophy, Corporate reputation, the Gaia hypothesis Environmental sustainability & CSR–redefining sustainability, the Brundtland report & critique, distributable sustainability, sustainability & the cost of capital CSR.  |  |                                |
| <b>Unit V</b>  | <b>Standards and Codes</b>   | 8 hours                        |
| (ISO – 14001, OHSAS – 18001- SA – 8000, OECD Guidelines for Multinational Companies, Global Compact, AA – 1000, BS / ISO Guideline on CSR Management ISO-26000) Evaluating & reporting performance of CSR initiatives - Social accounting, environment audits and performance measurement recommended.   |  |                                |
| <b>Text Books</b>  | 1. William B Werther, Jr, David Chandler, Strategic Corporate Social Responsibility, Stakeholders in a Global Environment, Second Edition, SAGE Publications, New Delhi.<br>2. Sanjay K Agarwal (2008), Corporate Social Responsibility, SAGE Publications, New Delhi. |                                |
| <b>Reference Books</b>   | 1. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad.<br>2. The World Guide to CSR - Wayne Visser and Nick Tolhurst.   |                                |
| <b>Mode of Evaluation</b>  | Internal (40 marks)<br>External (60 marks)   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-6-22  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability(Emp)/ Skill(S)/Entrepreneurs hip(Ent)/None (Use,formorethanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | To understand the concepts of Business Responsibilities and its moral obligations.   | 2        | Ent/Emp/S   |
| <b>CO2</b>               | Understand the role of the major institutions ofthecivilsocietyin CSR.   | 2        | Ent/Emp/S   |
| <b>CO3</b>               | To be familiar with and apply the ethical issues in Business Environment.  | 3        | Ent/Emp/S   |
| <b>CO4</b>               | To apply and analyze the corporate excellence. Also creating corporate mission statement, drafting code of ethics and developing organizational culture. | 2        | Ent/Emp/S   |
| <b>CO5</b>               | To understand, apply andanalyze theroleof CSR in the society.  | 3        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 2   | 3   | 2   | 1   | 1   | 3   | 2   | 3   | 2    | 1                           | 1    | 2    |
| C02             | 2                  | 2   | 3   | 1   | 1   | 1   | 2   | 2   | 3   | 1    | 1                           | 1    | 2    |
| C03             | 2                  | 3   | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 3    | 3                           | 2    | 2    |
| C04             | 3                  | 3   | 2   | 3   | 2   | 3   | 3   | 3   | 2   | 3    | 2                           | 3    | 2    |
| C05             | 1                  | 1   | 1   | 2   | 3   | 3   | 1   | 1   | 1   | 2    | 3                           | 3    | 2    |
|                 | 2.2                | 2.2 | 2.4 | 2.2 | 2   | 2   | 2.2 | 2.2 | 2.4 | 2.2  | 2                           | 2    | 2    |

|  |   |                              |
|--|---|------------------------------|
| <b>BB3608</b>  | <b>Title:SalesandDistributionManagement</b>   | <b>LTPC<br/>4004</b>         |
| <b>Version No.</b>   | <b>1.1</b>  |                              |
| <b>Course Prerequisite sites</b>   | MarketingManagement   |                              |
| <b>Objectives</b>  | Theobjectiveofthecourseistohelpthestudentsinunderstandingthesalesanddistributionconcepts andfunctionsas integralpartof marketingfunctioninabusinesorganization.   |                              |
| <b>Expected Outcome</b>  | The course will help the students in understanding the concept of salesmanagement and their application in managing the sales force. The coursewill also help the students in understanding the various types of marketingchannelandtheirroleinthepupplychain |                              |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No of hours (perUnit)</b> |
| <b>UnitI</b>   | <b>Introduction to Sales Management</b>   | <b>8</b>                     |
| SalesManagement:-Objectives and functions, Types of selling, Qualities of a successful sales person,emerging dimensions of a sales,Process of personal selling   |   |                              |
| <b>UnitII</b>  | <b>Theories of Selling</b>  | <b>7</b>                     |
| Theories of personal selling: AIDAModel, Right Set of Circumstances Theory, Buying Formula Theories, Behavioral Equation Theory,Canned approach,Importance oftheories ofpersonalsellinginmanagingsales   |   |                              |
| <b>Unit III</b>  | <b>ManagingSales force</b>  | <b>9</b>                     |
| Sales force management: Sales forecasting, Sales quota, types of sales organization, Recruitment and selection of sales force, training of sales force, motivation, compensation and incentive to sales person, Evaluation of sales performance.Sales Control: Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report. |   |                              |
| <b>UnitIV</b>  | <b>Distribution Channel</b>   | <b>8</b>                     |
| Marketingchannel:Typesofdistributionchannel,levelsofchannel,Functions of distribution channel, intensity of distribution channel, channel design decisions, channel management decisions. Casediscussionon. <b>Distributionchannel</b>   |   |                              |
| <b>UnitV</b>   | <b>Physical Distribution channel</b>  | <b>8</b>                     |
| Market Logistics and Supply chain management: Definition and scope oflogistics, Components of logistics- Transportation, warehousing, Inventory management, Material handling, MIS, Inbound and outbound logistics,3PL   |   |                              |
| <b>TextBooks</b>   | KrishnaKHavaler,Sales andDistributionManagement,Tata McGrawHill Publication   |                              |
| <b>Reference Books</b>   | Richard.R.Still,EdwardW.Cundiff,SalesManagement,PearsonPublication  |                              |
| <b>ModeofEvaluation</b>  | Internal(40)andExternalExamination(60)  |                              |
| <b>Recommendation byBoard of Studies on</b>  | 02-06-22  |                              |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                              |

| Unit-wise Course Outcome | Descriptions  | BLLevel | Employability (EmSkill(S)/Entrepreneurship(Ent)/None)<br>(Use,formoretha |
|--------------------------|---|---------|--|
| <b>C01</b>               | To understand the concept of sales management and the process of personal selling.                | 2       | Ent/Emp/S  |
| <b>C02</b>               | To apply the theories of personal selling in real-life sales encounters.                          | 2       | Ent/Emp/S  |
| <b>C03</b>               | To apply the sales force management techniques and evaluate the sales performance of salesperson. | 3       | Ent/Emp/S  |
| <b>C04</b>               | To analyze and evaluate various distribution channels and their use.                              | 5       | Ent/Emp/S  |
| <b>C05</b>               | To analyze and evaluate inventory management and logistics management.                            | 5       | Ent/Emp/S  |

| Course Outcomes | Programme Outcomes |      |      |      |      |      |      |      |      |      | Programme Specific Outcomes |       |       |
|-----------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------------------|-------|-------|
|                 | PO 1               | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO 1                       | PSO 2 | PSO 3 |
| C01             | 3                  | 3    | 3    | 2    | 3    | 2    | 3    | 3    | 3    | 3    | 3                           | 3     | 2     |
| C02             | 2                  | 3    | 2    | 1    | 2    | 2    | 3    | 2    | 2    | 2    | 2                           | 3     | 2     |
| C03             | 2                  | 2    | 2    | 2    | 2    | 2    | 3    | 2    | 2    | 2    | 3                           | 3     | 2     |
| C04             | 3                  | 3    | 3    | 1    | 2    | 1    | 3    | 2    | 2    | 2    | 3                           | 2     | 2     |
| C05             | 3                  | 3    | 2    | 1    | 3    | 2    | 3    | 2    | 2    | 2    | 3                           | 3     | 2     |
|                 | 2.6                | 2.8  | 2.4  | 1.4  | 2.4  | 1.8  | 3    | 2.2  | 2.2  | 2.2  | 2.8                         | 2.8   | 2     |

|  |  |                                |
|--|--|--------------------------------|
| <b>BB3610</b>  | <b>Title: Compensation Management</b>  | <b>LTPC<br/>4004</b>           |
| <b>Version No.</b>   | <b>1.0</b>   |                                |
| <b>Course Prerequisites</b>  | <b>None</b>  |                                |
| <b>Objectives</b>  | To learn the concepts of Payment and employee benefits issues for employees.   |                                |
| <b>Expected Outcome</b>  | The students will be able to understand the implications for strategic compensation and possible employer approaches to managing legally required benefits |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Introduction</b>  | <b>08hrs</b>                   |
| Conceptual aspects of compensation and reward management; Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophies, Compensation Approaches.   |  |                                |
| <b>Unit II</b>   | <b>Job Evaluation</b>  | <b>10hrs</b>                   |
| Salient features of Job Evaluation – Analytical and non-analytical techniques – Point factor rating; factor comparison; job classification; ranking; Urwick Orr Profile Method; Hay Plan method; Decision Band method  |  |                                |
| <b>Unit III</b>  | <b>Wages and Salary Administration</b>   | <b>8hrs</b>                    |
| Concepts of minimum wage, living wage and fair wage; Collective bargaining. Pay surveys; Pricing Jobs: pay levels; designing pay ranges and bands; Salary structures: graded salary structures; salary progression curves; Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentive schemes.;  |  |                                |
| <b>UNIT IV</b>   | <b>Compensation Strategies</b>   | <b>9hrs</b>                    |
| Job based pay, Skill based pay, competency-based pay, and Market based pay, pay for position; Pay for person; Pay for performance: variable pay; Rewarding excellence; Creating the strategic reward system. Best practices in 'pay for performance, Compensation as a retention strategy  |  |                                |
| <b>Unit V</b>  | <b>Rewarding Performance and Executive Compensation</b>  | <b>9hrs</b>                    |
| Individual-based compensation; team-based compensation; Incentives: types of incentive plans: Taylor's differential piece rate system, Strategic Perspectives on Benefits, goals for Benefits, Benefits Need Analysis, principal types of benefits; ESOP compensation. Agency Theory and Executive Compensation; Principles of Executive Compensation; |  |                                |
| <b>Text Books</b>  | 1. Deepak Bhattacharyya, Compensation Management, Paperback<br>2. B.D. Singh, Compensation and Reward Management, Excel                                    |                                |
| <b>Reference Books</b>   | 1.1 Edward E. Lawler III (2000). Rewarding Excellence: Pay Strategies for the New Economy. Jossey-Bass, Cali   |                                |
| <b>Mode of Evaluation</b>  | Internal (40 marks) External (60 marks)  |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None(Use, for morethanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | Students will be able to know the concept of compensation management and their role in employee motivation.          | 2        | Ent/Emp/S   |
| <b>CO2</b>               | Students will be able to investigate about the job evaluation and their impact on compensation management.           | 2        | Ent/Emp/S   |
| <b>CO3</b>               | Students will be able to design the wages and salary structures with monetary and nonmonetary rewards system.        | 3        | Ent/Emp/S   |
| <b>CO4</b>               | Students will be able to apply the knowledge for development various compensation strategies.                        | 3        | Ent/Emp/S   |
| <b>CO5</b>               | Students will be able to extend the knowledge of executive compensation and recent trends of executive compensation. | 4        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |      |      |      |      |      |      |      |      |      | Programme Specific Outcomes |       |       |
|-----------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------------------|-------|-------|
|                 | PO 1               | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO 1                       | PSO 2 | PSO 3 |
| C01             | 2                  | 2    | 2    | 3    | 2    | 2    | 2    | 3    | -    | 2    | 2                           | 2     | 1     |
| C02             | 2                  | 2    | 2    | 3    | 2    | 2    | 2    | 3    | 2    | 2    | 1                           | 3     | -     |
| C03             | 2                  | 2    | 2    | 3    | 2    | 2    | 3    | 1    | 3    | 1    | 3                           | 2     | 2     |
| C04             | 2                  | 2    | 2    | 3    | 2    | 2    | -    | 2    | 2    | 2    | 2                           | 1     | 2     |
| C05             | 3                  | 3    | 3    | 3    | 2    | 2    | 2    | 1    | 1    | 2    | 1                           | 3     | 1     |
|                 | 2.2                | 2.2  | 2.2  | 3    | 2    | 2    | 1.8  | 2    | 1.6  | 1.8  | 1.8                         | 2.2   | 1.2   |



|   |   |               |
|---|---|---------------|
| <b>BB3609</b>   | <b>Title: International Human Resource Management</b>   |               |
| <b>Version No.</b>  |   |               |
| <b>Course Prerequisites</b>   | None  |               |
| <b>Objectives</b>   | The purpose of this paper is to familiarize the students with the meaning, scope and the sources international human resource management. |               |
| <b>Expected Outcome</b>   | Students will know about the international environment of business and human resource management.   |               |
| <b>Unit No.</b>   | <b>Unit Title</b>   |               |
| <b>Unit I</b>   | <b>Introduction of International environment of human resource</b>  | <b>08hrs</b>  |
| Global Business Environment, Introduction, Human and Cultural variables, Cross cultural differences and Managerial Implication. Cross Cultural, meaning of human resource sources of human resources.   |   |               |
| <b>Unit II</b>  | <b>Cross Cultural Management</b>  | <b>08hrs</b>  |
| Cross Cultural Leadership and Decision making, Cross Cultural Communication and Negotiation. Developing International Staff and Multinational Terms. Role and importance of culture in human resource management                                    |   |               |
| <b>Unit III</b>   | <b>International Human Resource Management</b>  | <b>08hrs</b>  |
| Approaches; International Recruitment and Selection, Performance Management, Training and Development and Strategic HRM. Managing global, Diverse Workforce. Human Resources in a Comparative Perspective   |   |               |
| <b>Unit IV</b>  | <b>Compensation &amp; Appraisal</b>   | <b>07hrs</b>  |
| International HRM roles in multinational organizations, Expatriate problem, International Compensation, Repatriation<br>Performance Appraisal: Meaning, type of appraisal, methods of appraisal   |   |               |
| <b>Unit V</b>   | <b>Key Issues in International Labour Relations</b>   | <b>09 hrs</b> |
| Approaches to International Compensation, International Labour Standards, Labour Unions and International Labour Relations, HRM practices in other countries. International Labour Standards, HR/IR issues in MNCs Corporate Social Responsibility. |   |               |
| <b>Text Books</b>   | 1. S. C. Gupta- Text book of International HRM-Macmillan.<br>2. Aswathappa, Human Resource and Personnel Management, TMH.                 |               |
| <b>Reference Books</b>  | 1. T.N. Chhabra, Human resource Management, Dhanpat Rai & Co.   |               |
| <b>Mode of Evaluation</b>   | Internal and External Examination   |               |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |               |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |               |

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None<br><i>(Use, for more than 0)</i> |
|--------------------------|---|----------|--|
| <b>C01</b>               | Students will acquire an in-depth knowledge of specific HRM-related theories, skills and practices; Student will be able to understand academic and professional data and information from different countries and international sources.   | 2        | Ent/Emp/S  |
| <b>C02</b>               | Student will understand human resource problems and apply appropriate solutions taking particular account of specific international, national and local contexts, institutions and cultures; Student would understand cross-national differences of culture and institutions affect human resource management of multinational firms. | 2        | Ent/Emp/S  |
| <b>C03</b>               | Students would analyze the design of HRM processes and activities; Student will have a strong business understanding and awareness linked to an HRM perspective (nationally and internationally).   | 3        | Ent/Emp/S  |
| <b>C04</b>               | Students would understand Compare and contrast the different techniques involved in the performance appraisal process, for example, the giving and receiving of feedback; Student will be able to apply the appropriate policies and practices involved in the performance discipline process.  | 5        | Ent/Emp/S  |
| <b>C05</b>               | Students would learn analyze the notion of partnership as an employee relations strategy and the importance of the interrelationship principles, practices and processes International and national firms.  | 5        | Ent/Emp/S  |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
| C02             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 2    | 3                           | 3    | 2    |
| C03             | 3                  | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
| C04             | 3                  | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2    | 2                           | 2    | 3    |
| C05             | 3                  | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
|                 | 3                  | 3   | 2.4 | 2   | 2.4 | 2.4 | 3   | 3   | 3   | 2    | 2.8                         | 2.8  | 2.8  |

|  |   |                                |
|--|---|--------------------------------|
| <b>Code:- BB3605</b>   | <b>Title: Content Marketing</b>   | <b>L T P C 0<br/>0 4</b>       |
| <b>Version No.</b>   | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>  | NIL   |                                |
| <b>Objectives</b>  | To make students proficient in producing strategic communication products that reflects the voices and experiences of diverse groups. Moreover, they should demonstrate an ability to work with members of diverse groups.  |                                |
| <b>Expected Outcome</b>  | By the end of this course, students should be proficient in gathering factual story elements, and evaluating and expressing them in logical forms that reach multiple audiences. Students will also display an ability to access and analyze data, report facts accurately, and research and edit information in a manner commensurate with professional standards. |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>Content marketing</b>  | 6 hours                        |
| Why content- An overview, What is content marketing, Types of content, Promoting your content, The business model of content marketing, Understanding digital consume  |   |                                |
| <b>Unit II</b>   | <b>Managing content process</b>   | 8 hours                        |
| Developing a Vision of Content Marketing Success, Creating a Remarkable Editorial Mission Statement, Defining the engagement cycle, Managing the content creation process, Highly SEORanked Content, The Content platform, The content channel plan in action, Social media for content marketing.   |   |                                |
| <b>Unit III</b>  | <b>Content strategy</b>   | 10 hours                       |
| Defining Content strategy, Creating a Successful Content Marketing Strategy ,Testing, investing, tweaking, reinvesting, ROI focused content strategy, Targeting Customer Intent Instead of Demographics, Targeting Key Influencers, Producing Engaging Content More Frequently, 3 Goals for Recontent creation process   |   |                                |
| <b>Unit IV</b>   | <b>Content marketing tactics</b>  | 8 hours                        |
| Using Effective B2C and B2B Content Marketing Tactics, Building Successful B2C and B2B Social Media Platform, Social influencer model for content marketing, Tracking vs. Reality, Gathering customer data, Helping Customers find the Information They Seek, Helping Key Influencers Impact the Buyer's Decision-Making Process   |   |                                |
| <b>Unit V</b>  | <b>ROI in content marketing</b>   | 8 hours                        |
| Measuring the impact of content marketing, Measuring Return on Marketing Investment, Improving by Experimenting With New Initiatives, Improving Effectiveness by Becoming More Sophisticated or Mature, Tying Your Content Expertise to Your Content Differentiation Factor (CDF), Setting A High- ROI "Net" of Content Marketing, Content Marketing in the Foreseeable Future |   |                                |
| <b>Text Books</b>  | 1. How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, by Joe Pulizzi. (McGrawHill Education, 2014).  |                                |
| <b>Reference Books</b>   | 1. T.N. Chhabra, Human resource Management, Dhanpat Rai & Co.   |                                |
| <b>Mode of Evaluation</b>  | External and Internal Examination   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22  |                                |

| Unit-wise Course Outcome | Descriptions  | BL Level | Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use, for more than One) |
|--------------------------|---|----------|--|
| <b>C01</b>               | To know and understand the basic concept of Content Marketing.                                | 2        | Ent/Emp/S  |
| <b>C02</b>               | The students will be able to apply their knowledge in creating the content process.           | 2        | Ent/Emp/S  |
| <b>C03</b>               | Application of knowledge into development of a case for content marketing                     | 3        | Ent/Emp/S  |
| <b>C04</b>               | The students will be able to develop content marketing tactics for accomplishment of targets. | 5        | Ent/Emp/S  |
| <b>C05</b>               | The students will be able to apply their knowledge in calculating ROI in content marketing.   | 6        | Ent/Emp/S  |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PS01                        | PS02 | PS03 |
| C01             | 2                  | 3   | 3   | 2   | 3   | 1   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
| C02             | 3                  | 3   | 2   | 1   | 2   | 2   | 3   | 3   | 3   | 2    | 2                           | 3    | 3    |
| C03             | 2                  | 2   | 1   | 1   | 1   | 2   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
| C04             | 1                  | 3   | 3   | 1   | 2   | 1   | 3   | 3   | 3   | 2    | 2                           | 2    | 2    |
| C05             | 3                  | 3   | 2   | 1   | 1   | 2   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
|                 | 2.2                | 2.8 | 2.2 | 1.2 | 1.8 | 1.6 | 3   | 3   | 3   | 2    | 2.6                         | 2.8  | 2.8  |

|   |   |                                |
|---|---|--------------------------------|
| <b>Code:-</b> BB3606  | <b>Title:</b> Digital Marketing and Laws  | <b>L T P C</b><br>0 4          |
| <b>Version No.</b>  | 1.0   |                                |
| <b>Course Prerequisites</b>   | NIL   |                                |
| <b>Objectives</b>   | This course aims to familiarize students to create strategic and targeted online campaigns and to identify cyber risk associated with online activities with prepare them for safe working in the vertical having varied access points, data sources, network and system related issues, especially in online transactions. |                                |
| <b>Expected Outcome</b>   | On completion of the syllabi the student will gain an insight to identify cyber risk associated with Digital Marketing activities   |                                |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>   | <b>Introduction</b>   | 8 hours                        |
| Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Concept of Search Engine Optimization (SEO).   |   |                                |
| <b>Unit II</b>  | <b>Social Media Marketing</b>   | 8 hours                        |
| Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze, Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze, Enhancing Digital Experiences with Mobile Apps.  |   |                                |
| <b>Unit III</b>   | <b>Cyber Crimes</b>   | 8 hours                        |
| Introduction- Computer crime and cyber crimes; Distinction between cyber crime and conventional crimes; Kinds of cyber crimes- cyber stalking, cyber terrorism, forgery and fraud, crimes related to IPRs, computer vandalism, cyber forensic..   |   |                                |
| <b>Unit IV</b>  | <b>IT Act, 2000 and Contemporary Business Issues in Cyber Space</b>   | 8 hours                        |
| Definitions under IT Act, 2000; Concept of Internet, Web Centric Business, E Business and its significance, Electronic Governance, Instant messaging platform, social networking sites and mobile applications, security risks, Internet of Things (IOT), Cyber jurisdiction, Domain name dispute and their resolution, E-forms, E-Money, regulations of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in Cyber space |   |                                |
| <b>Unit V</b>   | <b>Electronic Records</b>   | 10 hours                       |
| Authentication of Electronic Records; Legal Recognition of Electronic Records, Legal Recognition of Digital Signatures, Applications and usage of electronic records and Digital Signatures in Government and its Agencies, Retention of Electronic Records, Intermediaries and their liabilities, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Digital Signatures.   |   |                                |
| <b>Text Books</b>   | 1.Philip kotler, Marketing 4.0, Moving from Traditional to digital<br>2.Painttal, D. (2016) Law of Information Technology, New Delhi: Taxmann Publications Pvt. Ltd.  |                                |

|   |   |
|---|---|
| <b>Reference Books</b>                          | 1. Ian Dodson. The art of Digital Marketing. Wiley<br>2. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler, Kate. (2001). E-business and E-commerce for managers. Pearson Education.<br>3. Information Technology Rules & Cyber Regulations Appellate Tribunal Rules with Information Technology Act 2000. Taxmann Publications Pvt. Ltd., New Delhi. |
| <b>Mode of Evaluation</b>                       | Internal and External Examinations  |
| <b>Recommendation by Board of Studies on</b>    | 02-06-22  |
| <b>Date of approval by the Academic Council</b> | 20-10-22  |

| <b>Unit-wise Course Outcome</b> | <b>Descriptions</b>  | <b>BL Level</b> | <b>Employability (Emp)/Skill(S)/Entrepreneurship(Ent)/None<br/>(Use, for more than One)</b> |
|---------------------------------|--|-----------------|---|
| <b>C01</b>                      | To know and understand the concept of Digital Marketing and Digital marketing Laws.  | 2               | Ent/Emp/S   |
| <b>C02</b>                      | To understand the basic concept of Social Media Marketing and its relevance for the development of business                  | 2               | Ent/Emp/S   |
| <b>C03</b>                      | To understand the basic concept of issues come in digital transactions and business units overcome the same via digital laws | 3               | Ent/Emp/S   |
| <b>C04</b>                      | To understand contemporary issues in cyberspace and develop strategies to tackle them.                                       | 2               | Ent/Emp/S   |
| <b>C05</b>                      | To apply know-how of cyber security in maintaining and securing electronic records   | 3               | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PS01                        | PS02 | PS03 |
| C01             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
| C02             | 3                  | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 2    | 3                           | 3    | 2    |
| C03             | 3                  | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
| C04             | 3                  | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2    | 2                           | 2    | 3    |
| C05             | 3                  | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2    | 3                           | 3    | 3    |
|                 | 3                  | 3   | 2.4 | 2   | 2.4 | 2.4 | 3   | 3   | 3   | 2    | 2.8                         | 2.8  | 2.8  |



|   |   |                                |
|---|---|--------------------------------|
| <b>BB3611</b>   | <b>Title: GLOBAL FINANCIAL MARKETS AND INSTRUMENTS</b>  | <b>LTPC<br/>4004</b>           |
| <b>Version No.</b>  | <b>1.0</b>  |                                |
| <b>Course Prerequisites</b>   | Nil   |                                |
| <b>Objectives</b>   | To help students in understanding the features of the global financial market and the instruments.  |                                |
| <b>Expected Outcome</b>   | The students will be able to understand the concept of global financial market and the instruments  |                                |
| <b>Unit No.</b>   | <b>Unit Title</b>   | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>   | <b>Global Financial Markets</b>   | 8 hours                        |
| International Financial Market, European Financial Market Functions, Structure, Participants, Depository Receipts Market, Commercial papers-Market.   |   |                                |
| <b>Unit II</b>  | <b>Euro Currency Market</b>   | 8 hours                        |
| Creation of Euro Dollar, Global Currency Markets (with Size and Structure); Asian Markets- Transactions, Regulatory Systems and Measure Instruments.  |   |                                |
| <b>Unit III</b>   | <b>International Money Markets</b>  | 8 hours                        |
| GDR's, ADR's, IDR's, Euro Bonds, Euro Loans, Euro Issues, Commercial papers, Repos, Derivatives, Floating rate instruments, Euro deposits, Loan Syndication, Money Market Institution (IMF, IBRB, Development Banks). |   |                                |
| <b>Unit IV</b>  | <b>Global Capital Markets</b>   | 8 hours                        |
| Equity, Euro Equity Markets, debt Market, Emerging Market Assets, world capital market and Financial Sector Reforms in India.   |   |                                |
| <b>Unit V</b>   | <b>Foreign Portfolio Investment</b>   | 10 hours                       |
| Techniques of Portfolio Investment, Landing Capital Flows Recipients, and Portfolio of capital Flows Financial Innovations Stock market Bubbles, Financial Crashes and Scams in international capital Markets.        |   |                                |
| <b>Text Books</b>   | <ol style="list-style-type: none"> <li>1. Shapiro, A. C.: <i>Multinational Financial Management</i>, Prentice Hall of India, New Delhi</li> <li>2. Buckley, Adrian: <i>Multinational Finance</i>, Prentice Hall of India, New Delhi.</li> </ol>   |                                |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. Bhalla V. K.: <i>Investment-Security Analysis</i></li> <li>2. S. Chand (New Delhi) <i>Management and Portfolio Management</i>. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler, Kate. (2001). <i>E-business and Ecommerce for managers</i>. Pearson Education.</li> </ol> |                                |
| <b>Mode of Evaluation</b>   | Internal and External Examinations  |                                |
| <b>Recommendation by Board of Studies on</b>  | 02-06-22  |                                |
| <b>Date of approval by the Academic Council</b>   | 20-10-22  |                                |

| Unit-wise Course Outcome | Descriptions   | BL Level | Employability (Emp)/Skill(S)/ Entrepreneurship(Ent)/None (Use,formorethanOne) |
|--------------------------|--|----------|---|
| <b>CO1</b>               | After completion of the given course the students will be able to understand the global financial markets and important financial instruments. | 2        | Ent/Emp/S   |
| <b>CO2</b>               | The students will be able to develop understanding of Euro-Currency Market.  | 2        | Ent/Emp/S   |
| <b>CO3</b>               | The students will be able to apply their knowledge while handling the global financial instruments effectively.                                | 3        | Ent/Emp/S   |
| <b>CO4</b>               | To understand, analyze the global capital markets for smooth trade.  | 4        | Ent/Emp/S   |
| <b>CO5</b>               | To understand and evaluate the foreign portfolios for investments.   | 5        | Ent/Emp/S   |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2    | 2                           | 2    | 2    |
| C02             | 2                  | 1   | 2   | 1   | 2   | 1   | 2   | 3   | 1   | 2    | 2                           | 1    | 1    |
| C03             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 3    | 2                           | 3    | 3    |
| C04             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| C05             | 3                  | 3   | 1   | 1   | 3   | 1   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2.2                | 2   | 1.8 | 1.4 | 1.8 | 1.6 | 1.6 | 1.6 | 1.2 | 2.6  | 2.2                         | 1.8  | 1.8  |

|  |  |                                |
|--|--|--------------------------------|
| <b>BB3612</b>  | <b>Title: FOREIGN EXCHANGE MANAGEMENT AND CURRENCY DERIVATIVES</b>   | <b>L T P C<br/>4 0 0 4</b>     |
| <b>Version No.</b>   | <b>1.0</b>   |                                |
| <b>Course Prerequisites</b>  |  |                                |
| <b>Objectives</b>  | To help students in understanding the concept of foreign exchange management and the trends in currency derivatives  |                                |
| <b>Expected Outcome</b>  | The students will be able to understand the trends in foreign market and the developments in currency derivatives  |                                |
| <b>Unit No.</b>  | <b>Unit Title</b>  | <b>No. of hours (per Unit)</b> |
| <b>Unit I</b>  | <b>The Foreign Exchange Market</b>   | 8 hours                        |
| Organization-Spot Vs Forward Markets-Bid and Ask Rates-Interbank Quotations-International Market Quotations-Cross Rates-Merchant Rates-FEDAI Regulations-Role of RBI.  |  |                                |
| <b>Unit II</b>   | <b>Exchange Rates</b>  | 8 hours                        |
| Exchange Rate System- Gold Standard- Bretton Woods- Fixed Vs Floating Exchange Rate systems-Determinants of Exchange Rates-Exchange Controls.  |  |                                |
| <b>Unit III</b>  | <b>Foreign Exchange Transactions</b>   | 8 hours                        |
| Purchase and sale transactions-Spot vs Forward transactions-Forward Margines- Interbank Deals-Cover deals-trading-swap deals-Arbitrage operations-Factors Determining Forward margins.                             |  |                                |
| <b>Unit IV</b>   | <b>Exchange Rates &amp; Execution of contracts</b>   | 8 hours                        |
| Principal types of Ready Merchant Rates-ready rates based on cross rates, Forward exchange contracts, Execution of Forward contracts-Cancellation and Extensions-Dealing position-Exchange Position-Cash position. |  |                                |
| <b>Unit V</b>  | <b>Currency Derivatives as Hedging Mechanism</b>   | 10 hours                       |
| Currency Forwards-Currency Futures-Currency Option-Exchange traded transactions- Financial Swaps-Forward Rate agreements-Interest Rate Options.  |  |                                |
| <b>Text Books</b>  | 1. Francis Cherunilam: <i>International Economics</i> , Tata McGraw Hill Publ. Co., New Delhi.<br>Buckley, Adrian: <i>Multinational Finance</i> , Prentice Hall of India, New Delhi. |                                |
| <b>Reference Books</b>   | 1. P.G: <i>Global Financial System</i> , TMH, Delhi.<br>2. Apte P.G: <i>Global Financial System</i> , TMH, Delhi   |                                |
| <b>Mode of Evaluation</b>  | Internal and External Examinations   |                                |
| <b>Recommendation by Board of Studies on</b>   | 02-06-22   |                                |
| <b>Date of approval by the Academic Council</b>  | 20-10-22   |                                |

| <b>Unit-wise<br/>Course<br/>Outcome</b> | <b>Descriptions</b>  | <b>BL<br/>Level</b> | <b>Employability<br/>(Emp)/Skill(S)/<br/>Entrepreneurship(Ent)/None<br/>(Use,formorethanOne)</b> |
|---|--|---------------------|--|
| <b>CO1</b>                              | After course completion, the student will be able to understand foreign exchange market with reference to how trading will be done | 2                   | Ent/Emp/S  |
| <b>CO2</b>                              | After course completion, the student will be able to understand exchange rate system and its relevance in foreign trade.           | 2                   | Ent/Emp/S  |
| <b>CO3</b>                              | After course completion, the student will be able to apply their know-how in entering into foreign exchange transactions.          | 3                   | Ent/Emp/S  |
| <b>CO4</b>                              | After course completion, the student will be able to analyze the exchange rate execution system.                                   | 4                   | Ent/Emp/S  |
| <b>CO5</b>                              | After course completion, the student will be able to evaluate the currency derivatives as a hedging mechanism.                     | 5                   | Ent/Emp/S  |

| Course Outcomes | Programme Outcomes |     |     |     |     |     |     |     |     |      | Programme Specific Outcomes |      |      |
|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------------------------|------|------|
|                 | PO1                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                        | PSO2 | PSO3 |
| C01             | 3                  | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 3    | 2                           | 2    | 2    |
| C02             | 3                  | 1   | 2   | 1   | 2   | 2   | 2   | 3   | 1   | 3    | 2                           | 2    | 1    |
| C03             | 1                  | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 2    | 2                           | 3    | 3    |
| C04             | 2                  | 3   | 3   | 1   | 1   | 2   | 2   | 1   | 1   | 3    | 3                           | 2    | 1    |
| C05             | 3                  | 3   | 1   | 1   | 3   | 2   | 1   | 2   | 2   | 3    | 2                           | 1    | 2    |
|                 | 2.4                | 2   | 1.8 | 1.4 | 1.8 | 2   | 1.6 | 1.6 | 1.2 | 2.8  | 2.2                         | 2    | 1.8  |