

SHRI GURU RAM RAI UNIVERSITY

[Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (20 of UGC Act1956)]



Syllabus

for

Bachelor of Business Administration

School of Management and Commerce Studies

(W.E.F 2021-2022)

Vision

Developing future leaders to transform the world.

Mission

1. To provide holistic education with experiential learning.
2. To develop students who could contribute to the betterment of the society.
3. To develop future researchers through our research and training program.

Program outcomes (POs)

PO-1	Students will have strong conceptual knowledge in the core areas of management and respective domains
PO-2	Students will demonstrate an ability to critically analyze problems using an in-depth understanding of the domain dynamics
PO-3	Students will effectively apply their learnings to evaluate business situations and evolve alternative solutions to real-world managerial issues
PO-4	Students will be able to integrate functional knowledge with domain capabilities to implement comprehensive solutions
PO-5	Students will determine desirable qualities to facilitate sustainable employment/deployment.
PO-6	Students will be able to exhibit leadership, networking, and team-building skills in handling business situations
PO-7	Students will have excellent oral and written communication.
PO-8	Students will be able to demonstrate employability traits in line with the changing dynamics of the industry.
PO-9	Students will have the ability to comprehend retain and apply the business concepts and evaluate them throughout their life.
PO-10	Students will be able to understand and apply various tools and techniques of decision making to relevant parts of decision making.
PO-11	Students will be able to think in changing scenarios and provide solutions to the business problems.
PO-12	Students will be able to adapt themselves in the various business situations.

Bachelor of Business Administration**OUTCOME-BASED EDUCATION****Program Specific Outcome (PSOs)**

PSO 1	Gain in-depth knowledge of various management fundamentals, theories, and principles related to functional areas of management.
PSO 2	Understand the leadership skills through internship training.
PSO 3	Apply the managerial knowledge in the business for effective decision-making.

INTRODUCTION

The curriculum framework for B.B.A. degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, changing nature of the subject as well as the learning environment. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. Effort has been made to integrate the use of recent technology and MOOCs to assist teaching-learning process among students. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors. In a nutshell, the course serves as plethora of opportunities in different fields' right from accounting, financial markets, marketing, and human resource management.

AIMS AND OBJECTIVES OF UG PROGRAMS IN B.B.A.:

- ✓ To provide knowledge regarding the basic concepts, principles, and functions of management.
- ✓ To develop business and entrepreneurial skills among the students.
- ✓ To provide knowledge and requisite skills in different areas of management like human resource, finance, operations, and marketing to give a holistic understanding of a business system.
- ✓ To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- ✓ To provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
- ✓ To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

STUDY & EVALUATION SCHEME

Choice Based Credit System

Bachelor of Business Administration (BBA) Year-I, II&III

(The syllabus has been divided in to semesters the entire course has six semesters)

Semester	Course Offered	Course Name	Credit	Hours Per Week	Course Type
First	PAPM-101	Principles and Practices of Management	4	4	Discipline Specific Core Course
First	BSAC-102	Business Accounting	4	4	Discipline Specific Core Course
First	BSST-103	Business Statistics	4	4	Discipline Specific Core Course
First	ENDL-104	Entrepreneurship Development	4	4	(General Elective/Inter Disciplinary Course)
First	ENSC 105	Environmental Studies	4	4	(Ability Enhancement) Compulsory Course
Total Credits in this Semester			20	20	
Semester	Course Offered	Course Name	Credit	Hours Per Week	Course Type
Second	HRMT-201	Human Resource Management	4	4	Discipline Specific Core Course
Second	MAEC– 202	Managerial Economics	4	4	Discipline Specific Core Course
Second	BSEV-203	Business Environment	4	4	Discipline Specific Core Course
Second	PRMT204	Production Management	4	4	(General Elective/Inter Disciplinary Course)
Second	BUCO-205	Business Communication	2	2	(Ability Enhancement) Compulsory Course
Total Credits in this Semester			18	18	

Semester	Course Offered	Course Name	Credit	Hours Per Week	Course Type
Third	ACMT-301	Accounting for Management (Core)	4	4	Discipline Specific Core Course
Third	ORBE-302	Organizational Behaviour (Core)	4	4	Discipline Specific Core Course
Third	IBAE-303	Indian Business & Economy (General Elective)	4	4	(General Elective/ Inter Disciplinary Course)
Third	IFST-304	Indian Financial System (General Elective)	4	4	(General Elective/ Inter Disciplinary Course)
Third	DBLG-305	Darbar Sahib-A Legacy (Skill Enhancement)	2	2	Skill Enhancement
Total Credits in this Semester			18	18	
Semester	Course Offered	Course Name	Credit	Hours Per Week	Course Type
Fourth	RSMY-401	Research Methodology (Core)	4	4	Discipline Specific Core Course
Fourth	MAMA-402	Marketing Management (Core)	4	4	Discipline Specific Core Course
Fourth	COAF-403	Consumer Affairs (General Elective)	4	4	(General Elective/ Inter Disciplinary Course)
Fourth	BECR-404	Business Ethics and Corporate Social Responsibility (General Elective)	4	4	(General Elective/ Inter Disciplinary Course)
Fourth	MIST-405	IT Tools (Skill Enhancement)	2	2	Skill Enhancement
Fourth	SEMR-406	Seminar	2	2	Discipline Specific Core Course
Total Credits in this Semester			20	20	

Semester	Course Offered	Course Name	Credit	Hours Per Week	Course Type
Fifth	PRMT-501	Project Management	4	4	Discipline Specific Core Course
Fifth	INBU-502	International Business	4	4	Discipline Specific Core Course
Fifth	SUTR-503	Summer Training Project	4	-	Discipline Specific Elective
Fifth	504-507(F/H/M/IB)	Elective I	4	4	Discipline Specific Elective Courses
Fifth	504-507(F/H/M/IB)	Elective II	4	4	Discipline Specific Elective Courses
Total Credits in this Semester			20	16	
Semester	Course Offered	Course Name	Credit	Hours Per Week	Course Type
Sixth	SRMT-601	Strategic Management	4	4	Discipline Specific Core Course
Sixth	LABS-602	Legal Aspects of Business	4	4	Discipline Specific Core Course
Sixth	VIVA-603	Comprehensive Viva	4	-	Discipline Specific Elective
Sixth	604-607(F/H/M/IB)	Elective I	4	4	Discipline Specific Elective Courses (DSE)
Sixth	604-607(F/H/M/IB)	Elective II	4	4	Discipline Specific Elective Courses (DSE)
Total Credits in this Semester			20	16	

COURSE STRUCTURE AND EXAMINATION SCHEME FOR BBA -3 YEARSSEMESTER-I

S.No.	Subject	Paper Code
1	Principles and Practices of Management (Core)	PAPM-101
2	Business Accounting (Core)	BSAC-102
3	Business Statistics (Core)	BSST-103
4	Entrepreneurship Development (General Elective)	ENDL-104
5	Environmental Studies (Ability Enhancement)	ENST-105

EXAMINATION -SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	PAPM-101	Principles and Practices of Management (Core)	4	4		-	10	20	30	70	100
2	BSAC-102	Business Accounting (Core)	4	4		-	10	20	30	70	100
3	BSST-103	Business Statistics (Core)	4	4		-	10	20	30	70	100
4	ENDL-104	Entrepreneurship Development (General Elective)	4	4		-	10	20	30	70	100
5	ENST-105	Environmental Studies (Ability Enhancement)	4	4		-	10	20	30	70	100
Total			20	20		-	50	100	150	350	500

SEMESTER-II

S.No.	Subject	Paper Code
1	Human Resource Management (Core)	HRMT-201
2	Managerial Economics (Core)	MAEC-202
3	Business Environment (Core)	BSEV-203
4	Production Management (General Elective)	PRMT-204
5	Business Communication (Ability Enhancement)	BUCO-205

EXAMINATION -SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	HRMT-201	Human Resource Management (Core)	4	4		-	10	20	30	70	100
2	MAEC-202	Managerial Economics (Core)	4	4		-	10	20	30	70	100
3	BSEV-203	Business Environment (Core)	4	4		-	10	20	30	70	100
4	PRMT-204	Production Management (General Elective)	4	4		-	10	20	30	70	100
5	BUCO-205	Business Communication (Ability Enhancement)	2	2	-	-	10	20	30	70	100
Total			18	18		-	50	100	150	350	500

SEMESTER– III

S.No.	Subject	Paper Code
1	Accounting for Management (Core)	ACMT-301
2	Organizational Behaviour (Core)	ORBE-302
3	Indian Business & Economy (General Elective)	IBAE-303
4	Indian Financial System (General Elective)	IFST-304
5	Darbar Sahib-A Legacy (Skill Enhancement)	DBLG-305

EXAMINATION -SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	ACMT-301	Accounting for Management (Core)	4	4		-	10	20	30	70	100
2	ORBE-302	Organizational Behaviour (Core)	4	4		-	10	20	30	70	100
3	IBAE-303	Indian Business & Economy (General Elective)	4	4		-	10	20	30	70	100
4	IFST-304	Indian Financial System (General Elective)	4	4		-	10	20	30	70	100
5	DBLG-305	Darbar Sahib- A Legacy (Skill Enhancement)	2	2		-	10	20	30	70	100
Total			18	18		-	50	100	150	350	500

Semester IV

S.No.	Subject	Paper Code
1	Research Methodology (Core)	RSMY-401
2	Marketing Management (Core)	MAMA-402
3	Consumer Affairs (General Elective)	COAF-403
4	Business Ethics and Corporate Social Responsibility (General Elective)	BECR-404
5	IT Tools (Skill Enhancement)	MIST-405
6	Seminar	SEMR-406

EXAMINATION -SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	RSMY-401	Research Methodology (Core)	4	4		-	10	20	30	70	100
2	MAMA-402	Marketing Management (Core)	4	4		-	10	20	30	70	100
3	COAF-403	Consumer Affairs (General Elective)	4	4		-	10	20	30	70	100
4	BECR-404	Business Ethics and Corporate Social Responsibility (General Elective)	4	4		-	10	20	30	70	100
5	MIST-405	IT Tools-MIS (Skill Enhancement)	2	2		-	10	20	30	70	100
6	SEMR-406	Seminar	2	-	-	2	-	-	100	-	100
Total			20	18		2	50	100	250	350	600
*All the students have to undergo summer internship for a period ranging from 45-60 days after completion of 4 th semester examination.											

SEMESTER– V

S.No.	Subject	Paper Code
1	Project Management (Core)	PRMT-501
2	International Business (Core)	INBU-502
3	Summer Training Project and Its Presentation	SUTR-503
Students are required to choose one group and select two papers from this group as specified here under Discipline Specific Elective (DSE). The groups comprise of Finance(F), Marketing(M), Human Resource (HR), International Business (IB)		
(Discipline Specific Elective Course) FINANCE		
4	Financial Institutions and Markets	FIAM-504 F1
5	Working Capital Management	WCMT-504 F2
6	Security Analysis and Portfolio Management	SAPM-504 F3
(Discipline Specific Elective Course) HUMANRESOURCE		
7	Training and Development	TRDT-505H1
8	Industrial Relations	INRL-505 H2
9	Organizational Change and Intervention Strategies	OCIS-505H3
(Discipline Specific Elective Course) MARKETING		
10	Consumer Behaviour	COBR-506M1
11	Customer Relationship Management	CRMT-506M2
12	Retail Management	RLMT-506M3
(Discipline Specific Elective Course) INTERNATIONAL BUSINESS		
13	Supply Chain Management	SUCM-507IB1
14	International Logistics and Management	ILMT-507 IB2
15	Import Export Documentation	EXIM-507IB3

EXAMINATION-SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	PRMT-501	Project Management (Core)	4	4		-	10	20	30	70	100
2	INBU-502	International Business (Core)	4	4		-	10	20	30	70	100
3	SUTR-503	Summer Training Project And Presentation	4	-	-	4	(50+50)	-	100		100
4	504-507(F/H/M/IB)	Elective I and Elective II	4+4	8	-	-	10+10	20+20	30+30	70+70	200
Total			20	16		4	140	80	220	280	500

SEMESTER – VI

S.No.	Subject	Paper Code
1	Strategic Management (Core)	SRMT-601
2	Legal Aspects of Business (Core)	LABS-602
3	Comprehensive Viva (Core)	VIVA-603
Students are required to choose one group and select two papers from this group as specified here under Discipline Specific Elective (DSE). The groups comprise of Finance (F), Marketing(M), Human Resource (HR), International Business (IB)		
(Discipline Specific Elective Course) FINANCE		
4	Financial Services	FISR-604 F1
5	International Finance	ILFN-604 F2
6	Strategic Corporate Finance	SCOF-604 F3
(Discipline Specific Elective Course) HUMANRESOURCE		
7	Performance and Compensation Management	PCMT-605H1
8	Social Security and Labour Laws	SSLW-605H2
9	International Human Resource Management	IHRM-605H3
(Discipline Specific Elective Course) MARKETING		
10	Brand Management	BRMT-606M1
11	Advertising Management	ADMT-606 M2
12	Sales and Distribution	SADT-606M3
(Discipline Specific Elective Course) INTERNATIONALBUSINESS		
13	Cross Culture Management	CCMT-607IB1
14	International Mergers and Acquisition	ILMA-607IB2
15	Global Business Environment	GLBE-07 IB3

EXAMINATION-SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	C T	TOT	ESE	Total
Theory											
1	SRMT-601	Strategic Management (Core)	4	4		-	10	20	30	70	100
2	LABS-602	Legal Aspects of Business (Core)	4	4		-	10	20	30	70	100
3	VIVA-603	Comprehensive Viva based on summer training (Core)	4	-	-	4	50+50	-	100	-	100
4	604-607 (F/H/M/IB)	Elective I and Elective II	4+4	8	-	-	10	20	30	70	100
Total			20	16		4	130	60	190	210	400

L — Lecture, T Tutorial, P — Practical, C Credit

Examination Scheme:

Components	Ist Internal	IInd Internal	Presentation/ Assignment/ Project	External (ESE)
Weightage (%)	10 Marks	10 Marks	10 Marks	70 Marks

Course Code	BBA-101			
Subject	Principles and Practices of Management			
Semester	I st			
	L	T	P	C
	4	0	0	4

Course Objectives

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

Course Content

Unit-1

08 Lectures

Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.

Unit-2

08 Lectures

Evolution of Management Thought Approaches of Management Thought, Functions of Management.

Unit-3

12 Lectures

Planning and Organizing Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.

Unit-4

12 Lectures

Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication.

Unit-5

8 Lectures

Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.

Text Books:

1. Koontz, H, & Weihrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
2. Ghuman, K & Aswathapa, K, (2017). Management concepts and cases (10th ed.), Tata McGraw Hills, New Delhi.
3. Telsan, M.T. (2016). Industrial and Business Management, (4th ed.), S. Chand, New Delhi.

Reference Books:

1. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi.
2. Ramaswamy, I. (2011). Principles of Business Management, (8th ed.), Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): PAPM-101	
PAPM-101-CO1	To define management principles required for effective functioning of an organization.
PAPM-101-CO2	To discuss the basic concepts related to Business.
PAPM-101-CO3	To demonstrate the roles, skills, and functions of a manager by utilizing the theoretical corpus.
PAPM-101-CO4	To analyse the environment of the organization for effective decision making thereby ensuring business sustainability.
PAPM-101-CO5	To validate the ability to work in diverse teams based on given parameters.
PAPM-101-CO6	To create a management structure for a small hypothetical firm/organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6	1											1			

Course Code	BSAC-102
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Subject	Business Accounting				
Semester	I st				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To help the students to develop cognizance of the importance of accounting in organisations.
2. To enable students to describe how people analyze the corporate financial accounting under different conditions and understand why people describe the financial statements in different manner.
3. Accounting and their future action for expenses and income.

Course Content

Unit-1

12 Lectures

Introduction to Accounting: Meaning, Nature, Objective, Scope, Users, importance, and limitations of Accounting, GAAP, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book, Cash Book, Three column Cash Book, Trial Balance, Posting of Entries in Accounts Books. Post adjusted Trial Balance.

Unit-2

11 Lectures

Preparation of Financial Statements: Preparing Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet for a sole proprietor. Final account with adjustment. Preparation of Fund Flow statement and Cash Flow statement as per AS-3 (revised).

Unit-3

09 Lectures

Capital and Revenue: Classification of Income: Classification of expenditure: Classification of receipts., Accounting for Depreciation Significance and methods, Straight line, Diminishing balance. Rectification of Errors, Bank Reconciliation Statement.

Unit-4

10 Lectures

Analyzing Financial Statements: Objectives of financial statement analysis, Sources of information, Standards of comparison, Techniques of financial statement analysis- Horizontal, Vertical, and Ratio analysis. Meaning, usefulness, limitations and classification of financial ratios.

Unit-5

06 Lectures

International accounting standards (only outlines).

Text Books:

1. Sehgal, Deepak (2014), "Financial Accounting", Vikas Publishing H House, 5th Edition, New Delhi.
2. Goyal, Bhushan Kumar; Tiwari, HN (2017), "Financial Accounting", 5th Edition Taxmann Publications
3. Goldwin, Alderman ; Sanyal (2014), "Financial Accounting", 2nd Edition, Cengage Learning.

Reference Books:

1. Lal , J ; Srivastava , S (2004) , “ Financial Accounting; Principles and Practices”, 4th Edition , S Chand, New Delhi
2. Robert N Anthony, David Hawkins, Kenneth A. Merchant(2013), “Accounting: Text and Cases”, 13thEd, McGraw-Hill Education
3. Charles T. Horngren and Donna Philbrick (2017), “Introduction to Financial Accounting”, 11th Edition, Pearson Education.

Course Outcomes

Course Code (CC): BSAC-102	
BSAC-102-CO1	To recall the basic accounting and bookkeeping concepts.
BSAC-102-CO2	To describe the accounting rules required for business enterprises.
BSAC-102-CO3	To apply the rules of accounting in determining financial results from publicly available information.
BSAC-102-CO4	To analyze financial statements of various organizations.
BSAC-102-CO5	To validate the specificity of different accounts within the accounting policies.
BSAC-102-CO6	To create a financial report of organization from given data.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2	2		1						1	
CO 2				2	2				1	1		3	2		
CO 3	1	3		2											2
CO 4			3						2	1				1	
CO 5	3	3			2		1								3
CO6		3									2	1			

Course Code	BSST-103
Subject	Business Statistics

Semester	I st	L	T	P	C
		4	0	0	4

Course Objectives

- To develop the concepts of business statistics to deal with numerical and quantitative issues in business
- To enable the application and use of statistical, graphical and algebraic techniques wherever relevant.
- To analyze the Statistical applications in Economics and Management.

Course Content

Unit-1

10 Lectures

Introduction, Importance, Uses of Statistics and quantitative techniques, Methods of Presenting Statistical Information's and Collection of Data, Frequency Distribution, Measure of Central Tendency, Mean, Median, Mode, Quartile, Decile & Percentile.

Unit-2

10 Lectures

Measure of Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation and Variance. Measure of Skewness and Kurtosis

Unit-3

8 Lectures

Probability Theory: Definition of Probability, events, Counting rules and Computation of Probabilities: Addition, Multiplication rules, Conditional Probability, Rules of Bayes and Permutation and Combination. Probability Distribution: Introduction to Binomial, Poisson and Normal Distribution.

Unit-4

10 Lectures

Sampling –need of Sampling, Sampling and Non-Sampling Errors, statistics and parameters, selection of sample, Probability and non- probability sampling techniques.

Unit-5

10 Lectures

Nature and Significance of Correlation, Types of Correlation, Methods of studying correlation, Rank correlation coefficient. Business forecasting: techniques of forecasting- linear regression Analysis, Curve Fitting and Method of Least Square.

Text Books:

- Gupta, S. P., & Gupta, M. P. (1979). Business statistics. S. Chand, New Delhi.
- Gupta, C. B., & Gupta, V. (2009). Introduction to Statistical Methods. Vikas Publishing House Pvt Ltd

Reference Books:

- Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., & Prahlad, C. K. (1989). Management Concepts and Applications.
- Balakrishnan, V. K. (1997). Schaum's Outline of Graph Theory: Including Hundreds of Solved Problems. McGraw Hill Professional.

Course Outcomes

Course Code (CC): BSST-103

BSST-103-CO1	To recognize various mathematical statistical formulae related to economical and business-related concepts.
BSST-103-CO2	To describe the statistics to ascertain output and input variables including revenue and cost.
BSST-103-CO3	To utilize data in tabular form and get the required business information
BSST-103-CO4	To analyze the practical cases in business practice with knowledge and skills acquired.
BSST-103-CO5	To evaluate different statistical concepts and apply them in real world situations.
BSST-103-CO6	To create a critical summary of a given statistical report over the years.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	1							1	
CO 2		3		2					1		2				
CO 3	2	3			1				1			3		2	
CO 4	3	3			1					1			2		
CO 5		3	2					1							1
CO6		2										1			

Course Code	ENDL-104
Subject	Entrepreneurship Development

Semester	I st	L	T	P	C
		4	0	0	4

Course Objectives

1. Understanding basic concepts in the area of entrepreneurship,
2. Understanding the role and importance of entrepreneurship for economic development,
3. Developing personal creativity and entrepreneurial initiative.

Course Content

Unit-1

10 Lectures

Foundation of entrepreneurship: Entrepreneur- meaning, importance, qualities. Entrepreneurship and its Evolution, study of John Kao's model, Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors, Entrepreneurial Training, Role of Innovation, Idea Generation and the era of Start-ups.

Unit-2

10 Lectures

Forms of ownership: Various forms of ownership - advantages and disadvantages, Franchising, advantages/disadvantages, types, functions of the Franchise, Harvesting and Exit Strategy, Financial Entrepreneurship ventures, Corporate Entrepreneurship, Family businesses- Concept, role and functions, drawbacks, conflict and its resolution in family business.

Unit-3

10 Lectures

Social entrepreneurship: Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Women Entrepreneurship: challenges and opportunities.

Unit-4

10 Lectures

Financing in entrepreneurship: Arrangement of funds, Financing and Risks associated, Institutional Finance for Entrepreneurs, Preparation of Business Plans, Role of Commercial Banks, Other financial institutions like IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, EXIM Bank Venture capital.

Unit-5

8 Lectures

Role of entrepreneurship in economy: Rural Entrepreneurship-Types, promotional programs, Agricultural Entrepreneurship. EDP'S and their significance.

Text Books:

1. Khanna, S. S., Entrepreneurial Development, S. Chand, New Delhi.
2. Hisrich D. Robert, Michael P. Peters, Dean A. Sheperd, Entrepreneurship, McGraw-Hill, 6 ed.
3. Zimmerer W. Thomas, Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, PHI, 4 ed.

Reference Books:

1. Desai, Vasant, Dynamics of Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
2. Patel, V. G., The Seven Business Crises and How to Beat Them, Tata McGraw-Hill, New Delhi, 1995.

Course Outcomes

Course Code (CC): ENDL-104	
ENDL-104-CO1	To memorize the required skill set for an entrepreneur.
ENDL-104-CO2	To understand the process of entrepreneurship.
ENDL-104-CO3	To devise methods to utilize opportunities in the field of entrepreneurship
ENDL-104-CO4	To analyze the contribution of Small-Scale Industries in the growth and development of individual and the nation
ENDL-104-CO5	To evaluate the sources of project financing according to the conditions given.
ENDL-104-CO6	To create a business report of a local business for presentation to financial institutions.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		3	2		1							2	1		
CO 2	3					2	2	1						2	
CO 3		3	2	2					1				1		
CO 4		3	2		1					1	2				1
CO 5		3	2							1					
CO6		3									2	1			

Course Code	ENSC-105			
Subject	Environmental Studies			
Semester	Ist			
	L	T	P	C
	4	0	0	4

Course Objectives

1. To help the student to acquire the knowledge in those aspects of environmental science and ecology that are particularly valuable to bright young student.
2. Fostering the development of analytical and technical skills in the environment, promoting a sense of responsibility, and helping students deal effectively with ambiguity and disagreement about environment issues.
3. To provide fundamental knowledge of various aspects of pollution and to motivate to adopt ecofriendly technologies to facilitate conservation and regeneration of natural resource.

Course Content

Unit-1

10 Lectures

Introduction to environmental studies Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development. What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-2

10 Lectures

Natural Resources: Renewable and Non---renewable Resources Land resources and landuse change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over---exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter---state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. Biodiversity and Conservation Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; 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. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit-3

10 Lectures

Environmental Pollution & Policies: Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste.

Pollution case studies, Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air

(Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit-4**8 Lectures**

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit-5**10 Lectures**

Field work Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site---Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems---pond, river, Delhi Ridge, etc

Text Books:

1. Carson, R.2002. Silent Spring. Houghton Mifflin Har court.
2. Gadgil, M.,&Guha,R.1993.This Fissured Land: An Ecological History of India .Univ .of California Press.

Reference Books:

1. Bhushana, P.S. Rao. Environment Management
2. Text and Cases. Environmental Management

Course Outcomes

1 Course Code (CC): ENSC-105	
ENSC-105-CO-1	To demonstrate awareness in society, and appreciate the environmental assets of the places they inhabit.
ENSC-105-CO-2	To understand the current local, national and global environmental issues and looking at the science behind them.
ENSC-105-CO-3	To apply the concept of reduce, reuse and recycle for the conservation of natural resources and environment
ENSC-105-CO4	To compare and contrast between eco-friendly and environmental destructive practices/approaches and communicate appropriately.
ENSC -105-CO5	To evaluate the concept of net zero and its application into real life.
ENSC -105-CO6	To create an environment cost benefit analysis for local ecosystem.

CO-PO Mapping

Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO 1	3				2	2	1		1			2	1		
CO 2	3				2			2		1				3	
CO 3		3	2		1		1						3		
CO 4		3	2	1			1				3			3	
CO 5	3					2		1							1
CO 6		2										1			

Course Code	HRMT-201				
Subject	Human Resource Management				
Semester	II nd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.

Course Content

Unit-1

10 Lectures

Human Resource Management: Concept, Functions, roles, skills & competencies, HRD-definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations

Unit-2

8 Lectures

Human Resource Planning: Process, forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e-recruitment, selection process, orientation process.

Unit-3

10 Lectures

Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview. Career planning: career anchors, career life stages.

Unit-4

10 Lectures

Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health, retirement & other benefits.

Unit-5

10 Lectures

Industrial Relations: Introduction to Industrial Relations, Trade union's role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes-grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining.

Text Books:

1. George W Bohlander and Scott A Snell (2013), “Principles of Human Resource Management”. Fifteenth Edition”; Thomson Publications.
2. VSP Rao, “Human Resource Management”, (2010), Excel Books, 3rd Edition

Reference Books:

1. K Aswathappa, “Human Resource and Personal Management” (2017) Tata McGraw Hill, 8th Edition
2. Stephen P. Robbins, “Human Resource Management”, (2002), Pearson Education Asia
3. Sarah Gilmore and Steve Williams (2014). “Human Resource Management”. Oxford University Press.
4. Tayeb, M. (2005). International human resource management. Oxford University Press.

Course Outcomes

Course Code (CC): HRMT-201	
HRMT-201-CO1	To memorize the basic concepts of human resource management.
HRMT-201-CO2	To state and describe the business problems from an HR perspective.
HRMT-201-CO3	To utilize HRM concepts to get related social, cultural, ethical, and environmental responsibilities and apply learning to issues in a global context.
HRMT-201-CO4	To analyze training strategies for the delivery of training programs.
HRMT-201-CO5	To evaluate the knowledge and skills required to effectively manage a diverse workforce.
HRMT-201-CO6	To create HRM practice report for a business organization by identifying their practices and principles.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2			1			2	3		
CO 2		3	2				2	1			3			1	
CO 3		3	2	1	1										1
CO 4		3	2							1			2		
CO 5	3					2	2		1						2
CO6		2										1			

Course Code	MAEC-202				
Subject	Managerial Economics				
Semester	II nd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand the demand and supply forces in the economy.
2. To forecast demand for various Industries.
3. To know the interaction of government and market forces in the economy.

Course Content

Unit-1

8 Lectures

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply

Unit-2

10 Lectures

Theory of consumer behavior: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

Unit-3

10 Lectures

Producer and optimal production choice: optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale: traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit-4

12 Lectures

Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

Unit-5

8 Lectures

Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Text Books:

1. . Salvatore, D. & Rastogi, S. K. (2016). Managerial Economics: Principles and Worldwide Application: (Eighth Edition). Oxford University Press.

- Aswathappa, K (2008), Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Reference Books:

- Cherunilam Francis (2011), Business Environment, Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): MAEC-202	
MAEC-202-CO1	To reproduce underlying mechanism of demand and supply and use them to appropriately allocate resources.
MAEC-202-CO2	To understand the impact of demand and supply on markets and various stakeholders.
MAEC-202-CO3	To apply the understanding of decision process of the individual customer to the benefit of the firm.
MAEC-202-CO4	To analyze the process of arriving at costs in the production.
MAEC-202-CO5	To evaluate key characteristics, advantages, and limitations of various market structures.
MAEC-202-CO6	To create a report on local economy or local firms.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		2		3	1					1			1		
CO 2		3	2	3					1		3			2	
CO 3	2		3		2			1							3
CO 4		3	2			2	1						1		
CO 5		3					2			1	3			2	
CO 6		2									2	1			

Course Code	BSEV-203				
Subject	Business Environment				
Semester	IInd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make students understand the basics of business environment, the application of various laws and policies on a business firm.
2. To Outline various components of Business Environment.
3. To make the students understand the role of environment in the business firms.

Course Content

Unit-1

10 Lectures

Introduction to business, characteristics & Nature, Types of environments, Internal & external environment, social responsibility of Business, environmental analysis techniques

Unit-2

8 Lectures

Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public Sector, Private Sector, Small Scale industries: Concept, Significance, Issues and Priorities. Role of Public Sector in Indian Economy and its Problems.

Unit-3

10 Lectures

Industrial policy, 1948, 1956, 1991, liberalization, privatization, globalization, MNCs and their role in developing economies.

Unit-4

10 Lectures

Consumer Protection Act 1986, IDR Act 1951, TRCCI, GST.

Unit-5

10 Lectures

International Business Environment- An overview, International Economic Groupings: GATT, WTO, UNCTAD, World Bank, IMF, European Union.

Text Books:

1. Misra S. K & Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, 2010.

Reference Books:

1. Aswathappa, K (2008), Essentials of Business Environment, Himalaya Publishing House, NewDelhi.
2. CherunilamFrancis(2011),BusinessEnvironment,HimalayaPublishingHouse,New Delhi.

Course Outcomes

Course Code (CC): BSEV-203	
BSEV-203-CO1	To recognize the concept, significance, and changing dimensions of the Business Environment.
BSEV-203-CO2	To state the effect of government policy on the business environment.
BSEV-203-CO3	To apply the business concepts learnt to the relationship between businesses and stakeholders.
BSEV-203-CO4	To compare the impact of changing laws and regulations on a business firm
BSEV-203-CO5	To evaluate the cooperative organizations, their management and contribution to rural economic development.
BSEV-203-CO6	To create an impact and design report of local laws on business.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3						2			1			1		
CO 2		3				2			1		3			2	
CO 3		3			2			1				2			1
CO 4		3		2					1					1	
CO 5	3		1				2		2			1	2		
CO6	2											1			

Course Code	PRMT-204				
Subject	Production Management				
Semester	IInd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand the Materials Management function starting from Demand Management through Inventory Management.
2. To involve integration of numerous activities and processes to produce products and services in a highly competitive global environment

Course Content

Unit-1

12 Lectures

Production Management – Meaning, definition & function of Production, Responsibilities of Production Manager. Manufacturing system and its classification. Objectives of Production Planning and Control with reference to Manufacturing System. JIT & Lean Manufacturing.

Unit-2

8 Lectures

Plant Location – Factors affecting plant location & location analysis. Plant layout, its features & types of layouts. Capacity its types and various strategies to increase or decrease capacity.

Unit-3

10 Lectures

Work Study – Meaning, Technique of method study, Process charts, Work sampling. Time Study and its applications. Ergonomics and use of THERBLIGS.

Unit-4

10 Lectures

Materials Management its scope and significance, Inventory Control Techniques, EOQ Model, e-procurement. Maintenance, its objectives and types. Plant Safety.

Unit-5

8 Lectures

Quality control & inspection. Control Charts, Quality Assurance, Quality Circle, Concept of TQM, Acceptance Sampling. ISO-9000 & 14000, ISI & fssai.

Text Books:

1. Donald Waters (2010), Inventory Control and Management, John Wiley
2. G.Hadley and T. M. Whitin: Analysis of Inventory Systems, D.B. Taraporevala and Sons, Published by arrangement with Prentice Hall Inc.

Reference Books:

1. Buffa, Elwood S. and Sarin Rakesh K (2009), Production/Operations Management, 8th Edition, Wiley India.

Course Outcomes

Course Code (CC): PRMT-204	
PRMT-204-CO1	To memorize the working of production systems and processes in organizations.
PRMT-204-CO2	To understand the role of service systems in product delivery.
PRMT-204-CO3	To compare the production processes for same product.
PRMT-204-CO4	To analyze the demand-supply gap and appropriately respond to them through production planning and control methods.
PRMT-204-CO5	To evaluate the required production processes and production systems.
PRMT-204-CO6	To design a production system for a local business.

CO-PO Mapping

Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO 1	3			2			1		1				2		
CO 2		3				2	2			1	1			1	
CO 3		3	3		1		1								3
CO 4		3		2						1	1		3		
CO 5		3	3		1		1							3	
CO 6			3									1			

Course Code	BUCO-205				
Subject	Business Communication				
Semester	II nd				
		L	T	P	C
		2	0	0	2

Course Objectives

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline to effective Organizational Communication.

Course Content

Unit-1

6 Lectures

Meaning of business communication, Objectives, Types, Process.

Unit-2

6 Lectures

Public Speaking skills (monologue, dialogue, pronunciation, accent, intonation and rhythm)
Listening to talk and presentations, Speech.

Unit-3

6 Lectures

Communication within the organization memo writing, proposal writing, report writing, office order, circular, writing notes.

Unit-4

3 Lectures

Communication outside the organization Tender, Orders, Drafting of sales letter, Circular, Proposal, follow-ups Correspondence with banks regarding over drafts., Soft Skills, Interview skills.

Unit-5

3 Lectures

Listening as a communication, techniques of better communication.

Text Books:

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.

Reference Books:

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.

Course Outcomes

Course Code (CC): BUCO-205	
BUCO-205-CO1	To memorize the process and associated communication patterns in a business organization.
BUCO-205-CO2	To describe and choose among appropriate organizational formats and channels used in developing and presenting business messages.
BUCO-205-CO3	To apply concept of collaborative work skills by participating in team activities.
BUCO-205-CO4	To analyze the effectiveness of business documents using the latest trends in technology.
BUCO-205-CO5	To evaluate the communication design and deliver oral presentations.
BUCO-205-CO6	To design a report on communication patterns of the group of participants at local level communication processes.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		3	3		1		1						1		
CO 2		3		3		1				1	3			2	
CO 3	3			2	2			1	1				1		
CO 4		3			2				2		1				3
CO 5		3	2			1								3	
CO 6			2									1			

Course Code	ACMT-301				
Subject	Accounting for Management				
Semester	III rd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
3. To make the students develop competence with their usage in managerial decision making and control.

Course Content

Unit-1

8 Lectures

Introduction to Management Accounting: Nature, Scope, Significance, and Functions of Accounting, Management Accounting VS Financial Accounting. Management Accounting VS Cost Accounting.

Unit-2

12 Lectures

Break – even Analysis: The Break-Even Point, on the P/V Graph, The Break Even Point Formula and Uses of Break – Even Analysis, Cost – Volume – Profit Relationship: The Relationship of Costs and Profits with Volume, Uses and Limitations.

Unit-3

10 Lectures

Standard Costing and Variance Analysis: Standard Costing VS Historical Costing, Types of Standards, Concept of Variance Analysis, Computation of Material Variances and Labour Variances.

Unit-4

10 Lectures

Budgeting and Budgetary Control: Budgeting as a Tool, Uses and Organization of the Budgeting, Limiting Budget factors, The Budgeting Process, Step in Budget Preparation, Types of Budgets.

Unit-5

8 Lectures

Responsibility Accounting: Concept and Approaches to Responsibility Accounting, Different Responsibility Centres, Significance; Divisional Performance Measurement – Financial Measures.

Text Books:

1. Horngreen, CharlesT.,GaryL. Sundem.Introduction to Management Accounting Prentice Hall.
2. Singh, S.K. and Gupta Lovleen.Management Accounting–Theory and Practice. Pinnacle Publishing House.

Reference Books:

1. GarrisonH., Rayand EricW. Noreen.Managerial Accounting.Mc Graw Hill.
2. Khan,M.Y.&Jain,P.K.(2012)“Financial Management”,Tata McGraw-Hill

Course Outcomes

Course Code (CC): ACMT-301	
ACMT-301-CO1	To recognize the role of management accounting in the modern economic environment.
ACMT-301-CO2	To describe the Break-Even Analysis.
ACMT-301-CO3	To utilize the difference between concepts of Standard costing and Variance Analysis into solving business problems.
ACMT-301-CO4	To analyze various types of budgets and understand their implications on business.
ACMT-301-CO5	To evaluate the businesses under the concept of responsibility Accounting.
ACMT-301-CO6	To create a report on comparison of various accounting methods and techniques.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2		1					1		
CO 2	3				2				2		3				2
CO 3		3	2	1			1					3	3		
CO 4	3	2				1				1				3	
CO 5	3			2			1				1				3
CO 6		2										1			

Course Code	OBER-302				
Subject	Organizational Behaviour				
Semester	III rd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To help the students to develop cognizance of the importance of human behaviour.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human resources demands for future action.

Course Content

Unit-1

10 Lectures

Introduction Conceptual Foundation of Organisational Behaviour; Organization and Its Analysis, Nature of Organization, Nature, Scope and Significance of Organizational Behaviour, Relevance O.B in Today's Business Environment, Challenges in today's organizations.

Unit-2

10 Lectures

Individual Dimensions of Organizational Behaviour: Nature of Human Behaviour, Perception, Learning and Behaviour Modification, Personality, Attitudes, Motivation and theories of motivation. Socio- Cultural Factors.

Unit-3

8 Lectures

Interactive Dimension of Organizational Behaviour: Interpersonal Behaviour, Group Dynamics and Behaviour, Power, Authority, and Politics, Leadership, Communication, Organizational Conflicts, Organizational Climate.

Unit-4

12 Lectures

Leadership and Power: -Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

Unit-5

8 Lectures

Organizational Effectiveness: Organizational effectiveness, Organizational change and Development an overview. Organization culture: Concept; Dominant Culture; Strong vs Weak Cultures; Creating and Sustaining Culture. SWOT Analysis of Organisational effectiveness, Case Study Analysis.

Text Books:

1. Robbins, S. P., & Judge, T. (2013). Organizational behavior (15th ed.). Boston: Pearson.
2. Newstrom J. W., & Davis, K. (2011). Human behavior at work (12th ed.). Tata McGraw Hill
3. Nelson, D , Quick, J.C., & Khandelwal, P., (2011). ORGB. Cengage Learning.

Reference Books:

1. Gilbert: Principles of Management; McGrawHill.
2. Kaul Vijay Kumar, Business Organisation & Management-Text and Cases, Pearson.
3. Kaul, Vijay Kumar, Management-Text & Cases, Vikas Publication.

Course Outcomes

Course Code (CC): ORBE-302	
ORBE-302-CO1	To recognize the importance of organizational behavior.
ORBE-302-CO2	To describe fundamental skills in diagnosing and managing an organization which helps to develop a human-centric work organization.
ORBE-302-CO3	To apply organizational environments, cases, and issues through contemporary theories and models for sustainable business
ORBE-302-CO4	To analyze the organize and identify the skills to work as a team in a diverse setting
ORBE-302-CO5	To evaluate the real-world situations and apply the concepts learned in theory
ORBE-302-CO6	To design the organizational culture templates for various sectors, geographies and organizations

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2			1				2		1		
CO 2		3	2		1		1								1
CO 3		2			2			2		1	1		2		
CO 4		3				2			1			3		1	
CO 5	3				2		2			1				1	
CO 6		2										1			

Course Code	IBAE-303				
Subject	Indian Business & Economy				
Semester	III rd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand the bases of Indian Economy and its linkages with the people, livelihood, and socio-economic challenges.
2. It aims at understanding the implications for the Indian business.
3. To enable the students with the role of business and its impact on Economy.

Course Content

Unit-1

10 Lectures

Indian business environment, pre liberalization & post liberalization era, changes in environment Indian market, its concept & relevance, Indian as an International market, Environmental analysis.

Unit-2

8 Lectures

Goal of self-reliance based on import substitution and protection, the post 1991 globalization strategies based on stabilization and structural adjustment packages: fiscal reforms, financial sector reforms and trade reforms.

Unit-3

10 Lectures

Estimates of inequality and poverty measures for India, appraisal of Government measures, India's human development record in global perspective, India's population policy and development.

Unit-4

10 Lectures

Technologies and institutions, land relations and land reforms, rural credit, modern farm inputs and marketing price policy and subsidies: commercialization and diversification. Programmes conducted by the government for the development of Rural Economy (Rural Stimulus Programmes, advantages and limitations)

Unit-5

10 Lectures

Current challenges and their possible mitigation through policy tools faced by Indian Economy. Case study Analysis

Text Books:

1. Jalan, Bimal (Ed.); The Indian Economy; Problems and Prospects., Penguin.
2. Puri, V.K.; Indian Economy, Himalya Publishing House

Reference Books:

1. Kapila Uma, (2016), Indian Economy-Performance & Policies, Academic Foundation

Course Outcomes

Course Code (CC): IBAE-303	
IBAE-303-CO1	To demonstrate a basic understanding of the Indian economy, its problems, and prospects.
IBAE-303-CO2	To understand the concepts of import substitution and self-reliance and their impact on the economy.
IBAE-303-CO3	To apply the framework for inequality and methods to mitigate it .
IBAE-303-CO4	To analyze the policy regime and its impact on common people
IBAE-303-CO5	To evaluate the importance and current challenges of Indian economy.
IBAE-303-CO6	To corelate the Indian economy with other economies and compare economies of various states with each other.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2			2		1				1		
CO 2	3					2	2				1				2
CO 3		3			2			1	2					1	
CO 4		3	2							1	2		1		
CO 5		2	2	3				1			1				3
CO 6			2									1			

Course Code	IFST-304				
Subject	Indian Financial System				
Semester	III rd				
		L	T	P	C
		4	0	0	4

Course Objectives

1. This course aims at providing the students the intricacies of Indian financial system for better financial decision making.
2. To familiarize the students with regard to structure, organization and working of financial system in India
3. To make the students aware about the impact on the working of financial institutions.

Course Content

Unit-1

10 Lectures

Financial System, structure of Financial System, Instruments of Financial System. Insurance, Kinds of Insurance, Schemes and procedure under Insurance. Banking and functions of Banking. Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.

Unit-2

10 Lectures

Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues, Underwriting functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI

Unit-3

8 Lectures

Role of Financial Institutions, Development banks and other banking institutions.

Unit-4

10 Lectures

Leasing and hire purchase, concepts and features, types of lease accounts Factoring & Forfeiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds– Advantages of mutual funds - Exchange Traded Funds,

Unit-5

10 Lectures

Role of Financial System in the development of the economy. Case Study Analysis

Text Books:

1. Khan, M.Y.; Indian Financial System– Theory and Practice. Vikas Publishing House.
2. Simha, S.L.N.; Development Banking in India. Madras: Institute of Financial Management and Research.

Reference Books:

1. Iansiti, M., Lakhani, K. R., McBrien, K., & Moon, M. (2017). Managing our hub economy: Strategy, ethics, and network competition in the age of digital superpower. *Harvard Business Review*, 95(5), 84-92.

Course Outcomes

Course Code (CC): IFST-304	
IFST-304-CO1	To reproduce the basic concepts of financial services.
IFST-304-CO2	To understand the financial system and project finance in India.
IFST-304-CO3	To utilize concept to identify funds for short-term and long-term credit.
IFST-304-CO4	To compare and contrast the available financial products for Indian customers.
IFST-304-CO5	To evaluate the role of Indian Financial System in Indian economy.
IFST-304-CO6	To design the chart showing inter-relationships between various financial services.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2		2			1				1		
CO 2		3		2			2			1	2	1		2	
CO 3	3				2			1	2				1		
CO 4		3	1		2										2
CO 5	3			2		2		1							2
CO 6	3										1	2			

Course Code	DBLG-305				
Subject	Darbar Sahib- A Legacy				
Semester	III rd				
		L	T	P	C
		2	0	0	2

Course Objectives

1. To make students aware of the heritage and history of Darbar Sahib.
2. To familiarize the students about the culture and concept of Jhanda Sahib.

Course Content

Unit-1

6 Lectures

The Heritage and History of Darbar Sahib; Significance of Darbar Sahib; Shri Mahants and Gurus; Vision and Mission of Darbar Shri Guru Ram Rai.

Unit-2

6 Lectures

Institutions under Darbar sahib- Hospital and Educational Missions- Colleges and schools; Agricultural farms; philanthropist Activities- Donation and help, food, logging, financial Assistance and free check- up and treatment.

Unit-3

3 Lectures

The Jhanda fair: History of Jhanda fair, future plans of Darbar Shri Guru Ram Rai.

Unit-4

3 Lectures

Skill Enhancement: Definition and meaning; Components of skill enhancement.

Unit-5

6 Lectures

Visit to Darbar sahib and preparation of Summary report.

Text Books:

- 1) Darbar Sahib publication from Darbar Sahib.
- 2) Ratnank-A monthly publication of Darbar Sahib.

Reference Books:

1. Darbar Sahib History, a publication by Darbar Sahib.

Course Outcomes

Course Code (CC): DBLG-305	
DBLG-305-CO1	To demonstrate understanding of the heritage of Darbar Sahib and its mission.
DBLG-305-CO2	To understand the basic values behind the mission.
DBLG-305-CO3	To apply the understanding of the social role of the institutions under the Darbar to suggest new avenues of social responsibility.
DBLG-305-CO4	To deduce the necessary conditions for work-life balance
DBLG-305-CO5	To evaluate the charactereristics of culture of Darbar Sahib.

DBLG-305-CO6

To make connections between local society and the legacy of SGRR Mission.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2	2					1			1		
CO 2	3		2			1					2				2
CO 3		3		2			1					1		1	
CO 4	3		2		2			1					1		
CO 5	3				2				1					2	
CO 6		3									1	2			

Course Code	RSMY-401				
Subject	Research Methodology				
Semester	IV th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To familiarize students with basic of research and the research process.
2. To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners.

Course Content

Unit-1

10 Lectures

Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research. The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Business Research problem.

Unit-2

10 Lectures

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context.

Unit-3

10 Lectures

Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion)

Unit-4

10 Lectures

Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, Questionnaire-form & design.

Unit-5

8 Lectures

t test, paired t test, Chi square test, One way ANOVA. Introduction to theoretical concept of Factor Analysis and Discriminate Analysis.

Text Books:

1. Cooper &Schindler: Business Research Methods ;McGraw-Hill Education,
2. Kothari, C.R. (1 January 2018), Fourth edition, Research Methodology, New Age International Publishers.

Reference Books:

1. Churchill:Marketing Research: Methodological Foundations, Cengage Learning.

Course Outcomes

Course Code (CC): RSMY-401	
RSMY-401-CO1	To recognize different types of research and their implications.
RSMY-401-CO2	To describe the scientific way of Research design.
RSMY-401-CO3	To utilize and relate various measuring and scaling tools.
RSMY-401-CO4	To analyze various aspects of report writing.
RSMY-401-CO5	To evaluate the various compositions written on a subject.
RSMY-401-CO6	To prepare a report on a contemporary topic.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		3	2				1			1			1		
CO 2	3			2		2			1			2		2	
CO 3	3				2			1			1				1
CO 4		3	2				1		1				2		
CO 5		3	2		3				2					1	
CO 6			2								2	1			

Course Code	MAMA-402				
Subject	Marketing Management				
Semester	IV th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To establish the dynamics of market and to build models of market sustainability.
2. To outline key marketing concepts and its application to different markets.
3. To identify factors and processes essential for designing marketing strategy.

Course Content

Unit-1

10 Lectures

Definition, Nature, Scope and Importance of Marketing, Meaning and dimensions market, Modern Marketing Concepts, Marketing Mix and Marketing Environment, Role of Marketing in Economic Development and its Applicability in Indian Conditions. SWOT Analysis.

Unit-2

10 Lectures

STP Approach, Consumer Behavior: Meaning and its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Marketing Mix: Product, Meaning, Role, Product Planning and Process, Product Life Cycle, Product-Market Integration, Product-Positioning, Branding, Packaging.

Unit-3

8 Lectures

Pricing Advertising and Channels of Distribution: Pricing-Meaning, Role, Theory and Practice of Pricing Management. Advertising-Meaning, Role, Profit of Advertising in India, Management of Advertising, Channels of Distribution Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries.

Unit-4

10 Lectures

Physical Distribution, Types of Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution, Types of Physical Distribution. Physical Distribution Management, Marketing Organization, Organizing for Marketing, Evaluation of Marketing Organization, Principle of Organization Design, Organizational Problems.

Unit-5

10 Lectures

Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

Text Books:

1. Kotler, Philip and Keller, Kevin Lane (2015), Marketing Management, Pearson education, 14th edition, , ISBN: 9789332557185, 9332557187
2. Kotler, Keller, Koshy, Jha(2002), Marketing Management, A South Asian Perspective, 12th Edition. Intl ed. US: Prentice Hall,.ISBN: 8120316096.
3. Kotler, Philip(2002) Marketing Management, Millennium Edition. Intl ed. US: Prentice

Hall,ISBN: 8120316096.

Reference Books:

1. Lamb, Charles W.; Hair, Joseph F. ; Sharma, Dheeraj and McDaniel, Carl. Marketing :A South Asian Perspective. Cengage Learning.
2. Pride,WilliamM.,andD.C.Ferrell.Marketing:Planning,Implementation&Control.Cengage Learning

Course Outcomes

Course Code (CC): MAMA-402	
MAMA-402-CO1	To recognize the key concepts of marketing and the objectives of the Marketing function.
MAMA-402-CO2	To understand and carry out SWOT analysis within the environment.
MAMA-402-CO3	To utilize the buying behavior data of customers to gain insights.
MAMA-402-CO4	To analyze product pricing, distribution, and communication strategies of organizations.
MAMA-402-CO5	To evaluate the global and local challenges of marketing
MAMA-402-CO6	To compare various marketing techniques and their suitability to different real life situations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				2	1			2		
CO 2		3		2				2		1				1	
CO 3	3				2	2	1				1	2			3
CO 4		3	2					2		1			3		
CO 5	3		2		2		1							2	
CO 6		2									2	1			

Course Code	COAF-403				
Subject	Consumer Affairs				
Semester	IV th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
2. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

Course Content

Unit-1

10 Lectures

Conceptual Framework-Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Unit-2

10 Lectures

The Consumer Protection Law in India Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit-3

10 Lectures

Grievance Redressal Mechanism under the Indian Consumer Protection Law Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Unit-4

8 Lectures

Role of Industry Regulators in Consumer Protection Banking: RBI and Banking Ombudsman Insurance: IRDA and Insurance Ombudsman Telecommunication: TRAI Food Products: FSSAI Electricity Supply: Electricity Regulatory Commission Real Estate Regulatory Authority

Unit-5

10 Lectures

Contemporary Issues in Consumer Affairs Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection.

Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified.

Text Books:

1. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
2. Ganesan, G. and Sumathy, M. (2012). Globalisation and Consumerism: Issues
3. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press.

Reference Books:

1. Girimaji, Pushpa (2002). Consumer Right for Everyone ; Penguin Books.
2. Misra, Suresh and Chadah, Sapna (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi.
3. Rao, Rajyalaxmi (2012), Consumer is King, Universal Law Publishing Company

Course Outcomes

Course Code (CC): COAF-403	
COAF-403-CO1	To memorize basic customer definition and his requirements
COAF-403-CO2	To understand basic points of consumer protection laws in India
COAF-403-CO3	To utilize the internal reports of organization to understand the self-regulatory mechanisms of industry.
COAF-403-CO4	To analyze the structure of grievance redressal in India.
COAF-403-CO5	To evaluate the response to contemporary consumer issues.
COAF-403-CO6	To prepare an assessment of consumer issues in India and on Global level.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2					1				1		
CO 2		2	1			1				3				2	
CO 3	3				2			2			1	2		2	
CO 4	3					2	2		1				1		
CO 5		3		2				2		1					3
CO 6		2									3	1			

Course Code	BECR-404				
Subject	Business Ethics and Corporate Social Responsibility				
Semester	IV th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To learn the values and implement in their careers to become a good manager.
3. To develop various corporate social Responsibilities and practice in their professional life.
4. To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

Course Content

Unit-1

10 Lectures

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, the ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Morality in international context, Moral issues in business: Worker's and employee's rights and responsibilities.

Unit-2

10 Lectures

Overview- Corporate governance: concept, need to improve corporate governance standards, Features of good governance, corporate governance abuses, Role played by regulators to improve corporate governance. Corporate Control; Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, law governing auditor's responsibility, corporate governance and internal auditors.

Unit-3

10 Lectures

Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing, Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising, Trade secrets, corporate disclosure, insider trading. Ethical Issues related to corporate takeovers. Computer ethics and business: Computer related unethical practices, Intellectual Property Rights. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Unit-4

10 Lectures

International approaches to corporate governance, Political & Power Theories, Network Analysis, Stakeholder Theory, Stewardship Theory. Indian experience- imperatives, Kumar Mangalam Birla, Naresh Chandra, Narayan Murthy committee report.

Unit-5

8 Lectures

Evolution of corporate social responsibility. Common indicators for measuring business social performance. Reporting social responsibility measures in annual report.

Text Books:

1. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai , 2007.
2. Andrew Crane and Diark Matten, Business Ethics, Oxford Publication, New Delhi, 2007

3. Chris Moon and Clive Bonny, Business Ethics, The Economist Publication, 2004.
4. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.

Reference Books:

1. S.K. Chakraborty, Ethics in Management- Vedantic Perspectives, oxford India paper backs, New Delhi, 2007.

Course Outcomes

Course Code (CC): BECR-404	
BECR-404-CO1	To recognize the importance of human values and skills for sustained happiness.
BECR-404-CO2	To describe the balance between profession and personal happiness/ goals.
BECR-404-CO3	To apply the value framework and appraise situations involving ethical dilemmas and come out with a value-based solution.
BECR-404-CO4	To analyze ethical conduct and contribute towards a sustainable organization.
BECR-404-CO5	To evaluate international and national practices in CSR, CER etc.
BECR-404-CO6	To compare the work life balance and ethics in various geographies and sectors.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1				1		
CO 2		3	2					1						2	
CO 3			3	2		1	3							1	
CO 4				3			2			2	1	2	1		
CO 5		3			1			3	2						3
CO 6		3									2	1			

Course Code	MIST-405				
Subject	IT Tools				
Semester	IV th				
		L	T	P	C
		2	0	0	2

Course Objectives

1. To make students aware of the role of Information Technology in modern business and its role in competitive environment.
2. To create awareness about the concept of Management Information System.

Course Content

Unit-1

6 Lectures

Systems Concepts, types of system, System concepts in Business, Information System as a System.

Unit-2

3 Lectures

Definition of Information Systems, components of information system, 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.

Unit-3

3 Lectures

Definition of Management Information System- Its Elements, Objectives, Structure, Making MIS Efficient and Effective, **Advantages and Disadvantages of MIS, Restrictions of MIS.**

Unit-4

6 Lectures

System Development Life Cycle: Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.

Unit-5

6 Lectures

Information Technology: Introduction to IT and its development, Impact and Future of IT in Business Organization

Text Books:

1. Stuart, Harris ; Human Communication and Information Systems (1988),NCC Education Services Limited.
2. Tudor, Dorothy and Tudor, Ian Business Systems Development, (1997), NCC Education Services Limited

Reference Books:

1. Penrose, Bob and Pollard, Bill;The Complete A-Z ICT & Computing Handbook,

Course Outcomes

Course Code (CC): MIST-405	
MIST-405-CO-1	To reproduce the major steps in the design and implementation phases of the system development life cycle (SDLC).
MIST-405-CO-2	To understand the application of the various tools i.e., entity-relationship diagram, data flow diagram, and table structure to construct the information system for the organization.
MIST-405-CO-3	To illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.
MIST-405-CO4	To analyze ethical awareness and moral reasoning applied to an MIS problem, issue, or case study.
MIST-405-CO5	To evaluate an understanding of IT in business organization.
MIST-405-CO6	To design mapping of IT requirements of organizations according to the size, sector and geography.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2	3						3		1		
CO 2		3	2			1	2								2
CO 3			3		2			1			2	3			3
CO 4					2		2		1			3		1	
CO 5				3			1			2			3		
CO 6											2	1			

Course Code	SEMR - 406				
Subject	Seminar				
Semester	IV th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make students aware about the presentation skills.
2. To acquire a good understanding of work organization in a real-life environment.
3. To communicate effectively within the working environment.

Course Content

Each student shall give presentation based on the subject of his or her choice. The presentation will be marked by the internal guide/ the teacher allocated appointed by the Dean /Principal of the institution.

Course Outcomes

Course Code (CC): SEMR-406	
SEMR-406-CO1	To recognize motivation for any topic of interest and develop a thought process for technical presentation.
SEMR-406-CO-2	To understand the role of effective presentation and improve soft skills.
SEMR-406-CO-3	To apply oral and written communication skills and improve them.
SEMR-406-CO4	To analyze an environment that helps the student establish healthy relationships and support networks
SEMR-406-CO5	To evaluate the understanding of Industry needs.
SEMR-406-CO6	To create a seminar on a topic of contemporary importance

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2	3								1		
CO 2		3	2			1	2				3				2
CO 3			3		2			1				3			3
CO 4					2		2		1					1	
CO 5				3			1			2			3		
CO 6			3								2	1			

Course Code	PRMT-501				
Subject	Project Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand Concepts of Project Management for Planning & Execution of projects.
2. To know and use various optimization tools / techniques applied in Project Management.

Course Content

Unit-1

10 Lectures

Introduction: Definition, nature and scope of projects, Classification of projects, Project life cycle and its applications, Advantages and Limitations of Project Management, Simulation basics and applications in Project Management.

Unit-2

10 Lectures

Project Planning: Steps in project planning, Factors affecting location of a project site and their evolution, Plans and policies of Government and local bodies and their basis, working conditions development. OHSAS 14001.

Unit-3

08 Lectures

Project Organization: Capital expenditure, Market and demand analysis, financial analysis, technical analysis, Limitations and Advantages of Analyses.

Unit-4

10 Lectures

Project Implementation and monitoring: Project monitoring, Cost control system, Network analysis, Resource scheduling, Levelling and crashing of project cost, Risk and market risks, Social Cost benefit Analysis, Multiple projects and constraints, Network techniques for Project Management, Use of PERT and CPM as a tool of project management.

Unit-

10 Lectures

Project Control: Different criteria for project appraisal, Project review and administrative aspects, Environmental appraisal of projects.

Text Books:

1. Chandra, Prasanna; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill.
2. Chaudhary S.; Project Management, Tata Mc Graw Hill.
3. Gray , Clifford F., Larson, Erik W.; Project Management – The Managerial Process, Tata McGraw Hill.

Reference Books:

1. Kerzner H.; Project Management, II Edition, CBS Publishers
2. Meredith, Jack R., Mantel , Samuel J.; Project Management, IV Edition, John Wiley & Sons.
3. PMBOK, PMBOK Guide to Project Management, V Edition

Course Outcomes

Course Code (CC): PRMT-501	
PRMT-501-CO1	To demonstrate the understanding of the principle of project management
PRMT-501-CO2	To understand risks associated with the Projects.
PRMT-501-CO3	To apply the project organization types and associated advantages and limitations into selection of the organization structure.
PRMT-501-CO4	To compare and contrast the understanding of the business tools and techniques like PERT and CPM.
PRMT-501-CO5	To evaluate the ability to manage projects and objective-based activities in the classroom environment
PRMT-501-CO6	To design a project risk appraisal incorporating relationships and environment,

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2	2								1		
CO 2			2	2		3				1				2	
CO 3		3				2			2		2	1			2
CO 4			3	2				2	1					3	
CO 5			3		1			2		3			1		
CO 6		3									2	1			

Course Code	INBU-502				
Subject	International Business				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To give students the knowledge and understanding of the unique aspects involved doing business internationally on a business, legal and political level.
2. To give students a basic understanding of the global monetary system and the evolution of the system. To understand the factors involved in currency exchange rates (which influences international costs and profits) and economic conditions. To increase an awareness and understanding of the different governmental and non-governmental bodies involved in international business including the IMF and WTO.

Course Content

Unit-1

10 Lectures

Introduction: Nature and Scope of International Business; Relation of International Business; International Business vs Domestic **Business and their relative contribution to economy.** International Business Environment: Economical, Socio-Cultural and Politico-Legal Environment.

Unit-2

10 Lectures

Theories of International Trade: An overview; Commercial Policy Instruments-Tariff and Non-Tariff measures; WTO-Its Objectives, Principles, Organizational Structure and Functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.

Unit-3

10 Lectures

Regional Economic Co-operation: Forms of regional grouping; Integration efforts among countries in Europe, North America, and Asia. Foreign exchange markets and risk Management; Foreign investments-types and flows; Foreign Investment in Indian Perspective.

Unit-4

10 Lectures

Organisational Structure for International Business Operations: Key issues in International Production, Finance, Marketing and Human Resource Decisions;**Expansions and Issues in International Trade.**

Unit-5

08 Lectures

The latest means to promote International Business, Current issues and challenges related to International Business.

Text Books:

1. Cherunilam. F. (2010) International Business. South-Western College Publications. ISBN: 978- 0538875332.
2. Rakesh, Mohan J. (2009) International Business. Oxford University Press. ISBN: 978-0195689099.

Reference Books:

1. Justin, P. (2011) International Business. Prentice Hall India Learning Private Limited. ISBN: 978- 8120342729.

Course Outcomes

Course Code (CC): INBU-502	
INBU-502-CO1	To remember the relevance and importance of international business
INBU-502-CO2	To understand the implications of various theories of international trade.
INBU-502-CO3	To apply the understanding of regional economic cooperation and its results into Indian context.
INBU-502-CO4	To analyze the understanding of structures of international business organizations.
INBU-502-CO5	To evaluate the global and local challenges of business promotions
INBU-502-CO6	To illustrate incentive structures for various kinds of international business growth scenarios.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				1		2						1		
CO 2		3		1				2						2	
CO 3			3	2				2			2	1			1
CO 4	3					2			2	1				1	
CO 5	3			2						2			3		
CO 6	2										1	2			

Course Code	SUTR-503				
Subject	Summer Training Project				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To apply knowledge and skills they learned in previous classes to solve real-life problems.
2. To be able to integrate themselves in the work environment and develop professional relationships.
3. To acquire a good understanding of work organization in a real-life environment.
4. To communicate effectively within the working environment.

Course Content

Each student shall undergo practical training of eight weeks during the vacation after 4th semester in an approved business/industrial/service organization and submit two copies of summer training report to the Dean/Principal of the Institution. Before the commencement of end term examination, deadline to submit the report will be decided by the Dean. The summer training report shall carry 100 marks. It shall be evaluated for **50 marks** by external examiner to be appointed by the university and for the rest of **50 marks** by the internal examiner (Guide) appointed by the Dean/Principal of the institution.

Course Outcomes

Course Code (CC): SUTR-503	
SUTR-503-CO1	To recognize the various types of business organization, and functions and develop proficiency in them
SUTR -503-CO2	To understand importance of communication, reasoning, and teamwork.
SUTR 503-CO3	To utilize the understanding of interaction processes between various functions of the organization to understand real organizations.
SUTR -503-CO4	To analyze and develop professional relationships
SUTR -503-CO5	To evaluate the application of business concepts in an organization.
SUTR -503-CO6	To illustrate blueprint of organization encompassing various functions and structures.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2					2					2	
CO 2					3			2		1			2		1
CO 3							3	2	2		1			1	
CO 4		2	1				2			2		2	1		
CO 5			3	2		2							1		
CO 6		2									2	1			

Course Code	FIAM-504 F1				
Subject	Financial Institutions and Markets				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To introduce to the students' different aspects and components of financial institutions, financial markets and their functioning.
2. To help them in rational decision making.
3. To make them understand about the latest guidelines circulated by RBI, regarding banking.

Course Content

Unit-1

10 Lectures

Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; competition; deregulation; capital requirements; issues in financial reforms and restructuring; future agenda of reforms.

Unit-2

10 Lectures

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares.

Unit-3

10 Lectures

Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues. Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.

Unit-4

10 Lectures

Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit.

Unit-5

08 Lectures

Services provided by commercial banks; size, structure, and composition of the industry; technology in commercial banking; sources and uses of funds of commercial banks; regulatory structure of banks; credit risk, liquidity risk, interest rate risk, market risk, off-balance sheet risk, foreign exchange risk, country risk, technology and operational risk, insolvency risk.

Text Books:

1. Khan, MY.(2010).FinancialServices(5thed.).McGraw Hill Higher Education.
2. Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata Mc Graw Hill.

3. Shahani, Rakesh (2011). Financial Markets in India: A Research Initiative. Anamica Publications

Reference Books:

- 1.Goel,Sandeep.(2012).Financial Services.PHI.
- 2.Gurusamy, S. (2010).Financial Services. TMH.thed., McGraw-HillCo.,New Delhi,

Course Outcomes

Course Code (CC): FIAM-504 F1	
FIAM-504 F1-CO1	To understand the various financial institutions and their functions.
FIAM-504 F1-CO2	To interpret the types of NBFCs and how they impact the financial scene.
FIAM-504 F1-CO3	To define regulatory framework through institutions like RBI & SEBI.
FIAM-504 F1-CO4	To identify the basic requirements of a financial practitioner and outline the process to achieve it.
FIAM-504 F1-CO5	To develop an understanding of the role of Commercial banks in the economy development.
FIAM-504 F1-CO6	To design the financial plan of organization according to conditions given and simulate its working,

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3		2	2			1						1		
CO 2		3	3		2							1		2	
CO 3		3						2		1				1	
CO 4				3		2			2		2				1
CO 5			1		2				3						1
CO 6											1	2			

Course Code	WCMT-504-F2				
Subject	Working Capital Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To improve students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
2. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.
3. To enable the students to understand the importance of working capital management in the corporate world.

Course Content

Unit-1

10 Lectures

Working Capital-Nature, Components, Types, Functions, Determinants and Significance. Factors Affecting Composition of Working Capital.

Unit-2

10 Lectures

Working Capital Policies: Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviors of Current Assets and Pattern of Financing, Quick Sources of Finance, commercial Papers, Factoring, Bank Credit.

Unit-3

10 Lectures

Working Capital Management: Gross vs. net working capital, need, determinants of working capital, Management of Cash: Nature, Motives for holding cash, Determining Optimum Cash Balance, Cash Management Models, Receivables Management: Cost of maintaining Receivables. Factors Influencing Receivables. Meaning, Objects and Dimensions of Receivable Management, Inventory Management

Unit-4

08 Lectures

Nature of Inventory and its Role in Working Capital - Purpose of Inventories - Types and Costs of Inventory -Inventory Management Techniques.

Unit-5

10 Lectures

Management of Marketable Securities, Purpose of Holding Securities, Determinants. Receivables Management-Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer.

Text Books:

1. Bhalla, V.K: Working Capital Management, Himalaya Publishing House, New Delhi
2. Pandey, I.M, (2015), "Financial Management", 11th Edition, Vikas Publication, New Delhi.
3. Sinha, Pradeep Kumar, (2009), "Financial Management", 5th Edition, The World Press, Calcutta.

Reference Books:

1. Chandra, Prasanna: Financial Management, Tata McGraw-Hill, New Delhi.
2. Hampton, J. John: Financial Decision Making : Concepts, Problems and Cases.

Course Outcomes

Course Code (CC): WCMT-504-F2	
WCMT-504 F3-CO1	To memorize the Working capital concept and its relevance in business.
WCMT-504 F3-CO2	To state an understanding of firm requirements of working capital and processes to meet those needs.
WCMT-504 F3-CO3	To apply the principles of utilization of the working capital on company reports.
WCMT-504 F3-CO4	To analyze the role of inventory in modern organizations.
WCMT-504 F3-CO5	To evaluate the marketable securities and their importance in working capital.
WCMT-504 F3-CO6	To illustrate a working capital plan for given conditions and simulate its working in different economic environment.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3		2		1									1	
CO 2		3		2				2			1		2		
CO 3			3	2						2		2			2
CO 4			2	3				1					1		
CO 5		2				2			1					1	
CO 6	2										2	1			

Course Code	SAPM-504 F3				
Subject	Security Analysis and Portfolio Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make the students understand about the latest trends in security analysis and portfolio management.
2. To analyze about fundamental and technical analysis.
3. To equip the students with advanced tools and techniques for making profitable investment decisions.

Course Content

Unit-1

08 Lectures

Principles of Investment-Investment Objectives and Constraints, Fixed and Variable Return, The Risk-Return Framework, Types of Risk, Risk Evaluation, Hedging and Speculation Calculation of Return. Valuation of Fixed Income Investments and Equity Shares.

Unit-2

10 Lectures

Stock Markets in India/Stock Exchange in India- Introduction-Operations of Indian stock Markets, Definition of Capital Markets, Classification, Purpose of Stock Market, Shortcomings of Stock Markets, Primary vs Secondary Markets, Stock Markets in India.

Unit-3

10 Lectures

New Issue Markets-Distinction between New Issue Markets and Stock Exchange, Relationship between New Issue Markets and Stock Exchange, Function of New Issue Markets, Under-writing, Methods of Floating New Issue, offer of Sales, Follow on public offerings.

Unit-4

10 Lectures

Stock Market Regulates and Intermediaries-Security and Exchange Board of India, Powers and function of SEBI, **Company Analysis, SWOT Analysis, Analysis of Financial Statement and Stock Valuation**

Unit-5

10 Lectures

Introduction to Portfolio Management – Measurement of Expected Risk and Returns of Portfolio, Alternative measures of Risk

Text Books:

1. Bodie, Zvi Kane, Alex, Marcus, Alan and Mohanty, Pitabas ; Investments
2. Chandra, Prasanna ; Investment Analysis and Portfolio Management
3. Reilly and Brown ; Investment Analysis and Portfolio Management by, Cengage Learning, India Ed.

Reference Books:

1. Fisher, Donald and Jordan, Ronald ; Security Analysis and Portfolio Management .

Course Outcomes

Course Code (CC): SAPM-504 F3	
SAPM-504 F3 -CO1	To memorize the concepts and applications of securities and portfolio management
SAPM-504 F3 -CO2	To understand the types of investment needs of the individuals.
SAPM-504 F3-CO3	To apply the difference between various kinds of markets in Indian contexts.
SAPM-504 F3-CO4	To analyze the role of the regulator and its limitations
SAPM-504 F3-CO5	To evaluate the ability to understand the need for portfolio management.
SAPM-504 F3-CO6	To illustrate portfolio of investment risk and return according to given parameters.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3								2	1				2	1
CO 2			3	3		1					1	2	1		
CO 3		2			2			1	3				1		
CO 4			3	2			1								1
CO 5	3	2								2					2
CO 6		2									2	1			

Course Code	TRDT-505 H1				
Subject	Training and Development				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To familiarize the students with the concept and practice of training and development in the modern organizational setting.
2. To provide the students with an overview of the roles of training and development (T&D) in human resource management.
3. To make them understand about the theoretical foundations and practical issues involved in employee T&D in business [profit and nonprofit] organizations will be explored.

Course Content

Unit-1

10 Lectures

Concept of Training- Introduction, Objectives of Training, Training Role and Relevance, Siblings of training, Training and Development Comparison, Training and HRD.

Unit-2

08 Lectures

Training and Learning- Nature of Learning, Types of Learning principles of Learning, Components of Learning Process, Role of Learning and Motivation in Training, , Transfer of learning.

Unit-3

10 Lectures

Analysis of Training Needs- Organization support for Training needs assessment, Organisational Analysis Task Analysis, Person analysis, Requirements Analysis. Significance of need analysis, Methods and Techniques for assessment, Training Need Assessment process, Approaches for TNA.

Unit-4

10 Lectures

Designing the training Programme- Elements of programme Design, Key Considerations in Designing, Factors Effecting the design, Budgeting for Training, Checklist for designing a training Programme.

Unit-5

10 Lectures

Training Methods

- a) On the Job Training: Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and Examples, Simulation, Apprenticeship, Case Studies.
- b) Off the Job Training: Lecturers, Conference Method, Seminar or Team Discussion, Case Studies, (Learning by Doing) (Teaching by the Machine Method). Role Playing, Programmed Instruction, T-Group Training, Audio-Visual Aids.

Text Books:

1. Janakiram, Dr.B; Training & Development, Bizantra
2. Sahu, RK; Training for Development,ExcelBooks.

Reference Books:

1. Rolf, Lynton & Pareek, Udai; Training & Development; PrenticeHall.

Course Outcomes

Course Code (CC): TRDT-505 H1	
TRDT-505 H1-CO1	To memorize the concepts related to Training & Development and their importance in organizations.
TRDT-505 H1-CO2	To understand a strong conceptual understanding of the principles which impact how adults learn and be able to apply these principles to work settings.
TRDT-505 H1-CO3	To apply the principles to recognize the training needs of an organization and develop a training calendar.
TRDT-505 H1-CO4	To analyze the applicability of various training methods in the different skill deficient areas.
TRDT-505 H1-CO5	To evaluate the processes of training while working with a diverse set of people in teams thereby ensuring social sustainability for business.
TRDT-505 H1-CO6	To illustrate HR training plan and calendar for an organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1		2	2		1	
CO 2		2	3	1									1		
CO 3	1					2				3					2
CO 4			3				2	2			3		2		
CO 5		3				2			1					1	
CO 6		3									2	1			

Course Code	INRL-505 H2				
Subject	Industrial Relations				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To help the students the intricacies of industrial relations so that a healthy environment is developed for functioning of employees.
2. To make students aware about the importance of industrial environment in Modern Era.
3. To develop the knowledge of how to have strong industrial relations in a business organization.

Course Content

Unit-1

10 Lectures

Introduction to Industrial Relations: Meaning and scope of Industrial relations, Role of State in Industrial relations, Parties in Industrial relations, Industrial relations in changing scenario, Concept of collective bargaining, Process and types of collective bargaining. **Recent Trends in Industrial Relations.**

Unit-2

10 Lectures

Trade Unions: Trade Unions in India- Concept, Structure, functions, Problems, future of Trade Unions in India, Growth of Trade Union movement in India, Employer's organization in India, Registration of trade unions under Trade Union Act, 1926, Relevance of Trade Union in Knowledge economy.

Unit-3

10 Lectures

Worker's participation in management: Meaning and objectives of WPM, Worker's participation in management in India, Impact of WPM on quality of work life (QWL).

Unit-4

08 Lectures

Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.

Unit-5

10 Lectures

Labour Legislation: Concept, Principles of Labour Legislation, Evolution of Labour Legislation in India, ILO and its role in developing Labour Legislation, Tripartite bodies.

Text Books:

1. Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.
2. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.
3. Ratnam, 'Globalisation and Labour Management Relations', Response Books, 2001.

Reference Books:

1. Sen, Ratna ; 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd.,

New Delhi, 2003.

2. Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.

Course Outcomes

Course Code (CC): INRL-505 H2	
INRL-505 H2-CO1	To recognize the concept of industrial relations and the behavior of people in an organization.
INRL-505 H2-CO2	To describe the issues pertaining to complexities around managing people in the organization with diverse interests.
INRL-505 H2-CO3	To apply labor legislations in establishments to ensure compliance.
INRL-505 H2-CO4	To analyze the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.
INRL-505 H2-CO5	To evaluate the role of three parties i.e., employees, employer, and government in order to achieve industrial harmony.
INRL-505 H2-CO6	To illustrate standard operating procedures for given industrial relations situations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1							3		1		
CO 3	1					2				3		2			3
CO 4			3				2	2					2		
CO 5		3				2			1					1	
CO 6	3									2	1				

Course Code	OCIS-505 H3				
Subject	Organizational Change and Intervention Strategies				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make student aware about the issues involved in change management.
2. To define fundamental terminology relevant to the discipline of Organizational Development.
3. To describe the steps involved in planned change programs.
4. Distinguish the various structural, behavioral and comprehensive interventions typically used in change efforts.

Course Content

Unit-1

10 Lectures

Organizational Change: Concept and Significance; Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change

Unit-2

10 Lectures

Types of Change: Continuous or Incremental Change; Discontinuous or Radial Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behaviour Changes and Organizational Performance Changes.

Unit-3

10 Lectures

Organisational Diagnosis- Introduction, diagnosis methods, evaluation of organisation change programme.

Unit-4

08 Lectures

Management of Organisational Development - Foundation of organizational development, Managing organisational development process.

Unit-5

10 Lectures

Organizational Interventions- Introduction, Team intervention, Inter group and third party Peace Making intervention, comprehensive intervention, training Experiences.

Text Books:

1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions : Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York .
4. Hammer, Michael and Champy, James, Reengineering the Corporation : A Manifesto for Business Revolution, Harper Business, New York .

Reference Books:

1. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organisational Change, Harvard University Press, Mass
2. Morgan, Gareth, Imagination, Response Books, New Delhi .
3. Pattanayak, Biswajeet and Kumar Pravash, Change for Growth, Wheeler Publications, New Delhi

Course Outcomes

Course Code (CC): OCIS-505 H3	
OCIS-505 H3-CO1	To memorize the organization changes and its mechanisms.
OCIS-505 H3-CO2	To understand the models of change in organizations.
OCIS-505 H3-CO3	To apply diagnostic models to analyze the change in organizations.
OCIS-505 H3-CO4	To analyze various stages of organization development
OCIS-505 H3-CO5	To evaluate the interventions in organizations.
OCIS-505 H3-CO6	To design standard operating procedures for desired changes and interventions in organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3		2										3		
CO 2		2			2						3	1		3	
CO 3			3						1	1	2				3
CO 4	3						2					3	3		
CO 5				3				2						3	
CO 6	2										1	2			

Course Code	COBR-506 M1				
Subject	Consumer Behaviour				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.
2. To equip the students with the basic knowledge about the issues and dimensions of consumer behaviour.
3. To build an ability to analyze consumer information and develop consumer behaviour-oriented marketing strategies.

Course Content

Unit-1

10 Lectures

Introduction and concept: -Introduction market strategy and consumer behaviour, Market Analysis, consumer decision process.

Unit-2

10 Lectures

Consumer Psychographics, Psychographics Vs. Demographics, Sociological Influences on Consumer Decision Making - Consumer groups – Consumer reference groups - Family Life cycle - Social class and mobility, lifestyle analysis - Culture; Sub-Culture-Cross Culture-Interpersonal Communication and influence.

Unit-3

10 Lectures

Individual determinants of consumer behavior – Consumer Needs and Motivation- Personality and Self Concept- Consumer Perception, Consumer Attitudes- Attitude and Intention, Attitude Formation and Attitude Change, Consumer as a Learner.

Unit-4

10 Lectures

Consumer Decision Process, Pre and Post Purchase behaviour, Purchase Process, Rationality in Buying-Models of Consumer Behaviour -The Economic model- Learning model-Psychoanalytic model-The sociological model-The Howard Sheth model of Buying Behaviour-The Nicosia model-The Engel - Kollat - Blackwell Model-Engel, Blackwell and Miniard (EBM) model.

Unit-5

08 Lectures

Post purchase behaviour of consumers and its importance - Consumer Satisfaction and Dissatisfaction - Repeated Buying - Brand and Shifting Loyalty - Complaint Behaviour - Opinion Leadership - Diffusion of innovation, organizational buying behaviour, consumerism.

Text Books:

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M. R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R. D., Miniard, P. W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.

Reference Books:

1. Ghatak, Anita; Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
2. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
3. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
4. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi

Course Outcomes

Course Code (CC): COBR-506 M1	
COBR-506 M1-CO1	To recognize the Consumer behavior and its aspects.
COBR-506 M1-CO2	To describe the Consumer decision-making variables and process
COBR-506 M1-CO3	To utilize the role of personality, attitude leaning, and perception in consumer behavior determination.
COBR-506 M1-CO4	To identify and discuss organizational buying mechanisms.
COBR-506 M1 - CO5	To evaluate the institutional buying process.
COBR-506 M1 – CO6	To illustrate marketing strategy for organization based on given consumer behaviour insights.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	2							3					3		
CO 2		3				2					2			3	
CO 3			3	2								1			3
CO 4					3				3		1		2		
CO 5							3			2				3	
CO 6		2									2	1			

Course Code	CRMT-506 M2				
Subject	Customer Relationship Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
2. Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
3. Implement various technological tools for data mining and also successful implementation of CRM in the Organizations.

Course Content

Unit-1

10 Lectures

Conceptual Frame Work of Customer Relationship and its Management, Evolution of Customer Relationship Management, Relationship Marketing, Types of CRM-Win Back, Prospecting, Loyalty, Cross Sell and Up Sell. Significance and Importance of CRM in Modern Business Environment.

Unit-2

10 Lectures

Introduction to CRM-Planning, Strategy for CRM, Process of Segmentation, Choice of Technology, Choice of Organizational Structure for CRM, Understanding Market Intelligent Enterprises.

Unit-3

10 Lectures

Implementation of CRM: Business Oriented Solutions, Project Management, Channel Management, CRM and Data Mining, Information required for Effective CRM.

Unit-4

08 Lectures

Concept of Loyalty in CRM: Definition of Loyalty, Customer Loyalty and Status of CRM in India. SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation

Unit-5

10 Lectures

CRM LINKS IN E-BUSINESS: E-Commerce and Customer Relationships on the Internet, Supplier

Text Books:

1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
2. H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House
3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

Reference Books:

1. Rai, Alok Kumar ;Customer relationship management : Concept & Cases,Prentice Hall of India PrivateLimted,NewDelhi.2011.

2. Shanmugasundaram, S., Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008.

Course Outcomes

Course Code (CC): CRMT-506 M2	
CRMT-506 M2-CO-1	To memorize the concepts associated with CRM
CRMT-506 M2-CO-2	To understand the various stages of CRM implementation.
CRMT-506 M2-CO-3	To apply CLTV model in real life situations.
CRMT-506 M2-CO4	To analyze various kinds of implementation and develop a new model of CRM.
CRMT-506 M2-CO5	To validate customer retention 's relation with Customer Loyalty.
CRMT-506 M2-CO6	To design a program to track different metrics to enhance consumer experience.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1							1	2	1		
CO 3	1					2				3		2			3
CO 4			3				2	2			1		2		
CO 5		3				2			1					1	
CO 6	2										1	2			

Course Code	RLMT-506 M3				
Subject	Retail Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand and the role of retailing in emerging markets.
2. To identify the possibilities of the retail history and its function.
3. To build awareness of the retail industry to foster career growth among people who work in retail
4. To assess their own strengths and weaknesses to devise sustainable strategies to survive and grow in competitive markets

Course Content

Unit-1

10 Lectures

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

Unit-2

10 Lectures

Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non-traditional selling.

Unit-3

10 Lectures

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

Unit-4

10 Lectures

Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing. Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Unit-5

08 Lectures

Retailing in India: Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.

Text Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press.
2. Berman & Evarv: Retail Management, Prentice Hall.
3. Cullen & Newman: Retailing –Environment & Operations, Cengage Learning

Reference Books:

1. Gibson, G. Vedamani, Retail Management, Mumbai: Jaico Publishing House

2. Lewison, D. M. and DeLozier, W. M., Retailing, Columbus: Merrill Publishing Co.

Course Outcomes

Course Code (CC): RLMT-506 M3	
RLMT-506 M3-CO1	To remember the concepts of retail management.
RLMT-506 M3-CO2	To demonstrate the real-world understanding of retail and manufacturing Supply chains.
RLMT-506 M3-CO3	To apply the success factors of retail finance and allocation.
RLMT-506 M3 -CO4	To analyze and understand key drivers of retail.
RLMT-506 M3 -CO5	To evaluate the interaction of various parts of the Retail supply chain management in India.
RLMT-506 M3 –CO6	To design the retail mapping of various organizations on retail metrics.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	1				3		2						3		
CO 2		3		2				1				2		3	
CO 3			1			3			3						3
CO 4				3			2				1			3	
CO 5								3		3				2	
CO 6											2	1			

Course Code	SUCM-507 IB1				
Subject	Supply Chain Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make students aware of the role of supply chain in International Business and future possibilities.
2. An understanding of the primary differences between logistics and supply chain management.
3. An understanding of the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain.
4. An understanding of the management components of supply chain management.

Course Content

Unit-1

08 Lectures

The channel system: Rationale for marketing channel structures, Composition of marketing channels, Channel Environment, Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.

Unit-2

10 Lectures

Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics. Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.

Unit-3

10 Lectures

Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, competitive and SC strategies, achieving strategic fit.

Unit-4

10 Lectures

Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment.

Unit-5

10 Lectures

Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

Text Books:

1. Ayers, J.B.(2006). Handbook of supply chain management (2ndEditionS). Florida: Auerbach Publication.
2. Ballou,R.H.,& Srivastava,S.K.(2008).Business logistics/Supply chain management (5thed.).New Delhi:Pearson Education.
3. Chopra,S.,& Meindl,P.(2007).Supply chain management: Strategy, planning and

operation (3rded.).New Delhi:Pearson Education.

Reference Books:

1. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business logistics (7th ed.). USA: South-Western.
2. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.
3. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.

Course Outcomes

Course Code (CC): SUCM-507 IB1	
SUCM-507 IB1-CO1	To recognize the underlying processes, concepts, and tools of supply chain management.
SUCM-507 IB1-CO2	To describe the process of distribution and creation of metrics to measure the supply chain performance.
SUCM-507 IB1-CO3	To utilize the concepts of purchasing, negotiating, storing, and warehousing to purchase process of goods and services.
SUCM-507 IB1-CO4	To analyze the metrics of the supply chain and distribution and their suitability to real-life cases and problems.
SUCM-507 IB1-CO5	To evaluate the enabling role of supply chain and distribution.
SUCM-507 IB1-CO6	To design protocols to compare supply chain solutions to real life problems.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1							3		1		
CO 3	1					2				3		2			3
CO 4			3				2	2					2		
CO 5		3				2			1					1	
CO 6	2										2	1			

Course Code	ILMT-507 IB2				
Subject	International Logistics and Management				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To familiarize students with the basic logistics concepts and the terminology used in the logistics field.
2. It will examine the role that logistics plays with the rest of the corporate functions.
3. It will examine logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.

Course Content

Unit-1

10 Lectures

Overview: - Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration. **Bundling and unbundling the value proposition at last mile.**

Unit-2

10 Lectures

Marketing and Logistics: - Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics. **Concept of transport hub, India as special case in logistics.**

Unit-3

10 Lectures

Basics of Transportation: -Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice.

Unit-4

10 Lectures

Warehousing and Material Handling: - Warehousing: Evolution, Importance and Benefits, Operating Principles, Alternatives; Material Handling: Managing Warehouse Resources, Material Handling; Automated Material Handling: Order Selection Systems, ASRS Systems, Information Directed Systems, Special Handling.

Unit-5

08 Lectures

Inventory Management and Packaging: -Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging.

Text Books:

1. Vogt, J. J. Business Logistics Management: theory and practice / J. J. Vogt, W. J. Pienaar, P. W. C. de Wit ; with contributions by P. Linford, G. de Villiers . — Oxford : Oxford University Press, 2002 ISBN 0-19-578011-6
2. Waters D. Logistics: An Introduction to Supply Chain Management. Palgrave Macmillan – 2003, 364 pages

Reference Books

1. Mangam Lalwani, Butcher, & Javadpour; **Global Logistics and Supply Chain Management (2nd Edition)**, John Wiley & Sons, 2nd Edition, 2011.

Course Outcomes

Course Code (CC): ILMT-507 IB2	
ILMT-507 IB2-CO-1	To memorize the concept of logistics and its applications
ILMT-507 IB2-CO-2	To describe the linkages with marketing and their optimization.
ILMT-507 IB2-CO-3	To utilize the understanding of the transportation and its applications
ILMT-507 IB2-CO4	To analyze the importance of Warehousing and material handling processes.
ILMT-507 IB2-CO5	To evaluate the advantages and limitations of various types of packaging.
ILMT-507 IB2-CO6	To design evaluation methods of the logistics solutions provided to the given set of the problems.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1								2	1		
CO 3	1					2				3					3
CO 4			3				2	2					2		
CO 5		3				2			1					1	
CO 6	1										1				

Course Code	EXIM-507 IB3				
Subject	Import Export Documentation				
Semester	V th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To help the students with the export-import procedures, documentation and logistics.
2. To make students aware about the importance of documentation in trade

Course Content

Unit-1

10 Lectures

Introduction 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.

Unit-2

10 Lectures

Export Procedures General excise clearances: Role of Clearing and forwarding agents; shipment of export cargo. Export credit, Export credit guarantee and policies; Forward exchange cover; Finance.

Unit-3

08 Lectures

Import Procedures Import Licensing policy; Actual user Licensing; Replenishment Licensing; Import-export pass book; Capital goods Licensing; Export houses and trading houses, Import of unrestricted and restricted items, Customer guarantee, green channel for import cargo clearance.

Unit-4

10 Lectures

Export order processing; shipping and custom clearance of export and import cargo; central excise clearance; Role of clearing and forwarding agents. Types of risks in international trade, Cargo Insurance and claim Procedures

Unit-5

10 Lectures

Methods of payment in international trade; documentary collection of export bills, UCPDC guideline, Instruments of payments, Pre-shipment and post-shipment finance, Negotiation of documents with banks, Main Provisions of FEMA; Procedure and documentation for availing export incentives.

Text Books:

1. Gopal, Rama; Export Import Procedures, Documentation and Logistics, New Age International Publishers, New Delhi.
2. Jitendra, M. D. ;Export Procedures and Documentation, Rajat Publications.

Reference Books:

1. Ram, Paras ; Export: What, Where and How, Anupam, Publications.
2. Wadia, Pervin ;Export Markets and Foreign Trade Management, Manishka Publications.

Course Outcomes

Course Code (CC): EXIM-507 IB3	
EXIM-507 IB3-CO1	To remember the basics of export – import business and trade regulations.
EXIM-507 IB3-CO2	To state the required procedure for the selected appropriate product to export.
EXIM-507 IB3-CO3	To apply the document needs of export procedures.
EXIM-507 IB3-CO4	To identify the appropriate utilization of funds.
EXIM-507 IB3-CO5	To evaluate the importance of mitigating export risks
EXIM-507 IB3-CO6	To create checklist design of document requirement procedures

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	1			3		2				3			3		
CO 2			3			1			1		3			3	
CO 3		1		3					2				3		2
CO 4					2		3			1		2		3	
CO 5	2					1		3					2		
CO 6		2									2	1			

Course Code	BBA-601 SRMT-601				
Subject	Strategic Management				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. Understand the elements of sustainability of competitive advantage over time, and its transferability to new environments.
2. Understand the key elements of corporate strategy.
3. Assess the coherence of a corporate strategy and its ability to create value.

Course Content

Unit-1

10 Lectures

Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.

Unit-2

10 Lectures

Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.

Unit-3

10 Lectures

Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Unit-4

10 Lectures

Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

Unit-4

08 Lectures

Strategic Framework: Strategic analysis & choice, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix.

Text Books:

1. Budhiraja SB and Athreya MB, Cases in Strategic Management, Tata McGraw Hill, 1996.
2. Lawrance, Jauchand and William, Blucck; Business Policy and Strategic Mgt.,-

McGraw Hill Intl ,1998.

3. Mamoria and Mamoria–Business Planning and Policy, Himalaya Publishing House–1998.

Reference Books:

1. Hitt, Strategic Management, Competitiveness and Globalization, Thomson, 2001.
2. Srinivasan, R. ;Strategic Management :the Indian context,Prentice Hall of India,2002.

Course Outcomes

Course Code (CC): SRMT-601	
SRMT-601 IB3-CO1	To reproduce the practical and integrative model of strategic management process that defines basic activities in strategic management
SRMT-601 IB3-CO2	To demonstrate the knowledge and abilities in formulating strategies and strategic plans
SRMT-601 IB3-CO3	To apply the concepts of competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.
SRMT-601 IB3-CO4	To analyze challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
SRMT-601 IB3-CO5	To evaluate the basic methods and processes of strategic management to frame appropriate strategies.
SRMT-601 IB3-CO6	To Illustrate and compare strategy framework for mid level organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3									3		1	3		
CO 2		1			2			3			2			3	
CO 3	1		2						3				2		
CO 4				3			3								2
CO 5		1			2	2								2	
CO 6	3	2									1	2			

Course Code	BBA-601 LABS-602				
Subject	Legal Aspects of Business				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To explain the role of legal environment in the smooth functioning of business
2. To explain the role of contract for the functioning of business organizations.
3. To explain the aspects of negotiable instruments in context of banking regulations.

Course Content

Unit-1

10 Lectures

Law of Contract: Introduction, kinds of contracts, offer and acceptance, consideration, capacity of parties, free consent, legality of object, performance and discharge of contract remedies for breach of contract, introduction to the concept of agent and different types of mercantile agents, bailment and pledge, indemnity and guarantee.

Unit-2

10 Lectures

Sale of Goods Act: Introduction, formation of contract, condition and warranties, difference between transfer of property and possession, right of an unpaid seller, performance of contract of sale.

Unit-4

10 Lectures

Negotiable Instrument: Introduction, bills of exchange, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonor of negotiable instrument rules of evidence, banker and drawer.

Unit-4

10 Lectures

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

Unit-5

08 Lectures

Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

Text Books:

1. Kuchhal, M.C.; BusinessLaw,6th ed., VikaspublishingHouse, NewDelhi.
2. Kumar, Ravindra; Legal Aspects of Business, Cengage learning, NewDelhi.
3. Singh, Avtar ;Principles of MercantileLaw,7th ed., Eastern Book Company,Lucknow.

Reference Books:

1. Kuchhal, M C; Business Legislation for management.
2. Majumdar, A K and Kapoor ;Taxman's Students guide to Company Law
3. Pathak, Akhileshwar ; Legal Aspects of Business

Course Outcomes

Course Code (CC): LABS-602	
LABS-602-CO1	To memorize relevant legal terms in business.
LABS-602-CO2	To describe sources of law and main provisions of business law.
LABS-602-CO3	To apply an understanding of the legal environment of business by drawing models.
LABS-602-CO4	To identify basic legal knowledge required for business transactions and disputes.
LABS-602-CO5	To evaluate the various legal measures on Company as well as Customer side.
LABS-602-CO6	To create protocols for legal requirements of business organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1							2		1		
CO 3	1					2				3					3
CO 4			3				2	2				3	2		
CO 5		3				2			1					1	
CO 6		2									2	1			

Course Code	VIVA-603				
Subject	Comprehensive Viva				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To enhance the communication & presentation skills of the students.
2. To communicate effectively within the working environment.
3. To access their knowledge and for improving interview skills.

Course Content

The objective of this section is to enhance communication skills of students. Seminar is a way to enhance their public speaking quality as well as their technological skills. Viva is for accessing their knowledge and for improving interview skills. Each student shall undergo Viva – Voce at the end of each semester. Marks shall be awarded both by internal and external examiner and the total will be added for the determination of grades.

Course Outcomes

Course Code (CC): VIVA-603	
VIVA-603 -CO1	To demonstrate the ability to explain business concepts.
VIVA-603 -CO2	To understand the qualitative and quantitative skills required for careers.
VIVA-603 -CO3	To develop the ability to frame issues in relevant language.
VIVA-603 -CO4	To analyze the business requirements and develop critical thinking skills.
VIVA-603 -CO5	To evaluate the target audience on verbal and non verbal cues and respond accordingly.
VIVA-603 –CO6	To make connections of presented facts with the conclusions through a process of selection and rejection.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	2									3			3		
CO 2			3						3			1		3	
CO 3		3			1			1			2			3	
CO 4				2				3					2		
CO 5						3	3					1			2
CO 6											1				

Course Code	FISR-604 F1				
Subject	Financial Services				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To deliver an overview of Financial System in India.
2. To explain the concepts of Money, Money Supply and Money Creation in an economy.
3. To impart knowledge of Financial Markets, Financial Institutions, Financial Services and Financial Instruments that formulates a financial system.

Course Content

Unit-1

10 Lectures

Financial Services Financial Services Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund based, Characteristics and Role of Financial intermediaries.

Unit-2

08 Lectures

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. Forfeiting: Meaning and Mechanism of Forfeiting.

Unit-3

10 Lectures

Depositories and Financial Services 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-

Unit-4

10 Lectures

Merchant Banking and Venture Capital The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues

Unit-5

10 Lectures

Credit Rating Services Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.

Text Books:

1. Avdhani, V.A ;Financial Services in India, Himalaya, Latest Edition
2. Gurusamy, S;Financial Services & Systems, TATA McGraw Hill, Latest Edition
3. Khan, M.Y. ;Financial Services, TATA McGraw Hill, 7th Edition
4. Tripathy and Prava, Financial Services, PHI, Latest Edition

Reference Books:

1. Desai, Vasant ;Financial Markets and Financial Services, Himalaya, Latest Edition.
2. Goel and Sandeep ;Financial Services, , PHI, Latest Edition.
3. Paul, Justin and Suresh, Padmalatha ;Management of Banking and Financial Services,

Pearson, Latest Edition.

4. Sasidharan, K & Mathews, Alex K ;Financial Services and System, TATA McGraw Hill, Latest Edition

Course Outcomes

Course Code (CC): FISR-604 F1	
FISR-604 F1-CO1	To memorize the basic terms of financial services.
FISR-604 F1-CO2	To describe the financial system and finance in India.
FISR-604 F1-CO3	To apply the principles for the source of funds for short term and long-term credit.
FISR-604 F1-CO4	To analyze and select the appropriate financial products for customers.
FISR-604 F1-CO5	To evaluate and select the appropriate process of factoring and forfeiting
FISR-604 F1-CO6	To create financial service requirement sheet for a mid level business organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1									1		
CO 3	1					2				3	2				3
CO 4			3				2	2				1	2		
CO 5		3				2			1					1	
CO 6											1	2			

Course Code	ILFN-604-F-2				
Subject	International Finance				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To provide students with a basic knowledge of how international financial markets work.
2. To provide students with an understanding of exchange rates and why currency values fluctuate.
3. To explore methods used to manage risk in the global markets.

Course Content

Unit-1

10 Lectures

History of the International Financial Management – Introduction, objectives, functions of financial management and Political Risk, Market Imperfections, Goals for international Financial Management.

Unit-2

10 Lectures

The International Monetary System– Evolution of the International Monetary system Bimetallism , Classical Gold Standard , Interwar Period , Bretton Wood system Introduction.

Unit-3

10 Lectures

Foreign Exchange Markets-Introduction, markets & market participants, foreign exchange transactions, Exchange rate determination, The Spot market, the forward contract, interest arbitrage, hedging a forward contract.

Unit-4

10 Lectures

World financial Markets and Institutions -Introduction & role of the Foreign and Euro Bonds, Euro bond Instruments and new issue procedure in the Eurobond markets, International Banking-Introduction.

Unit-5

08 Lectures

International trade Finance, Multinational cash management International Capital Budgeting,International Capital Structure and the cost of Capital, Foreign Direct Investment and Cross border Acquisition, International Tax Environment.

Text Books:

Vaydande, Dr.Neeta; International Business, SBPD Publishers, 2020

Reference Books:

Wild, J.J. and Wild, K.L; International Business, Pearson, 2021

Course Outcomes

Course Code (CC): ILFN-604-F-2	
ILFN-604-F2-CO1	To memorize the important terms of International Financial Management.
ILFN-604-F2-CO2	To understand the evolution of The International Monetary System.
ILFN-604-F2-CO3	To utilize the concept of Foreign Exchange rate to calculate the foreign exchange requirements in a given condition.
INFL-604-F2-CO4	To analyze the issues related to World financial Markets and Institutions.
INFL-604-F2-CO5	To evaluate the challenges related to Cross border Acquisition.
INFL-604-F2-CO6	To make connections of various parts of organization with financial strategy of the organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1							3		1		
CO 3	1					2				3					3
CO 4			3				2	2				3	2		
CO 5		3				2			1					1	
CO 6	2										1	2			

Course Code	SCOF-604 F-3				
Subject	Strategic Corporate Finance				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To equip the students with the techniques that can help them in managing the financial issues in international environment.
2. To make the students understand about the latest cost management strategies.
3. This course will help them to manage MNCs in more effective manner.

Course Content

Unit-1

10 Lectures

Strategic Cost Management: Traditional costing Vs Strategic Costing, Relevant costs Vs Irrelevant costs, Different types of strategic costing and their relevance- Target Costing, Activity based Costing, Life Cycle Costing, Quality Costing, Zero Based Budgeting, Strategic cost reduction techniques and value chain analysis.

Unit-2

10 Lectures

Management Buy-outs: Establishing feasibility of the buy-out, Negotiating the main terms of the transaction with the vendor including price and structure, Developing the business plan and financial forecasts in conjunction with the buy-out team for submission to potential funders, negotiations with potential funders so that the most appropriate funding offers are selected.

Unit-3

10 Lectures

Financial Distress and restructuring: Meaning of Bankruptcy, Factors leading to bankruptcy, symptoms and predictions of bankruptcy, reorganization of distressed firms, liquidation of firms. Company disposals: retirement sale or the sale of a non-core subsidiary, planned exit, forceful retirement and other disposals. Exit strategy-most appropriate exit route, valuation, timing of sale and tax planning opportunities.

Unit-4

10 Lectures

Company Valuation: an overview of valuation, valuation principles and practices more, the impact of “what if” scenarios, the key financial and commercial factors affecting the business. Value enhancement tools & techniques, the link between valuation and corporate finance.

Unit-5

08 Lectures

The issues of stock liquidity and illiquidity, Strategic risk management, the substitutability of capital structure and risk management choices

Text Books:

1. Chandra, Prasanna ;Strategic Financial Management, McGraw Hill Education,2020.
2. Jakhotia: Strategic Financial Management (VikasPublication).

Reference Books:

1. Allen, Franklin Bearley, Richard A. and Stewart C. Myers; Principles of Corporate Finance; McGraw Hill Education,2020

Course Outcomes

Course Code (CC): SCOF-604 F-3	
SCOF-604-F-3-CO1	To memorize the Strategic Cost Management.
SCOF-604-F-3-CO2	To understand the mechanisms of Management Buy-outs.
SCOF-604-F-3-CO3	To utilize the financial concepts to apply it in cases of the Financial Distress and restructuring.
SCOF-604-F-3-CO4	To analyze the various methods of Company Valuation.
SCOF-604-F-3-CO5	To evaluate the issues of stock liquidity.
SCOF-604-F-3-CO6	To devise protocols to assess the corporate financial health of organizations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3									3			3		
CO 2		1							3		3			3	
CO 3		1		2			1					3			1
CO 4			3					3					2		
CO 5		2			3	1								3	
CO 6	1										2	1			

Course Code	PCMT-605 H1				
Subject	Performance and Compensation Management				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To familiarize students about concepts of performance and compensation management
2. To make the students understand about how to face the challenges of attracting, retaining and motivating employees for high performance.
3. To understand the various dimensions of Compensation Management.
4. To familiarize with the role of various bodies involved in Compensation Management.

Course Content

Unit-1

08 Lectures

Introduction to Performance Management: Concept of Performance, Features of Performance Management, PM objectives & Scope, Importance and Benefits of PM, Principles of PM, Performance Management System (PMS).

Unit-2

10 Lectures

Defining and Measuring Performance: Defining Performance, Nature of Performance, Dimensions of Performance, Determinants of Performance, Factors Affecting Performance, Performance Management Process. Approaches to Measure Performance.

Unit-3

10 Lectures

Introduction to compensation Management Introduction: Objectives of Compensation, Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophy, Compensation Approaches, Decision about Compensation. Compensation Trends in India.

Unit-4

10 Lectures

Strategic Compensation Management: Compensation Design and Strategy, creating the strategic reward system, Performance Related Compensation, Team-Based Compensation, and Market based, Pay for person, Skill based Pay. Best practices in 'pay for performance' Linking Performance and Rewards, Compensation as a retention strategy.

Unit-5

10 Lectures

Wages and Salary Administration: Concepts of minimum wage, living wage and fair wage; Wage Boards; Wage policy. Wage Components. Linking wages with productivity. Pay structure in practice: Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentives: Incentive schemes and types of incentive plans.

Text Books:

1. Goyal, Diwakar; Performance Appraisal and Compensation Management, PHI Learning, 2020.

Reference Books:

1. Rao, T.V.; Performance Management :Towards Organizational Excellence; Sage

Response,2020

Course Outcomes

Course Code (CC): PCMT-605 H1	
PCMT-605 H1-CO1	To memorize the principles and implementation of compensation.
PCMT-605 H1-CO2	To understand the different measures of compensation.
PCMT-605 H1-CO3	To demonstrate the understanding of Concepts of compensation management.
PCMT-605 H1-CO4	To analyze the design of strategic compensation management.
PCMT-605 H1-CO5	To evaluate the benefits and limitations of wages and salary administration.
PCMT-605 H1-CO6	To devise methods to compare and benchmark the compensation practices sector and geography wise.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3			2			1						1		
CO 2		3				2		1						3	
CO 3			3						2		1				2
CO 4		1		2			3			1		2	1		
CO 5			1		2	3								3	
CO 6		2										1			

Course Code	SSLW-605 H2				
Subject	Social Security and Labour Laws				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make students aware about different law frames from time to time and its practical implications in the organizations.
2. To make students understand about the latest norms about factory act.
3. To help the students to know about the concept of social security.

Course Content

Unit-1

08 Lectures

Social Security-Concept and philosophy, Abolition of Bonded and Child Labour, Government Policy for Social Security and Social Insurance, ILO, its Role, Functioning and Contributions.

Unit-2

10 Lectures

Factories Act, 1948 Approval, Licensing and registration – Inspecting Staff – Health – Welfare – Working Hours – Annual Leave with wages – Periodical Returns – Registers and **Records**.

Unit-3

10 Lectures

Payment of wages Act, 1936 All provisions under the Act, duties and obligations of employer, employees, penalties under the act Payment of Gratuity Act, 1972 • Evolution and Scope of the Act • Meaning of Employee, Employer, Continuous Service, etc. • Conditions for Payment and Forfeiture of Gratuity • Computation of Gratuity • Authorities under the Act and their powers and functions.

Unit-4

10 Lectures

Workmen compensation Act 1923 History and Evolution of the Act • Meaning of Compensation, Wage, Workman, Dependants, Employer • Partial Disablement, Total Disablement, • ‘Arising out of’ and ‘in the course of employment’, • Notional Extension, etc. • Liability of the Employer: In case of Personal Injury, In case of Occupational Disease • Compensation Commissioners: Appointment, Powers and Functions.

Unit-5

10 Lectures

Maternity Benefit Act, 1961 • Nature and Scope of the Act • Restrictions on Employment of Women • Right to Maternity Benefit and its Calculation • Entitlement and Forfeiture of Maternity Benefit • Other benefits under the Act Inspectors under the Act: Powers, Functions and Duties Minimum Wages Act, 1948 • Minimum Wages Act, 1948- Meaning of ‘wage’ under the Act • Procedure for fixing Minimum wage • Obligation of employer to pay minimum wage • Authorities and Remedies under the Act.

TextBooks

1. Harikumar, P.N. and Susha, Dr. S.D.; Social Security and Unorganized Labour in India ; Abhijeet Publications, 2017.
2. Trivedi, Ratna and Pandey, Manoj Kumar; Social Security Law and policy In India; ABS Books, 2020.

Reference Book:

1. Kumar, Anil ; Social Security and Labour Welfare, Deep & Deep Publications,2003
2. Mishra, S.N. ;Labour and Industrial Laws, 25th Edn.-2009, Central Law Publications,Allahabad.
3. Pillai, K. M. ; Labour and Industrial Law, 10th Edn- 2005, Allahabad Law Agency,Allahabad.

Course Outcomes

Course Code (CC): SSLW-605 H2	
SSLW-605 H2-CO1	To memorize the concept of industrial relations and the behavior of people in an organization.
SSLW-605 H2-CO2	To describe the issues pertaining to complexities around managing people in organization with diverse interests.
SSLW-605 H2-CO3	To apply labor legislations in establishments to ensure compliance.
SSLW-605 H2-CO4	To analyze the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.
SSLW-605 H2-CO5	To evaluate the role of three parties i.e., employees, employer and government in order to achieve industrial harmony.
SSLW-605 H2-CO6	To devise methods to benchmark social security and legal benefits to the workers.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	1			2	3					3			3		
CO 2		3		2	1				2					1	
CO 3			3					3			3				3
CO 4				3		1	2					2	2		
CO 5			1		3				1					1	
CO 6		3									1	2			

Course Code	IHRM- 605 H3				
Subject	International Human Resource Management				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To identify and understand issues and practices pertaining to the major HRM functions within the context of a multinational environment.
2. To recognize and understand the value cultural differences.
3. To describe the cultural differences.

Course Content

Unit-1

10 Lectures

Evolution, Concept and Characteristics of International Human Resource Management (IHRM)– Variables that moderate differences between Domestic & International HRM , International trends in the labour force.

Unit-2

10 Lectures

International Recruitment, Global staffing Approaches, Selection : Selection, evaluation and coaching of international employees, Selection Criteria–Use of selection Tests–Selecting TCNs(Third Country Nationals) and HCNs(Host Country Nationals).

Unit-3

10 Lectures

Cross Cultural Management – including communication (Language) Geert Hofstede Cultural Dimensions Theory, Expatriation and Repatriation- Characteristics of effective expatriate managers, Dealing with culture shock, Successful repatriation practices.

Unit-4

10 Lectures

Performance Management and Employee Development in IHRM–Criterion used for performance appraisal of International employees – The International HRM perspectives in Training and Development, Global training and appraisal systems for a cross cultural workforce.

Unit-5

08 Lectures

Global Reward and compensation Management, Global Exit and Retrenchment Strategies. HR/IR issues in MNCs and global significance of Corporate Social Responsibility

Text Books

1. Dowling, Peter J. ; International Human Resource Management, ThomsonLearning.
2. Phatak, A.V. International Dimensions of Management, Cincinnati, South WesternCollege
3. Rao , P.L.; International Human Resource Management: Text and cases, Excel Books.
4. Tayeb, M. ; International Human Resource Management: A MultinationalCompany Perspective, OUPOxford

Reference Book:

1. Dowling, Peter J , Festing, Marion and Engle Sr., Allen D.;International human Resource Management; Cengage Publishing, 2020.

Course Outcomes

Course Code (CC): IHRM- 605 H3	
IHRM- 605 H3-CO1	To memorize the important terms of HRM and International HRM.
IHRM- 605 H3-CO2	To describe the concepts of Recruitment and selection process at global level.
IHRM- 605 H3-CO3	To utilize the understanding different aspects of Cross culture management to devise multiculturalism and diversity in organizations.
IHRM- 605 H3-CO4	To analyze the importance of training and performance management.
IHRM- 605 H3-CO5	To evaluate the benchmarking of compensation.
IHRM- 605 H3-CO6	To devise frameworks to place and compare international cultural practices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3									3			3		
CO 2		1							2					1	
CO 3			1		3			2			3				3
CO 4				1	3		2					3		2	
CO 5	1					2	3						3		
CO 6		2									2	1			

Course Code	BRMT-606 M1				
Subject	Brand Management				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To describe the main concepts and tools for managing brands over time.
2. To formulate effective branding strategies for both consumers and business products.
3. To analyse new product development and brand extension programs based on market information.

Course Content

Unit-1

10 Lectures

Brand and Brand Management - Concept, elements and Importance, Concept and management of brand equity, brand loyalty, brand awareness, perceived quality of brands.

Unit-2

10 Lectures

Brand associations, positioning decisions of brands, measurements of brand associations, selecting, creating and maintaining associations.

Unit-3

08Lectures

Brand associations, the measurement, selecting, creating and maintaining associations, brand extensions, emotive marketing.

Unit-4

10 Lectures

Brand strategy: The name, symbol and slogan, brand extensions, revitalizing the brand and global branding.

Unit-5

10 Lectures

Branding self, how to sell yourself, measuring your attributes, which brand are you, how to differentiate.

Text Book and

1. Jain, Vipul, God: The Mantra of Branding, Notion Press
2. Keller, Kevin; Best Practice Cases in Branding: Lessons from the World’s Strongest Brands, Prentice Hall
3. Mathur, U.C; Product and Brand management, Excel Publication

Reference Books:

1. Moorthy, YLR; Brand Management: Indian Context; S.Chand ,2020

Course Outcomes

Course Code (CC): BRMT-606 M1	
BRMT-606 M1-CO1	To memorize the basic terms of Brand.
BRMT-606 M1-CO2	To describe the Brand Prism.
BRMT-606 M1-CO3	To understand and apply the various brand metrics to commonly known brands.
BRMT-606 M1-CO4	To analyze the brand strategy of common brands.
BRMT-606 M1-CO5	To evaluate the brand differentiation.
BRMT-606 M1-CO6	To devise a brand map on perceptual plane and place popular brands on it.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	1			2				3					1		
CO 2		2			3				1		3			2	
CO 3		3	1			3	1			2					2
CO 4	1			2				3				3	1		
CO 5		2			3				1					2	
CO 6		3									1	2			

Course Code	ADMT- 606 M2				
Subject	Advertising Management				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make students familiar with the role of advertising in marketing and creativity.
2. To understand the role and importance of advertising in present scenario.
3. To analyze new product development and management of advertisement based on market information.

Course Content

Unit-1

10 Lectures

Introduction to Advertising- Meaning - Evolution - Features - Active participants - Functions - Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India – Challenges faced by advertisers in India in the era of globalization- criticism of advertising- Classification of Advertising-Advertising as a Tool of Communication- role of advertising in marketing mix.

Unit-2

10 Lectures

Advertising as a component of Marketing -Concept of Marketing and Integrated Marketing Communication (IMC) - Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products –In brand building – Consumer behavior – Target audience and market segmentation- Advertising message decisions- Message content- message structure-message format and source.

Unit-3

08 Lectures

Planning in ad making - Setting Communication Objectives for the ad campaign – DAGMAR- factors affecting determination of Advertising budget – Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media / media vehicles - Developing a media strategy with media-mix and media scheduling strategies , Role of Media in Advertising, types of media, Comparative Study of different Advertising Media, Media Choice.

Unit-4

10 Lectures

Creativity in advertising:-Role of creativity in advertising - Determining the message theme / major selling idea –Introduction to Unique Selling Proposition (USP) - Positioning strategies - types of advertising appeals – Role of source in ads and celebrities as source in Indian ads - Copywriting for print, out-of-home, television, radio and web Objectives and methods of pre-testing and post-testing Advertising campaign, Copywriting, its elements, Developing Effective Advertising copy, types of advertising copies, Creativity and Visualization in Advertising.

Unit-5

10 Lectures

Economic, Social and Regulatory aspects of Advertising - Economic impact of advertising and Society interrelationship Ethical and social issues in advertising and Indian values / culture - Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) various laws and enactments concerning advertising in India.

Text Books:

1. Chunawala ; Advertising Principles & Practice, , (1999), Himalaya Publishers, New Delhi.
2. Mehta, D.S. ;(Handbook of Public Relations in India, 1998), Allied Publishers, New Delhi.
3. Santakki, Dr. C.N. ; Advertising, (1994), Kalyani Publishers, New Delhi.

Reference Books:

1. Batra, Rajeev Myers, John G Aaker, David A. ; Advertising Management, Pearsons India 2002.

Course Outcomes

Semester -VI	
Course Code (CC): ADMT- 606 M2	
ADMT- 606 M2-CO-1	To memorize the communication objectives for a brand.
ADMT- 606 M2-CO-2	To understand the expectations of client organization and explain the same to the campaign team in the advertising agency and vice versa.
ADMT- 606 M2-CO-3	To apply the concept of creative strategy for a brand for achievement of a communication objective.
ADMT- 606 M2-CO4	To analyze effective media strategy for achieving the communication objective.
ADMT- 606 M2-CO5	To evaluate the communication and sales impact of advertising campaign.
ADMT- 606 M2-CO6	To design advertising effectiveness matrices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3									3			1		
CO 2		1		2		3			3		3			1	
CO 3			1					2							3
CO 4				1	2		3					3		3	
CO 5	2				1	3									2
CO 6											2	1			

Course Code	SADT-606 M3				
Subject	Sales and Distribution				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To understand the roles and responsibilities of sales function.
2. To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success in the various techniques essential for sales staff management.
3. To understand the role of personal selling.

Course Content

Unit-1

10 Lectures

The Nature and Importance of Personal Selling, Nature of Sales Management Situation where Personal Selling is more effective than Advertising, Types of Selling situations, Types of Sales Persons.

Unit-2

10 Lectures

Selling theories: different models of selling: AIDA, Right set of circumstances theory, behavior equation theory, Buying formula theory, Process of Effective Selling; Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling the objections, Closing the Sales, Post-Sale Activities, Qualities of a Successful Sales person with reference to B-2-C, B-2-B Marketing.

Unit-3

08 Lectures

Sales Forecasting; concepts and methods of sales forecast, Sales Budget, Sales Quotas, Sales Territories, Sales Controlling and Sales Cost Analysis.

Unit-4

10 Lectures

Recruitment and Selection of sales force, Training and Development, Compensation issues, Performance Appraisal of Sales Personnel.

Unit-5

10 Lectures

Ethical and Legal aspects of Selling, Measures for Making Selling as attractive Career, Recent Trends in Selling.

Text Books:

1. Barton A. Weitz; Stephen B. Castleberry; and John F. Tanner, Jr. (2007).
Selling: Building Partnerships, 7th or 8th Edition. McGraw-Hill/Irwin
2. Mahan Khalsa; Randy Illig (2008) Let's Get Real or Let's Not Play; Penguin Group
Book by Portfolio (Franklin-Covey).

Reference Books:

1. Still, Richard R., Cundiff, Norman, Edward W., Govoni, A.P.; Pearson Education; Sales Management: Decisions, Strategies & Cases.
2. Johnson, F.M., Kurtz, D.L., Scheuing, E.E.; Sales Management: Concepts Practice, and Cases, Tata McGraw- Hill.

3. Jobber, David Lancaster, Geoffrey ;Selling & Sales Management, Pearson Education,

Course Outcomes

Course Code (CC): SADT-606 M3	
SADT-606 M3-CO1	To understand the concept and relevance of Sales and distribution.
SADT-606 M3-CO2	To apply learning to various sectors and products.
SADT-606 M3-CO3	To explain various variables of sales and distribution and their interactions.
SADT-606 M3-CO4	To explain the importance of learning and training and development of sales personal.
SADT-606 M3-CO5	To understand and apply the ethics and legal aspects associated with sales process
SADT-606 M3-CO6	To design a distribution and sales network strength matrices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	1									2			2		
CO 2		2						2			3			2	
CO 3			1		2				3						3
CO 4	1			1			3						1		
CO 5					3	2				1		3			3
CO 6		2									2	1			

Course Code	CCMT-607 IB1				
Subject	Cross Culture Management				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To develop greater awareness of the changing global environment and understanding of the implications for international business and management;
2. Provide conceptual frameworks for systematically understanding the cross-cultural contexts of international business, and theoretical concepts relating to culture, cultural synergies and differences.
3. Enable students to develop the knowledge, skills and capabilities required to work and manage across cultures.

Course Content

Unit-1

10 Lectures

Introduction to concepts of culture and nationality, Impact of culture on international environment, Impact of cultural issues on flexibility and work life balance. Approaches to multinational staffing.

Unit-2

10 Lectures

Managing diversity: diversity and organisational culture, Approaches to managing diversity, Diversity management programme. Training: cross cultural training, Cultural assimilators, Diversity training. Cross cultural team building

Unit-3

10 Lectures

Developing a global vision through marketing research. Scope of international marketing research. Problems: Collecting primary data, Use & non-availability of secondary data. Multicultural research- Research on internet. Estimating market demand, problems in analyzing and interpreting research information. Responsibility for conducting marketing research, communicating with decision makers.

Unit-4

08 Lectures

Repatriation: Process, Causes of expatriate failure, Problems of repatriation. Cross border Mergers and Acquisitions./

Unit-5

10 Lectures

International industrial relations: Labour unions and MNC, Employee relations in MNC, Response of labour unions to MNC.

Text Books:

1. Dowling, P.J and Engle Sr., A.D: International HRM, Thomson Learning.
2. Browaeys ,M.J and Price, R: Understanding cross cultural management, PrenticeHall.

Reference Books:

1. Thomas, David and Inkson, Kerr “Cultural Intelligence: Living and Working Globally”, Berrett-Koehler Publishers, 2009

Course Outcomes

Course Code (CC): CCMT-607 IB1	
CCMT-607 IB1-CO-1	To memorize the basic terms of the globalization and associated phenomena.
CCMT-607 IB1-CO-2	To understand the cultural processes and their implications to Business.
CCMT-607 IB1-CO-3	To apply and understand the diversity models in workplace in organization case study.
CCMT-607 IB1-CO4	To compare and contrast the various interactive processes amongst various cultures.
CCMT-607 IB1-CO5	To evaluate the impact of various measures in culture management.
CCMT-607 IB1-CO6	To devise and design the cultural parameter matrix.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2				1					1	
CO 2		2	3	1							2		1		
CO 3	1					2				3					3
CO 4			3				2	2				3	2		
CO 5		3				2			1					1	
CO 6	2									1		3			

Course Code	ILMA-607 IB2				
Subject	International Mergers and Acquisition				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To make the students aware about international mergers and Acquisition.
2. To create an understanding of the motivation and methods for assessing the effectiveness of mergers and acquisitions, their stages and associated risks in international markets.
3. To study the issues of the company's growth and development strategy in the context of M&A.

Course Content

Unit-1

10 Lectures

Joint Ventures: Concept & Meaning of Joint Ventures, Need & Types of Joint Ventures, Structures & Problems faced in Joint Ventures, Joint Ventures and Strategic Alliance.

Unit-2

10 Lectures

Mergers and Acquisitions: Introduction to mergers, types of mergers, theories of mergers & acquisitions; Cross-border mergers and acquisitions, issues and challenges in cross border M&A. Handling cross-culture and taxations issues in cross-border M&A.

Unit-3

10 Lectures

Deal Valuation and Evaluation: Factors affecting valuation basics, methods of valuation, cash flow approaches, economic value added (EVA), sensitivity analysis, valuation under takeover regulation, valuation for slump sale, cost-benefit analysis and swap ratio determination.

Unit-4

10 Lectures

Post-Merger Evaluation: Financial Evaluation of Mergers & Acquisitions, Impact on shareholders' Wealth; Methods of payment and financing options in mergers & acquisitions.

Unit-5

08 Lectures

Financing decision, Merger, Acquisition and Competition law 2002, SEBI (Securities & Exchange Board of India) Takeover Code 2011 and criteria for negotiating friendly takeover.

Text Books:

1. Weston, Fred; Chung, Kwang S. & Siu, Jon A.: Takeovers, Restructuring and Corporate Governance, (2nd Edition). Pearson Education.
2. Gupta, Manju (2010): Contemporary Issues in Mergers and Acquisitions. Himalaya Publishing

Reference Books:

1. Sundarsanam (2006); Creating Value from Mergers and Acquisitions, (1st Edition) Pearson Education.

Course Outcomes

Course Code (CC): ILMA-607 IB2	
ILMA-607 IB2-CO-1	To recognize the need for growth and the processes thereof.
ILMA-607 IB2-CO-2	To understand the methods of mergers and Acquisitions.
ILMA-607 IB2-CO-3	To utilize the Merger and acquisition principles to study processes in real life..
ILMA-607 IB2-CO4	To identify the characteristics of the legal environment of the Merger and acquisitions.
ILMA-607 IB2-CO5	To evaluate the impact of mergers and acquisitions on various stakeholders.
ILMA-607 IB2-CO6	To devise and design the Economic value addition matrices.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	1			2	3					3			1		
CO 2		1			3				2		3			3	
CO 3			1				2					3			2
CO 4				1				3					2		
CO 5		1			2	3									3
CO 6		2									1	3			

Course Code	GLBE-607 IB3				
Subject	Global Business Environment				
Semester	VI th				
		L	T	P	C
		4	0	0	4

Course Objectives

1. To give students understanding about the various constituents of global business environment.
2. To study the benefits and cost of globalization
3. To study the various exchange rate regimes and their respective advantages and disadvantages.

Course Content

Unit-1

10 Lectures

Introduction. Concept of Economic Environment; Nature and scope. Macro variables: Income, Employment, Money Supply, Price Level, Interest rates, Saving and Investment.

Unit-2

10 Lectures

Institutional Framework of Economic Environment: Role of state; State Vs Markets. Fiscal Policy; Concept & Implications. Monetary Policy; Concept & Implications. Commercial Policy.

Unit-3

10 Lectures

Structure of Indian Economy: Growth Strategy in plans. Industrial Policy. Public sector & Private sector Monetary Policy. Fiscal Policy. Infrastructure Development. Issues in Indian Economy: Poverty, Unemployment, Regional Dimensions.

Unit-4

08 Lectures

Open Economy Management. Balance of payments. Role of Foreign Trade & Policy. Role of Foreign Capital, Globalisation: Concept, Implications, Policy.

Unit-5

10 Lectures

Regional Integration: EU, etc. World Trade Organization World Bank, IMF, etc. BRICS, Global Orientation of Indian Economy: Growth and evolution of Indian MNC's.

Text Books:

1. Gupta, Anshuman; WTO and South Asian Countries Shipra Publication
2. Krugman, Paul ; International Economics
3. Nandi, Sukumar ; International Business Environment Tata McGraw Hill
4. Sundaram ,Anant K. ;International Business Environment PHI Learning Pvt. Ltd.

Reference Books:

1. Vance. Charles and Paik, Yongsin and Sharpe, M.E. ; Managing a Global Workforce: Challenges and Opportunities in International Human Resource Management ;2nd Edition, 2011.

Course Outcomes

Course Code (CC): GLBE-607 IB3	
GLBE-607 IB3-CO-1	To memorize the basic terms of business environment on global scale.
GLBE-607 IB3-CO-2	To demonstrate the ability to understand the role and limitations of state interventions in the market.
GLBE-607 IB3-CO-3	To apply the structural requirements of Business environment to real organizations.
GLBE-607 IB3-CO4	To analyze the financial factors and the contribution thereof.
GLBE-607 IB3-CO5	To evaluate the role of regional integration and MNCs.
GLBE-607 IB3-CO6	To devise the global cultural matrix showing similarity and diversity amongst cultures.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	2		1			3				1			2		
CO 2		1					1				3			3	
CO 3			1		3			2					2		
CO 4		2		1					1			3		3	
CO 5					1	3									2
CO 6	3										1	2			