BHALRATI VIDYAPEETH

[DEEMED TO BE UNIVERSITY]

‘A’ Grade University Status by Ministry of HRD, Govt. of India
Re-Accredited by NAAC with ‘A++’ Grade

SCHOOL OF DISTANCE EDUCATION

FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Choice Based Credit System (CBCS)
(w.e.f. 2019 - 20)

SYLLABUS
Course Structure

Applicable with effect from 2019-20
The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in New Delhi, Pune, Navi Mumbai, Kolhapur, Sangli, Karad and Solapur. All the seven institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, BharatiVidyapeethDeemedUniversity which is to usher in “Social Transformation Through Dynamic Education.”

**Vision**

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

**Mission**

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

**Objectives**

The Bachelor of Business Administration (BBA) degree programme has the following objectives…

- To provide students with an in-depth knowledge of Management and Business concepts
• To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
• To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

**Duration:**

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

**Eligibility Requirements**

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board.

**Note:** Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.

**Grading System for Programmes under Faculty of Management Studies:**

1. **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth Deemed To Be University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

   **Table I: The 10-point Grading System Adapted for Programmes under FMS**

<table>
<thead>
<tr>
<th>Range of Percent Marks</th>
<th>[80, 100]</th>
<th>[70, 79]</th>
<th>[60, 69]</th>
<th>[55, 59]</th>
<th>[50, 54]</th>
<th>[40, 49]</th>
<th>[00, 39]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade Point</td>
<td>10.0</td>
<td>9.0</td>
<td>8.0</td>
<td>7.0</td>
<td>6.0</td>
<td>5.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Grade</td>
<td>O</td>
<td>A+</td>
<td>A</td>
<td>B+</td>
<td>B</td>
<td>C</td>
<td>D</td>
</tr>
</tbody>
</table>

Formula to calculate GP is as under:
Set \( x = \text{Max}/10 \) where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

<table>
<thead>
<tr>
<th>Range of Marks</th>
<th>Formula for the Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>( 8x \leq \text{Marks} \leq 10x )</td>
<td>10</td>
</tr>
<tr>
<td>( 5.5x \leq \text{Marks} \leq 8x )</td>
<td>( \text{Truncate} \left( \frac{\text{M}}{x} \right) +2 )</td>
</tr>
<tr>
<td>( 4x \leq \text{Marks} \leq 5.5x )</td>
<td>( \text{Truncate} \left( \frac{\text{M}}{x} \right) +1 )</td>
</tr>
</tbody>
</table>

2. **Scheme of Examination:** Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective institutes and the University at the term end for 30(Thirty) and
70(Seventy) Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted to grade points and grades.

CCA – Comprehensive Continuous Assessment - Courses having only Comprehensive Continuous Assessment (CCA) the respective institutes will evaluate the students in various ways such as Class Test, Presentations, Field Assignments and MiniProjects for a total of 100 marks during the term. Then the marks will be converted to grade points and grades.

Open Courses shall be evaluated for 50 marks only (fifty marks only).

3. Standard of Passing:

For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (70% marks) at UE and also a minimum grade point of 5.0 (30% marks) at IA.

If learner fails in IA, the learner passes in the course provided, he/she obtains a minimum 25% marks in IA and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the learner passes at UE.

A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA he has to reappear only at IA as backlog candidate and clear the Head of Passing, to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

<table>
<thead>
<tr>
<th>Range of Marks (%)</th>
<th>Grade</th>
<th>Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>80≤Marks≤100</td>
<td>O</td>
<td>10</td>
</tr>
<tr>
<td>70≤Marks≤80</td>
<td>A+</td>
<td>9</td>
</tr>
<tr>
<td>60≤Marks≤70</td>
<td>A</td>
<td>8</td>
</tr>
<tr>
<td>55≤Marks≤60</td>
<td>B+</td>
<td>7</td>
</tr>
<tr>
<td>50≤Marks≤55</td>
<td>B</td>
<td>6</td>
</tr>
<tr>
<td>40≤Marks≤50</td>
<td>C</td>
<td>5</td>
</tr>
<tr>
<td>Marks &lt; 40</td>
<td>D</td>
<td>0</td>
</tr>
</tbody>
</table>

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 70% and 30% respectively.

GPA is calculated by adding the UE marks out of 70 and IA marks out of 30. The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that „Max” is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set x = Max/10 (since we have adopted 10 point system). Then GP is calculated by the following formulas
Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

\[
SGPA = \frac{\sum C_k \times GP_k}{\sum C_k}
\]

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. The SGPA shall be calculated up to two decimal place accuracy.

The CGPA is calculated by the following formula

\[
CGPA = \frac{\sum C_k \times GP_k}{\sum C_k}
\]

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

The CGPA shall be calculated up to two decimal place accuracy.

The formula to compute equivalent percentage marks for specified CGPA:

<table>
<thead>
<tr>
<th>% marks (CGPA)</th>
<th>10 * CGPA-10</th>
<th>If 5.00 ≤ CGPA ≤ 6.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 * CGPA+20</td>
<td>If 6.00 ≤ CGPA ≤ 8.00</td>
<td></td>
</tr>
<tr>
<td>10 * CGPA-20</td>
<td>If 8.00 ≤ CGPA ≤ 9.00</td>
<td></td>
</tr>
<tr>
<td>20 * CGPA-110</td>
<td>If 9.00 ≤ CGPA ≤ 9.50</td>
<td></td>
</tr>
<tr>
<td>40 * CGPA-300</td>
<td>If 9.50 ≤ CGPA ≤ 10.00</td>
<td></td>
</tr>
</tbody>
</table>
Award of Honours:

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

<table>
<thead>
<tr>
<th>Range of CGPA</th>
<th>Final Grade</th>
<th>Performance Descriptor</th>
<th>Equivalent Range of Marks (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.5≤CGPA ≤10</td>
<td>O</td>
<td>Outstanding</td>
<td>80≤Marks≤100</td>
</tr>
<tr>
<td>9.0≤CGPA ≤9.49</td>
<td>A+</td>
<td>Excellent</td>
<td>70≤Marks≤80</td>
</tr>
<tr>
<td>8.0≤CGPA ≤8.99</td>
<td>A</td>
<td>Very Good</td>
<td>60≤Marks≤70</td>
</tr>
<tr>
<td>7.0≤CGPA ≤7.99</td>
<td>B+</td>
<td>Good</td>
<td>55≤Marks≤60</td>
</tr>
<tr>
<td>6.0≤CGPA ≤6.99</td>
<td>B</td>
<td>Average</td>
<td>50≤Marks≤55</td>
</tr>
<tr>
<td>5.0≤CGPA ≤5.99</td>
<td>C</td>
<td>Satisfactory</td>
<td>40≤Marks≤50</td>
</tr>
<tr>
<td>CGPA below 5.0</td>
<td>F</td>
<td>Fail</td>
<td>Marks below 40</td>
</tr>
</tbody>
</table>

c) ATK Rules:

1. A student is allowed to carry backlog of any number of subjects for Semester IV.
2. A student must pass Semester I and Semester II to appear for Semester V.

*  *  *
# BBA – SDE - Program Structure

*(As per UGC guidelines – template for BBA – 100 credits)*

BBA – Sem I and Sem II w.e.f 2019-20

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Course Title</td>
</tr>
<tr>
<td>101</td>
<td>Business English - Communication.</td>
</tr>
<tr>
<td>102</td>
<td>Business Organization &amp; Systems</td>
</tr>
<tr>
<td>103</td>
<td>Micro Economics</td>
</tr>
<tr>
<td>104</td>
<td>Business Accounting</td>
</tr>
<tr>
<td>105</td>
<td>Foundations of Mathematics and Statistics</td>
</tr>
<tr>
<td>106</td>
<td>Community Work-I</td>
</tr>
<tr>
<td></td>
<td>Career &amp; Life Skills</td>
</tr>
<tr>
<td></td>
<td>Waste management</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
</tr>
</tbody>
</table>

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment
### BBA – SDE - Program Structure 2019-20
(As per UGC guidelines – template for BBA – 100 credits)

#### BBA – Sem III and Sem IV w.e.f 2019-20

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>SEC Computer Applications for Business (Theory - 3 &amp; Lab -2)</td>
<td>2</td>
<td>CCA</td>
<td>SEC Enhancing Personal &amp; Professional Skills (Theory - 3 &amp; Lab -2)</td>
<td>2</td>
</tr>
<tr>
<td>302</td>
<td>C Organizational Behavior.</td>
<td>3</td>
<td>UE &amp; IA</td>
<td>C Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>303</td>
<td>C Principles of Marketing.</td>
<td>3</td>
<td>UE &amp; IA</td>
<td>C International Business</td>
<td>3</td>
</tr>
<tr>
<td>304</td>
<td>C Introduction to Financial Management</td>
<td>3</td>
<td>UE &amp; IA</td>
<td>C Basics of Business Research</td>
<td>3</td>
</tr>
<tr>
<td>305</td>
<td>C Entrepreneurship Development</td>
<td>3</td>
<td>UE &amp; IA</td>
<td>C Business Laws.</td>
<td>3</td>
</tr>
<tr>
<td>306</td>
<td>GE Community Work - III</td>
<td>2</td>
<td>CCA</td>
<td>GE Community Work - IV</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Start-up Management</td>
<td></td>
<td></td>
<td>Basics of Taxation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agro Tourism</td>
<td></td>
<td></td>
<td>Yoga - I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Credits</td>
<td>16</td>
<td></td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

#### Courses Types
- **AECC/SEC**: Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- **C**: Core Course - Compulsory for BBA Discipline
- **GE**: Generic Elective – Open Elective / Interdisciplinary
- **DSE**: Discipline Specific Elective

#### Exam Evaluation Pattern
- **CCA**: Comprehensive Continuous Assessment
- **UE**: University Evaluation
- **IA**: Internal Assessment

---

### BBA – SDE - Program Structure 2019-20

(As per UGC guidelines – template for BBA – 100 credits)

#### BBA – Sem V and Sem VI w.e.f 2019-20

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
<th>Examination Pattern</th>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
<th>Examination Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>501</td>
<td>SEC Summer Internship Report &amp; Viva</td>
<td>6</td>
<td>CCA</td>
<td>601</td>
<td>SEC Industrial Exposure. (Mini Project)</td>
<td>3</td>
<td>CCA</td>
</tr>
<tr>
<td>502</td>
<td>C Management of Services</td>
<td>3</td>
<td>UE &amp; IA</td>
<td>602</td>
<td>C Introduction to Strategic Management</td>
<td>3</td>
<td>UE &amp; IA</td>
</tr>
<tr>
<td>505</td>
<td>C Introduction to Operations Research</td>
<td>3</td>
<td>UE &amp; IA</td>
<td>605</td>
<td>Disaster Management</td>
<td>3</td>
<td>CCA</td>
</tr>
<tr>
<td>506</td>
<td>GE Social Media Management</td>
<td>1</td>
<td>CCA</td>
<td>606</td>
<td>GE Business Ethics</td>
<td>1</td>
<td>CCA</td>
</tr>
<tr>
<td></td>
<td>Road Safety &amp; Management</td>
<td></td>
<td></td>
<td></td>
<td>Basics of Hospitality Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Event Management</td>
<td></td>
<td></td>
<td></td>
<td>Yoga - II</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Credits</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

#### Courses Types
- **AECC/SEC** – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- **C** - Core Course - Compulsory for BBA Discipline
- **GE** - Generic Elective – Open Elective / Interdisciplinary
- **DSE** - Discipline Specific Elective

#### Exam Evaluation Pattern
- **CCA** – Comprehensive Continuous Assessment
- **UE** – University Evaluation
- **IA** – Internal Assessment
Specializations Offered:

<table>
<thead>
<tr>
<th>Marketing Management</th>
<th>Human Resource Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Management</td>
<td>International Business Management</td>
</tr>
<tr>
<td>Entrepreneurship Development</td>
<td>Financial Markets</td>
</tr>
</tbody>
</table>

Note: ADD ON Courses:
Courses such as mentioned below may be introduced as ADD-ON courses separately. The Add on Courses are not compulsory for the students and may be introduced on demand on Payment basis, with prior approval of concerned authorities)

a) Foreign Language
b) Office Automation Tools
c) Supply Chain Management
d) Event Management
# Specializations

<table>
<thead>
<tr>
<th>Marketing Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective - I</td>
</tr>
<tr>
<td>Elective – II</td>
</tr>
<tr>
<td>Elective – III</td>
</tr>
<tr>
<td>Elective – IV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective - I</td>
</tr>
<tr>
<td>Elective – II</td>
</tr>
<tr>
<td>Elective – III</td>
</tr>
<tr>
<td>Elective – IV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Human Resource Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective - I</td>
</tr>
<tr>
<td>Elective – II</td>
</tr>
<tr>
<td>Elective – III</td>
</tr>
<tr>
<td>Elective – IV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>International Business Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective - I</td>
</tr>
<tr>
<td>Elective – II</td>
</tr>
<tr>
<td>Elective – III</td>
</tr>
<tr>
<td>Elective – IV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entrepreneurship Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective - I</td>
</tr>
<tr>
<td>Elective – II</td>
</tr>
<tr>
<td>Elective – III</td>
</tr>
<tr>
<td>Elective – IV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective - I</td>
</tr>
<tr>
<td>Elective – II</td>
</tr>
<tr>
<td>Elective – III</td>
</tr>
<tr>
<td>Elective – IV</td>
</tr>
</tbody>
</table>
Course Code 101

BBA – SDE - Sem -I (CBCS 2019)

Business English - Communication

Credits : 3

UE + IA: 70:30

Course Type : AECC

Course Objectives:

- To acquaint students inmanagerial communication from every perspective that is globally demanding.
- To acquaint students with the required skills for effective communication in business organizations
- To enable students to develop confidence and expertise in composing effective communication skills essential in Business Situations

Learning Outcomes:

After studying this subject, the student should be able to:

- Understand how to converse in business situations
- Write effective e-mails, Letters
- Write formal and informal Reports

Unit 1: Concept and Nature of Communication

Meaning and Introduction, Importance and Nature of Communication. Process and Objectives of Communication. Channels of Communication, Barriers to Communication, Overcoming barriers, Seven C’s of effective communication

Unit 2: Verbal Communication

Verbal Communication (oral) – Meaning, Advantages, Disadvantages, Essentials of effective oral communication, Types. Speaking Skills – Meaning and importance – Guidelines for preparing a Speech – Strategies for good conversation

Exercises on Verbal communication.
Unit 3: Non-Verbal Communication

Meaning, Importance, Uses of non verbal communication, Body Language, Gestures, Postures, Para Language, non verbal aspects of written communication.

Unit 4: Listening, Reading Skills, Presentation Skills


Unit 5: Written Communication


Reference Books:

1. Urmila Rai and S. M Rai, Effective Communication (Himalaya Publishing House)
2. Shirley Taylor, Communication for Business, Pearson Education, New Delhi

Online Resources:


MOOCs:

https://swayam.gov.in/
https://alison.com/
https://eDx.com/
https://www.edx.org/course/business-communications-ubcx-bus2x
https://Coursera.com/
https://www.coursera.org/courses?languages=en&query=business%20communication
Course Code 102

BBA – SDE - Sem -I (CBCS 2019)
Business Organization & Systems

Credits : 3
UE + IA: 70:30
Course Type : Core

Course Objectives:

- To acquaint students with fundamentals of business organization and management systems as a body of knowledge.
- To impart to the students an understanding of business concepts with a view to prepare them to face challenge of managing business in the new era.

Learning Outcomes:

On successful completion of this syllabi the students will

- Understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world.
- Understand modern business practices, forms, procedures and functioning of various business organizations.

Unit 1: Introduction to Business


Unit 2: Forms of Business Ownership

Introduction to various forms – factors affecting choices of an deal form of ownership, features merits and demerits of sole proprietorship – joint Hindu family business – partnership – joint stock company – co-operative organisation, public enterprises.

Unit 3: Formation of a Company

Stages in formation and incorporation of a company (e promotion – incorporation and registration – capital subscription – commencement of business. - documents of a company i.e. Memorandum of association – articles of association – prospectus.

Unit 4: Establishment of Business Enterprise
Various factors to be considered while starting a new business enterprise i.e. Identification of business opportunity – market assessment – suppliers – technology – location – human resource – finance etc. Small and medium enterprises – meaning characteristics and objectives. Role of support organisation such as trade associations and chambers of commerce.

**Unit 5: Organization of Trade**

Channels of distribution – meaning, functions and types. Internal trade – wholesale and retail


**Reference Books:**

1) S.A. Sherlekar, Modern Business Organization And Management – (Himalaya Publishing House)
2) Y.K. Bhushan, Fundamental Of Business Organization & Management – (S Chand Publishers)
4) B S Moshal, J P Mahajan, j s gujral, business organization and management –. Galgotia publishing co, new Delhi
5) Redmond James, Robert Trager, media organization and management –, Biztantra, New Delhi
6) Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)

**Online Resources:**

1) [https://www.leanmethods.com/](https://www.leanmethods.com/)
2) [https://sol.du.ac.in/library/](https://sol.du.ac.in/library/)
3) [https://www.wto.org/](https://www.wto.org/)

**MOOCs:**

1) Designing the Organization: From Strategy to Organizational Structure (Coursera)
2) Understanding Modern Business & Organisations (FutureLearn)
3) Managing the Organization: From Organizational Design to Execution (Coursera)
<table>
<thead>
<tr>
<th>Course Code 103</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA – SDE - Sem -I (CBCS 2019)</td>
</tr>
<tr>
<td><strong>Micro Economics</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Credits : 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Course Type : Core

**Course Objectives:**
- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.

**Learning Outcomes:**
Students will be able to use economic reasoning to problems of business.

---

**Unit 1: Introduction to Micro Economics**
Business economics – meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)

**Unit 2: Demand Analysis and Utility Concept**
Concept of demand; Law of demand; Factors affecting demand; Exceptions to law of demand; Market demand; Changes in demand; Elasticity of demand (Price, Income, Cross) Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility

**Unit 3: Supply and Cost & Revenue concepts**
Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply Types of cost, Fixed and variable, Accounting and economic, Total cost, marginal cost, average cost, implicit & explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, , Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions

**Unit 4: Market Analysis**
Features of markets, Pure, Perfect, Monopoly, Duopoly, Oligopoly, Monopolistic competition Equilibrium of firm and industry under perfect competition, Price determination under monopoly, Price and output determination under monopolistic competition

**Unit 5: Theories of Distribution**
Marginal productivity theory of distribution, Rent – modern theory of rent, Role of trade union and collective bargaining in wage determination, Interest – liquidity theory of interest
Profits-Dynamic, Innovation, Risk and uncertainty bearing theories of profits

Reference Books:

1. Microeconomics theory and Application-D N DWIVEDI-Vikas.
2. Seth -micro economics
3. Mithani -managerial economics
4. M.jhingan
5. Ahuja.microeconomic analysis

MOOCs:

https://swayam.gov.in/: Accounting for Managerial Decisions

Course Code 104
BBA – SDE - Sem -I (CBCS 2019)

**Business Accounting**

Credits : 3  
**UE + IA: 70:30**

Course Type : Core

**Course Objectives:**
- To impart to the learners the basic accounting knowledge
- To train in the accounting process from entering business transactions to Journal to preparation of Final Accounts.

**Learning Outcomes:**
After the completion of the course, the students will understand:
- Importance and utility of Financial Accounting
- Accounting process from entering the business transactions to journal to preparation of Final Accounts of a sole proprietor.

**Unit 1: Introduction to Financial Accounting:**
Definition and Scope of Financial Accounting, Objectives of Financial Accounting, Book Keeping v/s. Accounting, Basic Terms used in Accounting, Users of Financial Statements, Limitations of Financial Accounting

**Unit 2: Accounting Principles and Accounting Standards:**
Accounting Concepts, Accounting Conventions, Meaning of Accounting Standards, Significance of Accounting Standards.

**Unit 3: Journal & Subsidiary Books:**

**Unit 4: Ledger Posting and Trial Balance:**
Meaning and Utility of Ledger, Format of Ledger Account, Procedure of posting Journal entries to Ledger Accounts, Balancing of Ledger Account, Preparation of Trial Balance

**Unit 5: Depreciation:**
Meaning of Depreciation, Causes of Depreciation, Methods of charging depreciation: Written Down Value & Straight Line Method, Accounting treatment of Depreciation

**Unit 6: Meaning and Preparation of Final Accounts:**
Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.
**Reference Books:**

1. Anil Chowdhry Fundamentals of Accounting & Financial Analysis (Pearson Education)
2. Jane Reimers Financial Accounting (Pearson Education)
3. Rajesh Agarwal & R Srinivasan, Accounting Made Easy (Tata McGraw –Hill)
4. Dr. S. N. Maheshwari, Financial Accounting For Management: (Vikas Publishing House)
7. Dr. S. N. Maheshwari, Sharad K. Maheshwari, Financial Accounting for BBA

**Online Resources:**

- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)

**MOOCs:**

- [https://swayam.gov.in/](https://swayam.gov.in/): Accounting for Managerial Decisions
Course Code 105

BBA – SDE - Sem -I (CBCS 2019)

**Foundation of Mathematics & Statistics**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UE + IA: 70:30</td>
</tr>
<tr>
<td>Course Type</td>
<td>Core</td>
</tr>
</tbody>
</table>

**Course Objectives:**

i) To develop knowledge of key theories, concepts in Mathematics.

ii) To enhance ability to problem solving

iii) To build ability to apply mathematical and statistical concept for business applications

**Learning Outcomes:**

i) Students will be able to solve problems in Mathematics using appropriate concepts

ii) Students will be able to effectively apply the statistical tools for business applications

**Unit 1:**
Profit and Loss, Discount, Commission, Brokerage, Rates and Taxes, Insurance, Partnership, Bill of Exchange, Stock and Shares, Payroll

**Unit 2:**
Simple interest and Compound interest and Annuity:
Simple interest, Compound Interest,, Interest Compounded Continuously, Compound Amount at changing rate, Introduction of Annuity, Amount and Present Value of Immediate or Ordinary Annuity, Annuity Due,

**Unit 3:**
Matrices and Determinants & Simultaneous Linear equations:
Definition of a Matrix, Matrix operations, Determinants, Properties of determinants. Applications in Business Problem, Solution of Simultaneous equations Linear Equation in two unknowns. Permutations and Combinations

**Unit 4:**
Introduction to Business Statistics
Definition, descriptive and inferential statistics in business, scope of statistics, Population and sample, data, types of data, sources of data, methods of data collection.

**Unit 5:**
Data presentations and graphical displays
Frequency, cumulative frequency distribution, Frequency distributions, importance of Diagrammatic and Graphic Representation of data, frequency polygons and frequency curves, histograms, Ogive Curves.

**Reference Books :**

1. Schaum Series , Basic Business Mathematics
3. M. G. Dhaygude , Commercial Arithmetic and Statistics .
6. Dr. Padmalochan Hazarika, A textbook of Business Mathematics

**Online Resources:**

- [https://www.tru.ca/distance/courses/math1091.html](https://www.tru.ca/distance/courses/math1091.html)

**MOOCs:**

- [www:/Alison](www:/Alison)
- [www/SWAYAM](www/SWAYAM)
- [www/NPTEL](www/NPTEL)
BACHELOR OF BUSINESS ADMINISTRATION

Generic Elective / Interdisciplinary

<table>
<thead>
<tr>
<th>Course Code 106</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA – SDE - Sem -I (CBCS 2019)</td>
</tr>
<tr>
<td><strong>Community Work</strong></td>
</tr>
</tbody>
</table>

| Credits : 2 | CCA : 50 marks |

**Course Type : Generic Elective / Interdisciplinary**

**Course Objectives:**
This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

(I) To expose the students towards social reality and role of community development for social upliftment and well being

(II) To involve students in community work through active involvement and participation

**Learning Outcomes:**
Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

<table>
<thead>
<tr>
<th>Unit 1:</th>
</tr>
</thead>
<tbody>
<tr>
<td>History, meaning, Goals, values, functions, role and process of community work. Professional and voluntary community work. Attitudes, roles and skills of a community worker</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit 2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social concerns in India: poverty, unemployment, population, problems faced by women – dowry, domestic violence, etc. Social problems - terrorism, corruption, caste conflict, drug abuse, AIDS, ETC.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIT 3:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of community work. Caring for needy, helping the poor, fundraising drives- organizing</td>
</tr>
</tbody>
</table>

**COMMUNITY HOURS:**
Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken
Course Code 106

BBA – SDE - Sem -I (CBCS 2019)
Career & Life Skills

Credits : 2
CCA : 50 marks

Course Type : Generic Elective / Interdisciplinary

Course Objectives:
- To help students make well-informed, thoughtful decisions regarding your future as adults.
- To develop behaviours and attitudes that help students contribute to the community in a positive manner.
- Give you skills and knowledge to contribute to the well-being and respect of the self and others.

Learning Outcomes:
Students will be able to understand self potential and ways to enhance capabilities.

Unit 1: Introduction to Life Management
Life management-definition, scope and application, concept of emotions, self belief, setting realistic goals, understanding system

Unit 2: Developing Emotional Potential and Physical Potential
Improving thinking skills, improving study skills, planning education
Eating habits, healthy foods, staying healthy, changing habits-the self change model

Developing Your Intellectual Potential
Effective communication, effective listening, effective speaking, getting along with others, functioning in groups, how to delegate.
Definition-stress, handling change and stress, managing time, managing money, formulation of career plan, bring it all together

Unit 3: Career and Life Choices
Managing personal, lifelong career development.

Resource Choices… Making responsible decisions in the use of finances and other resources that reflect personal values and goals as well as a commitment to self and others.

Personal Choices… Understand the emotional/psychological, intellectual, social, spiritual, and physical dimensions of health and how these dimensions of health work together to contribute to personal well-being.

Reference Books:
LifeChoices Series: LifeChoices: Careers, Healthy & Well, Relationships, Venturing Out

Online Resources:
1. the life-changing magic of tidying up: the japanese art of decluttering and organizing - marie kondo
2. how to organize (just about) everything: more than 500 step-by-step instructions for everything from organizing your closets to planning a wedding to creating a flawless filing system – peter walsh
3. Mindset: the new psychology of success - carol s. Dweck
Course Code 106  
BBA – SDE - Sem -I (CBCS 2019)  
Waste Management

Credits : 2  
CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

**Course Objectives:**
- to expose students to the issue of waste and waste management tools and techniques applicable for waste disposal and management.

**Learning Outcomes:**
After completion of the course students
- will be able to understand solid waste sources, health and environmental issues related to solid waste management.
- will get knowledge about Sources, handling and control of Biomedical, Chemical, Nuclear and e-wastes.
- will be able to understand the issues regarding waste disposal and management and will become aware of Environment and health impacts due to solid waste mismanagement

**Unit – I**  
Solid Waste Management- 10 hrs

*Introduction to waste Management*

Introduction, Meaning, Solid waste including municipal, hospital and industrial solid waste; health and environmental issues related to solid waste management. Provisions in Indian Penal Code for Environmental protection.

*Unit – II**  
**Biomedical, Chemical, Nuclear and e-wastes**


*Unit – III**  
**Waste reduction at source** –Treatment and disposal techniques for solid wastes– composting, vermin-composting, autoclaving, microwaving, incineration, non- incineration, Thermal techniques, use of refuse derived fuels, land-filling. **ReduceReuse and Recycling Techniques:**

Need for the concept-Various Types - Handmade Paper production –Reuse of materials-Recycle of material

**Books Recommended:**


3) George Tchobanoglous, Hilary Theisen, Rolf Eliassen; Solid Wastes: Engineering Principles and Management Issues; McGraw-Hill.

4) Manual on Municipal Solid Waste Management, New Delhi, Controller of Publications.


7) Diganta Bhusan Das, Diganta Bhusan Das; Solid Waste Management: Principles and Practice


List of Software/Learning Websites:

i. http://www.moef.nic.in/legis/hsm/mswmhr.html
ii. en.wikipedia.org/wiki/waste_management
v. www.houstontx.gov/solidwaste
vi. www.epa.gov/tribalmsw/
viii.http://www.digitalbookindex.org/_search/search010environmentwasterefusea.asp (e-books)
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER 2

Course Code 201
BBA- SDE - Sem -II (CBCS 2019)

Environment Studies

| Credits : 2 | CCA : 50 marks |

Course Type : Generic / Open Elective

Course Objectives:

- To sensitize the students on the environmental issues
- To educate the students about the threats to the environment and natural resources

Learning Outcomes:

Learners will be able to understand the different aspects of environments, the threats posed by human activities and the solutions for the same.

Unit 1: Nature and Scope
The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness.
Natural Resources Renewable and Non-renewable Resources: (a) Forest resources: (b) Water resources: (c) Mineral resources: (d) Food resources: (e) Energy resources: (f) Land resources:

Unit 2: Ecosystems
Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3 : Pollution
Environmental Pollution (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards

Unit 4: Social Issues and the Environment
Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.
**Unit 5: Environment and human health**

Field Work -
Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain. Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.

**Reference Books:**

2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad — 380 013, India, Email: mapin@icenet.net (R)
7. Down to Earth, Centre for Science and Environment (R)
Course Code 202

BBA- SDE - Sem - II (CBCS 2019)

**Principles of Management**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BBA - SDE - Sem - II (CBCS 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>UE + IA: 70:30</td>
</tr>
<tr>
<td>Course Type</td>
<td>Core</td>
</tr>
</tbody>
</table>

**Course Objectives:**
Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.
- The role of leadership and management within an organization; appreciate different leadership styles and which one is suitable to a particular managerial context.

**Learning Outcomes:**

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations

<table>
<thead>
<tr>
<th>Unit 1: Introduction of Management</th>
</tr>
</thead>
</table>

**Unit 2: Planning**
Overview of Planning: Introduction to Planning & it’s Importance; Planning Process; Types of Planning, Decision making Process - Types and Techniques.

**Unit 3: Organizing**

**Unit 4: Leading**
Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.

**Unit 5: Controlling**
Controlling- Basic Concept, Relationship between Planning & Controlling. The Basic Control Process, Requirement for Effective Control, Control Techniques, Use of IT for Controlling.
Reference Books:


Online Resources:

Journals:

1. HBR
2. Indian Management
3. Human Capital

MOOCs:

1. Strategic Management (Open2Study)
2. Introduction to Operations Management (Coursera)
3. Critical Perspectives on Management (Coursera)
Course Code 203

BBA- SDE - Sem - II (CBCS 2019)

Macro Economics

Credits : 3  
UE + IA: 70:30

Course Type : Core

Course Objectives:
- To study the behavior and working of the economy as a whole.
- To study relationships among aggregates.
- To apply economic reasoning to problems of business and public policy.
- To enhance knowledge regarding current affairs of the economy as a whole.
- The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Learning Outcomes:
The learner will get acquainted with the principles of Macroeconomics, determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.

Unit 1: Basic Issues and features of Indian Economy 12 hrs
Macroeconomics- definition & nature, Scope, Importance, Limitations, Paradoxes, Macroeconomic variables. Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure, Measurement of macroeconomic variables: National income accounting, Circular flow of income (four sector model), Methods to calculate national income, Stock and flow concept, Gross domestic product (GDP), Gross national product (GNP), Net domestic product (NDP), Net national product (NNP), Personal and Personal disposable income; Classical theory of income and employment.

Unit 2: Policy Regimes 12 hrs
a) The evolution of planning and import substituting industrialization.
c) Monetary and Fiscal policies with their implications on economy

Unit 3: 12 hrs
Theory of Income & Employment, Says law of market, Keynes theory of Income & Employment: simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier( investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, Classical aggregate demand curve, Classical theory of
interest rate, effect of fiscal and monetary policy.

**Unit 4:** Money: 12 hrs
Functions of money, quantity theory of money, determination of money supply and demand, Quantity Theory of Money

**Business cycle & Inflation & Deflation:**
Business cycle-nature, Features/Characteristics- Prosperity/Boom – Recession, Depression, Revival/Recovery

Inflation: Meaning, demand and supply side factors, causes & control,
Deflation: Meaning, causes & control, Phillips curve, Stagflation, Inflationary gap

**Unit 5:**
Macro economic policy: Monetary policy, Fiscal policy

Economic scenario analysis, Out of inflation & deflation, which is worst and why?
- What is the current CRR & SLR ratio? Are these ratios appropriate for current condition of the country
- Which trade cycle is prevailing in India at present
Which monetary & fiscal policy do you suggest for current condition of India?

**Reference Books:**

1. AHUJA H L - MACRO ECONOMY
2. BUSINESS ECONOMICS (MACRO) BY GIRIJA SHANKAR & KIRAN JOTWANI
3. M L SETH – MACRO ECONOMICS
4. D N DWIVEDI – MACRO ECONOMY

**Online Resources:**

http://www.wisegeek.com/what-is-macroeconomics.htm
https://www.thoughtco.com/microeconomics-versus-macroeconomics-1147004
https://www.investopedia.com/terms/m/macroeconomics.asp

**MOOCs:**

https://swayam.gov.in/
https://alison.com/
Course Code 204
BBA- SDE - Sem - II (CBCS 2019)

Management Accounting

Credits : 3  
UE + IA: 70:30

Course Type : Core

Course Objectives:

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- To provide basic knowledge of important Methods & Techniques of costing.
- To have basic knowledge about concept of management and cost audit

Learning Outcomes:

At the end of the course students should be able to
1. Understand basic cost concepts, element of cost & Preparation of Cost Sheet.
2. Have practical applications of important Methods & Techniques of costing.
3. Understand the application of concept of management and cost audit.

Unit 1: Introduction (8 Hours)
Definition, Nature and scope of Management Accounting, Limitations of Financial Accounting, Advantages and Limitations of Management Accounting, Difference between Financial and Management Accounting.

Unit 2: Introduction of Cost Accounting
Concept and need of Cost Accounting, Material, Labour and other Expenses, Classification of cost & Types of Costs, Preparation of Cost Sheet, Methods and techniques of Costing,

Unit 3: Budget and Budgetary Control (12 Hours)
Meaning and objectives of Budget, Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget, Preparation of flexible budget and cash budget.

Unit 4: Marginal Costing & Standard Costing (20 Hours)
Definition and Meaning of Marginal Cost and Marginal Costing, importance and Limitations of Marginal Costing, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Definition and Meaning of Standard Costing, Advantages and Limitations of Standard Costing, Variance Analysis – Material and labour Variances only

Unit 5: Management Audit
Concept and Process of Audit, Essentials of Audit, Cost Audit its Objectives and Advantages, Management Audit its Objective and Advantages, Contents of Management Audit Reports.

Reference Books:
1. I.M. Pandey, Management Accounting
2. S.P. Jain and Narong, Advanced Cost Accounting
3. S.N. Maheshwari, Cost Accounting.
4. Prabhu Dev, Cost Accounting, Himalaya Publication
5. Paul S. Kr, Management Accounting, New Central Book Agency, Calcutta

**Online Resources:**
1. Companies Annual Reports
2. Money control
3. SEBI and RBI Official Websites
4. NSE and BSE Official Websites

**MOOCs:**
- [https://swayam.gov.in/](https://swayam.gov.in/): Accounting for Managerial Decisions
**Course Code 205**

BBA- SDE - Sem - II (CBCS 2019)

**Business Statistics**

<table>
<thead>
<tr>
<th>Credits</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>UE + IA:</td>
<td>70:30</td>
</tr>
</tbody>
</table>

**Course Type:** Core

**Course Objectives:**

i) To familiarize the students with the basic statistical tools and their application in business decision-making.

ii) To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc.

iii) To make the learner familiar with the processes needed to develop, report, and analyze business data.

**Learning Outcomes:**

i) Students will be able to solve problems in Statistics using appropriate concepts

ii) Students will be able to effectively apply the statistical tools for business applications

**Unit 1: Descriptive statistics – Measures of Central Tendency and Dispersion**

- Arithmetic mean, median, Mode, G.M.
- Quartiles deciles, percentiles
- Absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, variance.

**Unit 2: Correlation Analysis**

- Meaning of correlation, types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson’s coefficient, Rank Correlation

**Unit 3: Regression Analysis**

- Meaning and applications, Lines of regression, regression coefficients, Business applications
- Distinction between Correlation and regression

**Unit 4: Probability**

- Basic Concepts in probability, definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Expected Value and Variance – E(X) and V(X), Bayes’ Theorem

**Unit 5: Association of Attributes**

- Introduction, Meaning and importance, Yule’s Coefficient of association and interpretation

**Teaching Methodology**

- Lectures, tutorial and Field Work.
- Field work on collection of data through surveys and presentation of data using EXCEL to be carried out by students under the guidance of faculty.
### Reference Books:

1. Dr. P Hazarika, Business Statistics, S. Chand & Co.
4. J. V. Tatke, Business Statistics
5. David L Eldredge., Business Statistics. South Western Thomson. USA

### Online Resources:

https://www.edx.org/course/subject/data-analysis-statistics
https://www.class-central.com › Subjects › Mathematics

### Moocs:

https://swayam.gov.in/
https://alison.com/
- Statistics for International Business (Coursera)
- Inferential Statistics (Coursera)
- Basic Statistics (Coursera)
- Statistical Reasoning for Public Health 1: Estimation, Inference, & Interpretation (Coursera)
- Statistics in Education for Mere Mortals (Canvas.net)

https://alison.com/courses/math?locale=en&page=1&type
## Community Work – Swacch Bharat Abhiyan

<table>
<thead>
<tr>
<th>Course Code</th>
<th>206</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA- SDE - Sem - II (CBCS 2019)</td>
<td></td>
</tr>
</tbody>
</table>

### Credits : 2

**Course Type :** Generic / Open Elective

### Course Objectives:

1. This course aims to expose the students to Swach Bharat Abhiyan initiative of the government.

### Learning Outcomes:

Students will be able to understand the details about the Swach Bharat Abhiyan and its impact on society.

### Unit 1:

- History, meaning, Goals of Cleanliness initiatives

### Unit 2:

- Initiators of cleanliness drive in India. Sant Ghadge Baba, Mahatam Gandhi, Efforts taken towards the Swach Bharat Abhiyan, Swach Bharat Mission.

### Unit 3:

- Impact of Cleanliness initiatives. Social Awareness, Case Studies

### COMMUNITY HOURS:

- Internship of 15 days (100 hours) to be undertaken

- Submit a report on a particular type of community involvement undertaken

### References:

- [www.swachhbharaturban.in/](http://www.swachhbharaturban.in/)
- [swachhbharatmission.gov.in](http://swachhbharatmission.gov.in)
Course Code 206  
BBA- SDE - Sem - II (CBCS 2019)  

**Sectoral Analysis**

<table>
<thead>
<tr>
<th>Credits : 2</th>
<th>CCA : 50 marks</th>
</tr>
</thead>
</table>

**Course Type :** Generic / Open Elective  

**Course Objectives:**

- To expose the students to the different sectors of the economy  
- To enable the students to understand the importance and contribution of the sectors to business, economy and global environment  
- To expose the students towards rural problems To awaken sense of responsibility amongst students towards senior citizens

**Learning Outcomes:**

Students will get exposure to the different sectors of the economy and their contribution to the national development.

**Unit 1 :**  
Introduction to the sectors of the economy

**Units 2:**  
Detailed view of the IT, Manufacturing, Agriculture, Banking Insurance, Service Sector, Retail etc

**Unit 3:**  
Project work on detailed analysis of any one sector – national and global scenario

**Reference Books :**

1. S.A. Sherlekar ,Modern Business Organization And Management – (Himalaya Publishing House)  
4. Business World
Course Code 206  
BBA- SDE - Sem - II (CBCS 2019)

Smart Cities

<table>
<thead>
<tr>
<th>Credits : 2</th>
<th>CCA : 50 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Type : Generic / Open Elective</td>
<td></td>
</tr>
</tbody>
</table>

**Course Objectives:**

to give exposure to tools and techniques applicable for planning, controlling & monitoring of Smart Infrastructure and Cities. This subject would also enable to develop insight for managing project risks, uncertainties and complexities of smart cities project.

**Learning Outcomes:**

Students will get an understanding of road map for Planning Smart Cities and benchmarking their performance for Indian context

**Unit 1:**

Introduction to Smart Cities, •Introduction to “City Planning”,  Understanding Smart Cities

**Unit 2 :**

Dimensions of Smart Cities, Global Experience of Smart Cities, Smart Cities –Global Standards and Performance, Benchmarks, Practice Codes, India “100 Smart Cities” Policy and Mission

**Unit 3 :**

•Smart City Planning and Development  
•Financing Smart Cities Development  
•Governance of Smart Cities, Case Studies on Smart Cities

**Reference :**

smartcities.gov.in

https://internetofthingsagenda.techtarget.com/definition/smart-city
### 301 : Computer Applications For Business

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>SEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>Two</td>
<td>CCA</td>
</tr>
</tbody>
</table>

**Course Objectives:**

- to introduce IT in a simple language to all undergraduate students, regardless of their specialization.
- to introduce the students to the world of computers and software applications.

**Learning Outcomes:**

This course will provide learners with a solid foundation on which to build a strong knowledge of computer applications for business.

Students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software.

**Unit I: Introduction to Computer Fundamentals**

- Introduction to Computer, Computer System Hardware, Computer Memory, Input and Output Devices, Interaction between User and Computer, Introduction to Free and Open Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software

**Unit II Basics of Operating System**

Applications in windows (Paint, Notepad, WordPad, Calculator)

**Unit III: Use of Computer in Business**

**Unit IV: Introduction to Business Communication Tools**
**MS-Word:** Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word

**MS-Powerpoint:** Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint

**Unit V: Spreadsheet tool**
**MS-Excel:** Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel.

**Reference Books:**
1) Computer Fundamentals By P.K. Sinha
2) HTML, Java Script, DHTML & PHP by Evan Bayross
3) Electronic Commerce A Managers Guide by Ravi Kalkota& Andrew Whinston
4) MS-Office in Nutshell by Sanjay Saxena

**Online Resources:**
https://www.tutorialspoint.com

youtube.com
MOOCs:
https://swayam.gov.in/
https://alison.com/en
BBA – SDE – SEM - III - CBCS 2019

302: Organizational Behavior

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Credits</th>
<th>Examination Pattern</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>302</td>
<td>Core Course</td>
<td>Three</td>
<td>UE + IA: 70:30</td>
<td></td>
</tr>
</tbody>
</table>

Course Objectives:

- To expose the students to the fundamentals of Organizational Behaviour (OB) - such as working with people, nature of organizations, communication, leadership and motivation of people.
- To help students develop a conceptual understanding of OB theories
- To enable the students to put the ideas and skills of OB into practice

Learning Outcomes:

On completion of this course, students will be able

- to understand the dynamics of individual and organizational behavior and relationships.
- To understand the importance of organizational behavior in managerial functions.

Unit 1:
Introduction to Organizational Behavior: Definition, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB study

Unit 2:
Foundations of Individual Behavior Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception.

Unit 3: Motivation and Leadership
Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow’s need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland”s Theory, Equity Theory, Vroom”s Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader
and Manager

**Unit 4: Groups and Teams**
Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication.

**Unit 5**: Culture, Definition, Culture’s function, need and importance of Cross Cultural management, Stress and its Management.

**Reference Books**:
1) Kavita Singh, Organizational Behavior, Vikas Publications
2) Robbins, Timothy Judge, Seema Sanghi, Organizational Behavior, Stephen Pearson Prentice Hall, 12 edition
3) Fred Luthans, Organizational Behavior, McGraw Hill Inc.
5) Ashwa Thapa, Organizational Behavior

**Online Resources**:
- [www.algonquincollege.com/ccol/courses/organizational-behaviour-3](http://www.algonquincollege.com/ccol/courses/organizational-behaviour-3)
- [https://www.imi.edu/delhi/organizational_behaviour_human_resources](https://www.imi.edu/delhi/organizational_behaviour_human_resources)

**MOOCs**:
- [https://www.mooc-list.com/tags/organizational-behavior](https://www.mooc-list.com/tags/organizational-behavior)
- [https://www.openlearning.com/courses/organisational-behaviour-an-overview](https://www.openlearning.com/courses/organisational-behaviour-an-overview)
- [https://www.coursera.org/learn/managing-people-iese](https://www.coursera.org/learn/managing-people-iese)
303 : Principles of Marketing

<table>
<thead>
<tr>
<th>Course Code</th>
<th>303</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Learning Objectives:

1. To enhance students’ knowledge as regards to basics of marketing.
2. To develop practical insights into application of marketing concepts.

Learning Outcomes: After studying this course students will be able to -

1. Understand the need and importance of marketing in the current business scenario.
2. Analyze the need and importance of market segmentation, targeting and positioning.
3. Understand the steps involved in developing a marketing plan.
4. Know the recent trends in marketing.

Unit 1: Introduction to Marketing
Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

Unit 2: Market segmentation, Targeting & Positioning (STP)
Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

Unit 3: Marketing Research
Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

Unit 4: Marketing Mix (7 P’s of Marketing)
Product: Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.

Price: Meaning, Pricing objectives, Pricing Strategies - Skimming pricing,
Penetration pricing and psychological pricing.

**Place**: Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

**Promotion**: Promotion Mix – Elements: Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc. Brief overview of people, process and physical evidence.

**Unit 5 : Recent Trends in Marketing**

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc

**Reference Books:**

- 1) Dr. Philip Kotler, Marketing Management.
- 2) Ramswamy&Namkumari, Marketing Management, Indian context.
- 4) Tapan Panda, Marketing Management, Excel Publication.

**Journals:**


**MOOCs:**

- a) https://swayam.gov.in/courses/147-principals-of-marketing-mgmt
- b) https://www.coursera.org/browse/business/marketing
- c) https://www.mooc-list.com/tags/marketing
- d) https://www.bestmarketingdegrees.org/best-moocs-marketing

**Other Readings:**

Marketing Whitebook 2018.
304 : Introduction to Financial Management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>304</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Course Objectives:

1. To provide a conceptual orientation and application of financial management
2. To provide a basic understanding of financial sources and capital structure.

Learning Outcomes:

1. Students will be able to gain basic understanding of financial management.
2. Students will be able to have knowledge of financial sources and capital structure.

Unit 1 : Introduction to Financial Management

Finance: Definition, Nature and Scope of Finance Functions

Financial Management: Meaning, Scope, Objectives

Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

Unit 2 : Sources of Long term Finance

Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks: Their Meaning, Types, Merits and Demerits

Unit 3 : Capital Budgeting Decision

Meaning, Importance, Time Value of Money

Techniques of evaluation: Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return
Unit 4: Capital Structure

Meaning, Factors to be considered while framing capital structure

Leverage: Operating financial and combined leverage

Cost of Capital: Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital

Dividend Policy: Meaning and factors affecting Dividend Decision

Unit 5: Management of Working Capital

Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital: Reserves and Surplus, Bonus Shares and Retained Earnings

Reference Books:

5. R. M. Shrivastava, PragatiPrakashan, Meerut

Online Resources:

1. Investopedia for basic financial concept
2. NSE – BSE Official websites
3. Moneycontrol for analytical study
MOOCs:
1. Allison
2. Swayam

BBA – SDE – SEM - III - CBCS 2019

305 : Entrepreneurship Development

<table>
<thead>
<tr>
<th>Course Code</th>
<th>305</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Course Objectives: The aim of this course is

- to provide the students with introduction to the process of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- To understand the management of family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Learning Outcomes:

At the end of the course, the students will have a fair idea about aspects of entrepreneurship development, role of entrepreneurs, and the importance of entrepreneurship in nation building along with the challenges and opportunities.

Unit-1 Introduction to Entrepreneurship Development

Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an
Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Role of Entrepreneurs in nation building, Difference between entrepreneur and manager.

Unit-2 Entrepreneurship, Creativity And Innovation

Idea Generation, Business idea generation techniques, Identifying Business Opportunities and Evaluation. Stimulating Creativity; Organizational actions that enhance/hinder creativity, Process of Innovation, Sources of Innovation in Business;

Unit 3: Business Plan

Meaning and importance of business plan, Preparation of Business Plan, Feasibility study – Marketing, Finance, Technology & Legal Formalities.

Unit 4:

Financing entrepreneurial ventures


Unit 5: Emerging Forms

Forms of ownership – Sole proprietorship; partnership; limited liability partnership, corporation; advantages/disadvantages. Franchising; advantages/disadvantages of franchising; types of franchise arrangements. Startups, support of government for startups, case studies of popular startups.


Reference Books:


Online Resources:

https://www.entrepreneur.com/
https://www.toppr.com/guides/business-studies/entrepreneurship-development/
https://www.entrepreneur.com/article/238908
https://www.Youtube.com/
https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business
http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs:

https://startupindia.upgrad.com/ - Startup India Learning Programme
Swayam
### Course Objectives:

This course aims to expose the students to the societal issues and help them participate in the community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

(I) To expose the students towards social reality and role of community development for social upliftment and well being

(II) To involve students in community work through active involvement and participation

### Learning Outcomes:

Students will be able to know the community needs and understand their role towards community development

### Unit 1: Community work through Education

Teaching at Schools, Teaching at Orphanages, Teaching to poor children ,study the role of government in the education sector ,study the NGOs particularly working in education sector.

### Unit 2: Community Work for Slums

Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO.

### UNIT 3: Community Work for Environment

Role of Govt.and NGOs which are working to save the environment, Initiatives like Clean your city drive,Cycle day, Awareness of Dry and wet waste classification,
Tree Plantation Drive, Environment awareness activities etc.

**COMMUNITY HOURS:**

Participate in community service trips/events organized at institute, state level etc, Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc, Submit a report on a particular type of community involvement undertaken.

**Reference Books:**

1. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014
2. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

**Online Resources:**


https://www.ahaprocess.com/solutions/community/events-resources/free-resources/

**MOOCs:**

### 306: Start-Up Management (Open Course)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>306</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Two</td>
</tr>
<tr>
<td>Course Type</td>
<td>GE</td>
</tr>
<tr>
<td>Examination Pattern</td>
<td>CCA</td>
</tr>
</tbody>
</table>

#### Course Objectives:

The objectives of the course is
- To Introduce to the students the idea of start ups and their role in the society and nation
- To impart knowledge about the organization and management of start ups

#### Learning outcomes:

Students will be able to understand the role of start ups and case studies of well known start ups in India.

#### Unit I:

Meaning of Start ups, Formation of a start up, idea generation for start ups, scaling up process.

#### Unit II:

Managing a startup, Customer Development, Market Sizing, Lean Startups, Support by government for startups,

#### Unit III:

Case Studies on well known startups

#### Reference Books:

Online Resources:

https://www.entrepreneur.com/

https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business

MOOCs:

https://startupindia.upgrad.com/ - Startup India Learning Programme

Swayam
Course Code | 306 | Course Type | GE
---|---|---|---
Credits | Two | Examination Pattern | CCA

**Course Objectives:**
The objectives of the course is to familiarize students with principles and relationship between tourism and agricultural activities.

**Learning outcomes:**
Students will be able to obtain and diversify knowledge from tourism, rural tourism and their specific form agri-tourism.

**Unit I:**
Introduction, importance, scope, forms of agro-tourism, advantages and implementations, sustainability component, difficulties involved.

**Unit II:**
Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism Farm, forest, garden, fish tank/ponds, residential huts, etc. Introduction to Indian culture through agro tourism.

**Unit III:**
Profiling the tourist for: age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.

**Reference Books:**


**Online Resources:**
http://www.agritourism.in
MOOCs:
https://www.mooc-list.com/tags/tourism
https://www.coursera.org/
https://swayam.gov.in/
https://alison.com/courses?query=agriculture+tourism

BBA – SDE – SEM - IV - CBCS 2019

401 : Enhancing Personal & Professional Skills

http://www.ecoindia.com
### Course Objectives:

Students will be able

- To understand the importance of soft skills and personality development
- to learn how to build personality
- To stress upon the importance of time management

### Learning Outcomes:

Students will be able

- to identify their strengths and weaknesses and be motivated to work upon them
- to Speak with clarity and confidence, thereby enhancing their employability skills.
- Identify his/her creative self, and express effectively the same

## Unit 1: Introduction to Soft Skills

Skills to Master: Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills.

Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes, Negative attitude and its results.

*Exercise: Top 60 soft skills, Measure your soft skills.*

## Unit 2: Art of Speaking (The Voice):

Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking, telephone speaking skills.

*Exercise: Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye-contact and consistency.*

## Unit 3: Etiquette and Mannerism: (12 hours)

Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness,
valuing time, respectfulness, Mobile manners, Table etiquettes.

Professional etiquettes: Etiquettes at meeting, dining.

Technology Etiquettes: Phone, Email, Social media, Video conferencing, Web interviews.

Business Correspondence: Writing business letters, Memos, placing orders, Invoice, quotations. Exercise: Writing letters.

**Exercise : Analytical questions on etiquettes.**

**Unit 4: Stress and Time Management:**

Stress Management: Identify the stress source, signs of stress, behavior identified

Time Management: The 80:20 rule. Take a good look at the people around you.

Sense of time management, Three secrets of time management,

Effective scheduling : Grouping of activities, Five steps to successful time management.Overcoming procrastination and time management tips for students.

**Exercise:** Test your time management skills.

**Unit 5: Team Building and Team work:**


**Exercise:** Test your teamwork skills.

**Reference Books :**

1. Dr. K. Alex: Soft skills, S. Chand
2. Gajendrasingh Chauhan, Sangeeta Sharma, Soft Skills, Wiley.
5. Thomas A Harris, I am ok, You are ok, New York - Harper and Row, 1972
9. Kelley T, Kelley D. “Creative confidence Unleashing the creative potential within all of us.”
**Website for Online courses:**

https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf

https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/

**MOOCs:**

https://onlinecourses.nptel.ac.in/noc17_hs11/preview

https://www.coursera.org/specializations/wharton-success

https://alison.com/courses/personal-development

https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/
Course Code | 402 | Course Type | Core Course
--- | --- | --- | ---
Credits | Three | Examination Pattern | UE + IA: 70:30

Course Objectives:

- To help students understand the basic elements of Human Resource Management
- To facilitate the students to acquire the specific knowledge and skills associated with human resource management in organizations.

Learning Outcomes:

The course will prepare the students to understand and perform the essential functions of human resource management in organizations.

Unit 1:

Unit 2:

Unit 3:

Unit 4:
**Induction and Training**: meaning, objective and purpose of induction, Training – need for training, benefits of training, identification of training needs, Methods of training.
**Unit 5:**  
**Performance Appraisal:** Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal, Job Evaluation – concept, objectives and procedures of job evaluation.

**Reference Books:**
1) V. S. P. Rao, Human Resource Management  
2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises, Galgotia Publishing Company  

**Online Resources:**
- [https://www.coursera.org/specializations/human-resource-management](https://www.coursera.org/specializations/human-resource-management)  
- [https://www.humanresourcesedu.org/what-is-human-resources](https://www.humanresourcesedu.org/what-is-human-resources)  
- [https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme](https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme)  
- [https://www.slideshare.net/Farah1978/job-analysis-job-design-job-specification](https://www.slideshare.net/Farah1978/job-analysis-job-design-job-specification)

**MOOCs:**
- [https://www.class-central.com › Coursera.](https://www.class-central.com › Coursera.)  
- [https://www.coursera.org/specializations/human-resource-management](https://www.coursera.org/specializations/human-resource-management)  
403: International Business

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Examination Pattern</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>403</td>
<td>Core Course</td>
<td>UE + IA: 70:30</td>
<td>Three</td>
</tr>
</tbody>
</table>

Course Objectives:

- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

Learning Outcomes:

- Students will be able to understand and apply the concepts of international business to current global development issues.

Unit 1: International Business Environment

- Nature, Definition of International Business
- Theories of International Trade / Mercantilism - Ricard’s Theory / Smith Theory, Heckscher-Ohlin Theory / Porters Model
- Role of culture in business environment

Unit 2: Foreign Trade:

- Balance of Trade
- Balance of Payments

Unit 3: Foreign Exchange Market

- Meaning of Exchange rate
- Determination of Exchange rate – Fixed, Flexible and Managed

Unit 4: International Financial Institutions

- International Monetary Fund (IMF) – Objectives and functions.
- World Bank – Objective and Functions

**Unit 5 : India’s Foreign Trade**

- Composition and direction of India’s Foreign Trade
- Current Foreign Trade Policy of India.

**Reference Books :**


3) M. L. Jhingan, International Economics, Vrinda Publications, Delhi,


**Online Resources:**

https://internationalaffairsresources.com/intlbus.html

https://www.bestcolleges.com/resources/international-business/

**MOOCs:**

https://www.mooc-list.com/course/international-business-i-coursera
BBA – SDE – SEM - IV - CBCS 2019

404: Basics of Business Research

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>404</td>
<td>Core Course</td>
<td></td>
</tr>
</tbody>
</table>

Credits: Three

Examination Pattern: UE + IA: 70:30

Course Objectives:
- To give the learner an understanding of the basic techniques and tools of business research.
- To provide an exposure to the learners about business research which they are expected to possess when they enter the industry as practitioners.

Learning Outcomes:
Learner will be able to understand and apply the steps involved in a research project. Students will be able to know the skill of writing a research report.

Unit I: Introduction to Business Research (12 hours)
Nature and Scope of Research, Definition, objectives and types of business research, Role of Research in decision making. Steps of the Research process, Steps in Problem Formulation, writing the research proposal – objectives, hypothesis, methodology, time frame.
Unit II: Research designs

Research Design: importance and types - Exploratory, Descriptive, Causal.

Sampling – need and importance of sampling, Sampling techniques, representative sample,

Unit III: Data Sources

Secondary Data - Advantages & Disadvantages, Criteria for evaluating secondary sources, Primary Data Collection: Comparison of different methods of collecting primary data, Observation, interviews – personal and telephone, questionnaire – self administered, mail, email, Qualitative Research Tools: in-Depth Interviews, focus groups and projective techniques; Surveys. Measurement: Scales of Measurement - Nominal, Ordinal, Interval and Ratio. Questionnaire – form & design.

Unit IV: Data Analysis (12 hours)

Data Analysis – Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

Unit V: Report Writing (12 hours)

Types of reports, steps in Writing Reports, Format of a good report, Precautions in report writing.

Reference Books:


Online Resources:

https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOCO%202_Research%20Methods%20The%20Basics.pdf


http://rmit.libguides.com/researchmethods

https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html

MOOCs:

https://www.coursera.org/learn/research-methods

https://www.class-central.com/tag/research%20methods

https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enrol/?activationCode=&course=courses/introduction-to-research-methodology&inviteData=&cohortName=&redirected=True&enrol=1

BBA – SDE – SEM - IV - CBCS 2019

405: Business Laws

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
<th>Course Type</th>
<th>Examination Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>405</td>
<td>Three</td>
<td>AECC</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Course Objectives:

To educate the students about the different laws related to business

Learning Outcomes:

Student will be able to understand the importance and relevance of the various
laws related to business

<table>
<thead>
<tr>
<th><strong>Unit I:</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Unit II:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.</td>
</tr>
<tr>
<td>Negotiable Instruments Act 1881:</td>
</tr>
<tr>
<td>Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Unit III:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Companies Act 2013:</td>
</tr>
<tr>
<td>Meaning and types, Incorporation, Memorandum &amp; Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.</td>
</tr>
<tr>
<td>The Limited Liability Partnership Act 2008:</td>
</tr>
<tr>
<td>Meaning and nature of limited partnership, formation, partners &amp; their relations, extent and limitation of liability.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Unit IV:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Protection Act 1986:</td>
</tr>
<tr>
<td>Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.</td>
</tr>
</tbody>
</table>

| **Unit V:** |
The Right to Information Act 2005:
Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Reference Books :


Online Resources:

https://www.khanacademy.org/

MOOCs:

https://alison.com/en
Generic Electives / Interdisciplinary

BBA – SDE – SEM - IV - CBCS 2019

406: Community Work-IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>406</th>
<th>Course Type</th>
<th>GE - Generic Elective / Interdisciplinary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Two</td>
<td>Examination Pattern</td>
<td>CCA : 50 marks</td>
</tr>
</tbody>
</table>

Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization etc

(I) To expose the students towards social reality and role of community development for social upliftment and well being

(II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

Unit 1:

Community work in Food and Nutrition related social concerns ,role of government and NGOs in India

Unit 2:

Community work for old age people and its related social concerns, role of government and NGOs in India
UNIT 3:

Community work for woman empowerment, its related social concerns, role of Govt. and NGOs in India

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc., Volunteer at events like fundraising activities, fairs, festivals, slums, non-profit organization etc., Submit a report on a particular type of community involvement undertaken

Reference Books:

a. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014
b. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

Online Resources:


https://www.ahaprocess.com/solutions/community/events-resources/free-resources/

MOOCs:

BBA – SDE – SEM - IV - CBCS 2019

406: Basics of Taxation

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>GE - Generic Elective / Interdisciplinary</th>
</tr>
</thead>
<tbody>
<tr>
<td>406</td>
<td>Credits</td>
<td>Examination Pattern</td>
</tr>
<tr>
<td>Two</td>
<td>CCA : 50 marks</td>
<td></td>
</tr>
</tbody>
</table>

Course Objectives:

1. To provide a basic knowledge about direct tax system in India
2. To provide a basic knowledge about indirect tax system in India.
3. To upgrade with the latest amendments in taxation policy of India.

Learning Outcomes:

1. Students will be able to have a basic knowledge about direct tax system in India
2. Students will be able to have a basic knowledge about indirect tax system in India.
3. Students will be upgraded and upskilled with the latest amendments in taxation policy of India.
Unit 1: Introduction

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

Unit 2: Direct and Indirect Tax

Income from Salaries; Income from house property, Profits and gains of business or profession; Capital gains; Income from other sources, Deductions from gross total income; Rebates and reliefs Computation of total income of individuals and firms; Tax liability of an individual

Indirect taxes.

Unit 3: Overview of GST.


Reference Books :

4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
Cases (Tata McGrawHill)

<table>
<thead>
<tr>
<th>Online Resources:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <a href="https://incometaxindiaefiling.gov.in/">https://incometaxindiaefiling.gov.in/</a></td>
</tr>
<tr>
<td>2. <a href="https://www.taxmann.com/#">https://www.taxmann.com/#</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MOOCs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alison</td>
</tr>
<tr>
<td>Swayam</td>
</tr>
</tbody>
</table>
Course Code | 406 | Course Type | GE - Generic Elective / Interdisciplinary
--- | --- | --- | ---
Credits | Two | Examination Pattern | CCA : 50 marks

**Course Objectives:**

To introduce the practice of yoga and its benefits to students

To impart practices of basic yogic kriyas

**Learning Outcomes:**

Students will be able to understand the advantages of Yoga and practice basic yogkriyas

**UNIT-I**

i) Origin of Yoga & its brief development.

ii) Meaning of Yoga & its importance

iii) Yoga as a Science of Art (Yoga Philosophy).

iv) Meaning of meditation and its types and principles.

**UNIT- II**

i) Classification of Yoga/Types of Yoga

ii) Hatha Yoga, Raja Yoga, Laya Yoga, Bhakti Yoga, Gyan Yoga, Karma Yoga.

iii) Asthang Yoga.

**UNIT-III**
<table>
<thead>
<tr>
<th>i)</th>
<th>Principles of Yogic Practices.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ii)</td>
<td>Meaning of Asana, its types and principles.</td>
</tr>
<tr>
<td>iii)</td>
<td>Meaning of Pranayama, its types and principles.</td>
</tr>
<tr>
<td>iv)</td>
<td>Meaning of Kriya its types and principles.</td>
</tr>
<tr>
<td>v)</td>
<td>Yogic therapies and modern concept of Yoga</td>
</tr>
<tr>
<td>vi)</td>
<td>Naturopathy, Hydrotherapy, Electrotherapy, Mesotherapy, Acupressure, acupuncture.</td>
</tr>
</tbody>
</table>

**Reference Books:**

1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
2. Yoga – Sivanand Yog Vedanta Center

**Online Resources:**

https://www.yogatoday.com/

https://www.youtube.com/user/yogatoday

https://m.youtube.com/user/yogawithadriene/playlists

**MOOCs:**

Swayam
BBA - SDE - Sem -V (CBCS 2019)

501: Summer Internship – Report & Viva

<table>
<thead>
<tr>
<th>Course Code</th>
<th>501</th>
<th>Course Type</th>
<th>SEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Six</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Course Objectives:

1. Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.
2. Expose the student to the environment and expectations of performance in private/public companies or government entities.
3. Enhance and/or expand the student's knowledge of a particular area(s).
4. Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

Learning Outcomes:

The internship helps in connecting organizations with student. This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that students continue to benefit from after graduation.

Details:

At the end of Semester IV a student shall be required to prepare a project in any one of the functional areas of business i.e.

- Marketing Management
- Human Resource Management
- Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member. The duration will be for 50 days. The report is to be prepared and submitted to the institute during the semester V.

Reference Books: Follow the Monograph and conduct in coordination with Corporate Resource Center of the Institute

<table>
<thead>
<tr>
<th>BBA- SDE - Sem -V (CBCS 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>502: Management of Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>502</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Learning objectives:

- To provide in-depth insight in managing and delivering of quality services
- To create awareness about the services sector, the challenges and opportunities therein.
- To understand the need and importance of people, process and physical evidence in services marketing mix.

Learning outcomes

After studying this course students would be able to

- Understand the challenges and opportunities involved in services sector.
- Understand the aspects of developing new services, promoting the services and making it available in a convenient manner.

Unit 1: Introduction to Services and Service sector

Meaning of Services, Differences between goods and services, Characteristics of Services, Classification of Services, Growth of Service Sector in India, Factors responsible for growth of
service sector in India.

Unit 2: Marketing of Services:

7Ps in Service Marketing –
Service Product – service life cycle,
Pricing the Service- factors involved in pricing the services,
Service Location (Place) and Channels of Services,
Promotion and Communication of Services – promotion mix,
People in Services – role of service employees, training of service employees,
Process in Services – service as a process,
Physical Evidence in Services.

Unit 3: Quality of Services:

Meaning of service quality, Importance of service quality, quality issues in services. Role of information technology in improving service quality.

Unit 4: Management Demand and Supply of Services

Patterns and determinants of demand, strategies for managing demand, service capacity management.

Unit 5: Introduction To Management Of Different Service Sectors

Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services,
Hotel Services: - Concept, Scope and Importance, Profile of Services, H. R.M and Customer Care, Management of Hotel Services in India.
Management of Insurance Services : Concept, Scope and Importance
Management of Transport Services : Concept, Scope and Importance, – Passenger transport and
Goods transport – Road, Rail and Water Transport. Challenges faced.

Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial.

Management of other Services: Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.

**Reference Books:**

1) Service Management & Marketing – Christian Gronroos – Wiley India Edition
3) Services Marketing – S.M. Jha Himalaya Publishing House
4) Services Marketing - Dr. Shahjahan
5) Services Marketing – K. Ram Mohan Rao

**Journals**

1. Journal of Service Management- Emerald Insights
2. European Journal of Service Management

**Online reference**

[https://www.khanacademy.org](https://www.khanacademy.org)
[https://www.scribd.com](https://www.scribd.com)

**MOOCs**

[https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning](https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning)

NPTEL
BBA - SDE - Sem - V (CBCS 2019)

505: INTRODUCTION TO OPERATIONS RESEARCH

<table>
<thead>
<tr>
<th>Course Code</th>
<th>505</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Course Objective

The objective of the course is to familiarize the students with the tools & techniques of Operation Research.

Learning Outcome

Students will be able to understand the practical importance and applications of various operations research techniques.

UNIT 1

Definition of Operations Research (OR), Origin and Development of OR, Scope of Operation Research, Advantages and Limitations of OR.

UNIT 2

Linear Programming Problem - LPP, Formulation of LP Problem, Graphical solution – Procedure of solving LPP by Graphical method. Applications and limitations of LPP

UNIT 3

Transportation Problem, meaning, definition and applications, Applications of Transportation Problem, Types of Transportation problems. Initial Basic Feasible Solution – North West Corner Rule, Least Cost or Matrix Minima Method, Vogel’s Approximation method. Checking for optimality, Finding optimal solution by MODI method.

UNIT 4

Assignment Problem - meaning, definition and applications, Types – unbalanced and maximization,

UNIT 5

Network Analysis - importance of network analysis, construction of networks.

Critical Path Method (CPM) - calculation of earliest and latest times, types and computation of floats.

Program Evaluation and Review Technique (PERT) - 3 time estimates, expected duration.

Reference Books :

1. Operations Research – Hira and Gupta S.Chand
3. Operational Research – Dr. P.R.Vital
4. Operational Research – Handy and A.Tata.
5. Statistical Methods and Operation Research – S.P.Gupta

Online Resources:

https://www.khanacademy.org

http://web.itu.edu.tr/topcuil/ya/OR.pdf

Moocs:

www:/Alison

www/SWAYAM

www/NPTEL
# Social Media Management

**Course Code:** 506  
**Course Type:** GE  
**Credits:** One  
**Examination Pattern:** CCA : 50 marks

## Course Objectives:

This Course Teaches students to use social media strategically to create value for a client or organisation.

## Learning Outcome:

a) Students will learn by doing assignments focusing on social media, post writing and publishing, management and measurement tools, a social media audit, editorial calendar and crises management.  
b) Students will master the skills necessary to become successful social media managers.

## Unit 1: Introduction To Social Media

Introduction to Social Media, importance of Social Media, History and evolution of Social Media, Managing Information, Aggregators, Facebook, Twitter, Instagram, LinkedIn, Youtube, Blogs.

## Unit 2: Using Social Media

Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling, Creating Content, Managing Content programmes, Planning Worksheet, Social media campaign.

## Unit 3: Evaluating Social Media

- Evaluation of Social Media Platforms  
- Tools to manage and measure performance of social media content and campaigns  
- Handling critical issues in social media management and legal aspects of social media.

## Unit 4: Setting-up own professional site

Content management, design, connectivity with social media

## Assignments:

1. Explain at least one social media management tool in detail.
2. Describe social media analytics tool in brief with example.

3. Detailed social media campaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, prepare budget for campaign.

4. Budget for social media plan: Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactics, your proposed social media campaign and social media tools. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media.

5. List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.

Reference Books

1. Guy Kawasaki & Peg Fitzpatrick, “The art of social media: power tips for power users
2. Social media marketing all in one for dummies, Jan Zimmerman & Deborah N
3. Social media explained by Mark W. Schaefer

Online resources


https://www.coursehero.com/file/10513028/Media-Management-Notes/
506: Road Safety Management

Course Code  | 506  
Course Type  | GE / AECC 
Credits      | One 
Examination Pattern | CCA : 50 marks

Course Objectives:

The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India.

Learning Outcomes:

Unit 1: Introduction to Road Safety Management

Importance and need of road safety management.

Unit 2: Management of Traffic and Traffic Rules.

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands, traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons, women and children, special right of way for ambulance, firefighting vehicles, school bus and V.I.P vehicles.

Unit 3: Management of Road Mishaps and Accidents:

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims, Rehabilitation of persons affected by accidents.

Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.
<table>
<thead>
<tr>
<th>Reference Books:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Pratibha Shastri Ranade, Road Safety Management, ICFAI University</td>
</tr>
<tr>
<td>2) Vijay Vinayak Revankar, Road Safety – Vimleshwar Automobile Industry and Road Safety Community Forum</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online Resources:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOOCs: Alison</td>
</tr>
</tbody>
</table>
Course Code | 506 | Course Type | GE/AECC
---|---|---|---
Credits | One | Examination Pattern | CCA : 50 marks

Course Objectives:
The basic purpose and spirit of this course is to expose the students to hands-on experience of event management.

Learning Outcomes:
The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

Unit 1: Introduction to Event Management
The concept of event, need and importance of events.

Unit 2: Types of Events
Different types of event in Corporates, Social Programmes and Private Programmes.

Following units are entirely based on practice part of the event management.

Unit 3: Assessment of Events
Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher.

Preparation of Learning Value report:
A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them.
Reference Books:

4. S. R. Singh, Event Management, HPH.
5. Alex Genadelik, Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series

Online Resources:


MOOCs:

Alison
Course Objectives:

i. To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites, published data & information relating to trade, commerce & industry.

ii. To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system

Learning Outcomes:

Unit 1:

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

Unit 2:

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Coordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write visit report individually in the Journal.

Unit 3:

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual student or a group of two students. The students are expected to collect the information about the industry’s history, present practices,
products, players in the industry, trends in the industry, contribution of the industry to the
development of the nation, future of the industry etc. by referring newspapers, journals, periodicals,
business, magazines and different websites etc.

Unit 4:

Based on data collection in Unit 3, the students have to give the presentation of this industry in the
class. The presentations will be evaluated on the basis of its content, information gathering,
explanation etc. The students are also expected to prepare a scrapbook for this industry study. The
students have to also write an overview of the industry in the Journal.

Unit 5:
The student will be assigned any specific trade organization like FICCI, Indian Tea Association,
Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian
Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information
relating to this trade organization through internet websites and other sources. Students have to write
a detailed profile and functioning of the trade organization in the Journal.

Note : Students have to give Viva-Voce at end of the semester based on their performance in the
assignments during the term.

Mode of Evaluation:

The performance of the Students in this course will be evaluated as under.

A) Internal evaluation (Class Participation) – 20 marks
B) Oral presentation by the student based on the assignments performed in the class during the
   Term – 20 Marks
C) Journal maintained by the student – 20 Marks
D) Viva-voce at the end of the term based on the assignments performed – 40 Marks
**BBA- SDE - Sem–VI - (CBCS 2019)**

602 : INTRODUCTION TO STRATEGIC MANAGEMENT

<table>
<thead>
<tr>
<th>Course Code</th>
<th>602</th>
<th>Course Type</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE &amp; IA : 70+30</td>
</tr>
</tbody>
</table>

**Course Objectives:**

- To understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.
- To identify the opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

**Learning Outcomes:**

The students will learn the main concepts and thought processes in strategic management. Develops strategically as clear thinking rather than the blind use of other people’s concepts.

**Unit 1: Introduction to Business Policy and Strategic Management.**


**Unit 2: Internal and Environmental Analysis.**

Environmental Analysis- Competitive analysis, Michael Porters- Five forces model.

Internal Analysis- SWOT analysis, Identification of Distinct competencies.

**Unit 3: Strategic Analysis and Choice**

Strategic Analysis and Choice in Business Strategic alternatives

**Unit 4: Corporate and Business Strategies**


**Unit 5: Strategic Implementation and Control.**

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

**Books Recommended:**

2. Strategic Management by Chandrasekaran & Ananthanarayanan, Oxford

**Supplementary Readings**

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books

**Online Resources:**

- Web Resources:
  
  https://www.strategicmanagementinsight.com/
  http://www.1000ventures.com/bec_bestsites_strategy.html

- MOOCs:
  
  https://www.mooc-list.com/
  https://www.coursera.org/
  https://swayam.gov.in/
  https://alison.com/
### Course Code: 605

**Course Type:** GE  
**Credits:** Three  
**Examination Pattern:** CCA : 100 marks

<table>
<thead>
<tr>
<th>Course Code</th>
<th>605</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
</tr>
<tr>
<td>Examination Pattern</td>
<td>CCA : 100 marks</td>
</tr>
</tbody>
</table>

### Course Objectives:

1. To provide students an exposure to disasters, their significance and types.
2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction.
3. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR).

### Learning Outcomes:

Students will be able to develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity.

#### Unit 1:
**Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)**

#### Unit 2:
**Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.)** Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters -urban disasters, pandemics, complex emergencies, Climate change

#### Unit 3:
**Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.**

#### Unit 4:
**Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources**

#### Unit 5:
**Disaster Risk Management in India** Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Project Work: (Field Work, Case Studies) The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must
be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

**Suggestions For Project Work:**

- ask students to explore and map Disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways of addressing these vulnerabilities, preparing plans in consultation with local administration or NGOs.
- Students may conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings)training in first aid. Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

**Reference Books:**

1. Disaster Management by R Subramanian – Vikas Publishing House
2. R. B. Singh, Disaster Management and Mitigation
3. Satish Modh – Introduction to Disaster Management, Macmillan Publishers India
5. Larry Collins, Disaster Management and Preparedness, CRC Press

**Online Resources:**

https://ndma.gov.in/en/

https://www.linkedin.com/pulse/disaster-management-definition-process-various-phases-chatterjee/

**MOOCs:**

www/Swayam

www/Alison
BBA- SDE - Sem–VI - (CBCS 2019)
606: BUSINESS ETHICS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>606</th>
<th>Course Type</th>
<th>GE /AECC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>One</td>
<td>Examination Pattern</td>
<td>CCA : 50 marks</td>
</tr>
</tbody>
</table>

Course Objectives:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Learning Outcomes:

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability.

Unit 1:

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Unit 2:
Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

Unit 3:
Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

Reference Books :
3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico, Mumbai.

Online Resources:
https://managementhelp.org/businessethics/index.htm

MOOCs:
https://www.edx.org/learn/business-ethics
### BBA- SDE - Sem–VI - (CBCS 2019)

**Course Code :** 606  
**Basics of Hospitality Management**

<table>
<thead>
<tr>
<th>Credits :</th>
<th>One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Type :</td>
<td>GE</td>
</tr>
</tbody>
</table>

**Course Objectives:**

1. Recognize scope and career in the hospitality industry.
2. Identify the major segments and specialization of the industry and their operations.

**Learning Outcomes:**

**Unit 1:**

**Introduction to the Hospitality Industry:**
- a. History and scope of the hospitality industry.
- b. Economic impact of the hospitality and tourism industries.
- c. Careers in the industry.
- d. Link between hospitality and travel and tourism.
- e. Major segments and specialization of the industry.
- f. Medical tourism

**Unit 2:**

**Recreation/Travel and Tourism:**
- a. Operation of recreational facilities such as resorts, spas, theme parks, and clubs.
- b. Meetings, conventions, exhibitions, banquets, and other events.
- c. Travel agencies and concierge desks.
- d. Gaming entertainment industry.

**Unit 3:**

**Operations:**
- a. Leadership and management in the industry.
- b. Hospitality marketing.
- c. Human resources and risk management and safety procedures.
## Reference Books:

1. *Introduction to Hospitality Management*, John R. Walker, Pearson
3. *Food and Beverage Management*, Bernard Davis, Sally Stone, Butterworth Heineman Ltd.

## Online Resources:

- [www.youtube.com](http://www.youtube.com)

## MOOCs:

- [https://www.ifitt.org/hospitality-and-tourismmoocs/](https://www.ifitt.org/hospitality-and-tourismmoocs/)
<table>
<thead>
<tr>
<th>Course Code  : 606</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga II (OPEN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credits : One</td>
<td>CCA</td>
<td></td>
</tr>
<tr>
<td>Course Type : GE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Course Objectives:
This course is aimed at elucidating the core knowledge contained in the science of Meditation.

### Learning Outcomes:

#### Unit 1:
- Patanjali Yoga Shastra Introduction*
- Meditation and its origin
  - Concentration and Self Discipline
  - Proper Food and Behaviour
- Omkar Meditation

#### Unit 2:
- Introduction of Kriya, Bandha and Mudra.
  - ii) Importance of Kriya and its scientific approach.
  - iii) Importance of BANDHA and its scientific approach.
  - iv) Importance of MUDRA and its scientific approach.
  - v) Effect of Asanas on various Systems
  - vi) Difference between Asana and Exercise.
  - vii) Difference between Pranayama and deep breathing.
- iv) Yogic Diet.

#### Unit 3:
- Yogasanas and Pranayam
- Basic Yogasanas for beginners
  - Bhastrika, bhramari, Anulom Vilom Pranayam – process, practice and its benefits
- Sun salutation
  - Origin of Suryanamaskara and Yogasanas in India,
- Sun Salutation - Process, Practice and Benefits, Influence of suryanamaskar on health and wellness of individual, impact on weight loss

### Reference Books :
3. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
4. Yoga – Sivanand Yog Vedanta Center
<table>
<thead>
<tr>
<th><strong>Online Resources:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://www.yogatoday.com/">https://www.yogatoday.com/</a></td>
</tr>
<tr>
<td><a href="https://www.youtube.com/user/yogatoday">https://www.youtube.com/user/yogatoday</a></td>
</tr>
<tr>
<td><a href="https://m.youtube.com/user/yogawithadriene/playlists">https://m.youtube.com/user/yogawithadriene/playlists</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MOOCs:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Swayam</td>
</tr>
</tbody>
</table>
### Marketing Management Elective

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>M503</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>Elective – II</td>
<td>M504</td>
<td>Sales and Distribution Management.</td>
</tr>
<tr>
<td>Elective – III</td>
<td>M603</td>
<td>Integrated Marketing communication</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>M604</td>
<td>Digital Marketing</td>
</tr>
</tbody>
</table>

### Finance Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>F503</td>
<td>Elements of Financial Services</td>
</tr>
<tr>
<td>Elective – II</td>
<td>F504</td>
<td>Introduction to Management Control Systems</td>
</tr>
<tr>
<td>Elective – III</td>
<td>F603</td>
<td>Elements of Corporate Finance</td>
</tr>
</tbody>
</table>

### Human Resource Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>HR503</td>
<td>Performance &amp; Compensation Management</td>
</tr>
<tr>
<td>Elective – I I</td>
<td>HR504</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>Elective – III</td>
<td>HR603</td>
<td>Management of Industrial Relations</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>HR603</td>
<td>Cross Cultural HRM</td>
</tr>
</tbody>
</table>

### International Business Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>IB503</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Elective – II</td>
<td>IB504</td>
<td>Export Import Procedures and Documentation</td>
</tr>
<tr>
<td>Elective – III</td>
<td>IB603</td>
<td>Basics of International Finance</td>
</tr>
<tr>
<td>----------------</td>
<td>-------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>IB604</td>
<td>Fundamentals of International Economics</td>
</tr>
</tbody>
</table>

**Entrepreneurship Development**

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>ED503</td>
<td>Entrepreneurship &amp; New Ventures Creation</td>
</tr>
<tr>
<td>Elective – II</td>
<td>ED 504</td>
<td>Corporate Entrepreneurship</td>
</tr>
<tr>
<td>Elective – III</td>
<td>ED 603</td>
<td>E - Commerce</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>ED 604</td>
<td>Managing Family Business</td>
</tr>
</tbody>
</table>

**Financial Market**

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>FM503</td>
<td>Introduction to Financial Markets and Financial Institutions</td>
</tr>
<tr>
<td>Elective – II</td>
<td>FM504</td>
<td>Capital Market Operations</td>
</tr>
<tr>
<td>Elective – III</td>
<td>FM603</td>
<td>Commodity Markets</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>FM604</td>
<td>Introduction to Derivatives : Equity and Currency</td>
</tr>
</tbody>
</table>
### Marketing Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>M503</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>Elective – II</td>
<td>M504</td>
<td>Sales and Distribution Management.</td>
</tr>
<tr>
<td>Elective – III</td>
<td>M603</td>
<td>Integrated Marketing communication</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>M604</td>
<td>Digital Marketing</td>
</tr>
</tbody>
</table>
BBA- SDE - Sem - V (CBCS 2019 )

MK503: Consumer Behavior

<table>
<thead>
<tr>
<th>Course Code</th>
<th>MK503</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE-II Marketing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

**Learning objectives:**
1. To highlight the importance of understanding consumer behavior in Marketing.
2. To study the environmental and individual influences on consumers.
3. Understand the importance of consumer behaviour in designing marketing strategies.
4. To understand consumer behavior in Indian context.

**Learning outcomes:** After studying this course student are able to
1. Understand the consumers’ attitude towards a particular product / service in a better manner.
2. Use the factors that influence the consumers’ buying behaviour in determining the marketing mix strategies.
3. Identify new market segments to cater to their needs
4. Design effective marketing strategies

**Unit 1**  **INTRODUCTION**
Meaning of Customers & Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing.

**Unit 2**  **Individual Determinants of Consumer Behavior**

**Personality & Self Concept:** Meaning of Personality, Influence on Purchase Decisions

**Motivation & Involvement:** Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement

**Learning & Memory:** Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall

**Attitudes:** Meaning & Characteristics, Strategies for Changing Attitudes

**Unit 3**  **External determinants of consumer behaviour:**
Culture, subculture, social class & reference group

**Unit 4**  **Consumers’ Buying Decision Making Process, Post-purchase Evaluation & Behavior:** Consumer Satisfaction, Dissatisfaction, Customer Delight,
Consumer Complaint Behavior and Post- Purchase Dissonance.

**Types of Buying Behavior:** Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying.

**Consumer Behavior Models**

Howard Sheth Model, Nicosia model

Unit 5  **Diffusion of innovation:** meaning and definition, diffusion process. The adoption process.

### Reference books

2. Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, Pearson, 10th Edition
3. Consumer Behavior - In Indian Perspective by Suja R. Nair, Himalaya Publishing House.
5. The Marketing Whitebook Current year issue

### Journals and E-journals

1. Journal of Consumer Behaviour
2. Journal of consumer Research  

### MOOCS:

1. [https://swayam.gov.in/course/3578-consumer-behaviour](https://swayam.gov.in/course/3578-consumer-behaviour)
2. [https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content](https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content)
MK 504: Sales and Distribution Management.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>MK504</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE-II Marketing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Learning objectives:

1. To acquaint students with fundamentals of Sales and Distribution Management
2. To impart to the students an understanding of Sales and distribution Management principles with a view to prepare them to face challenges of managing businesses in the new era.

Learning outcomes: After studying this course student are able to

1. Understand the challenges and opportunities involved in managing sales and distribution.
2. Manage the issues related to handling sales organization effectively.
3. Understand the aspects of developing distribution channels.

Unit 1 Evolution of Sales management, Nature and Importance of Sales Management. Definition, meaning and objectives of Sales Management. Role and skills of sales manager, recent trends in Sales Management.

Sales Organisation: Need for Sales Organizations, their structure, Recruitment and selection of sales persons, developing and conducting sales training programmes for newly appointed as well as experienced salespersons.

Unit 2 Sales forecasting: meaning, methods of sales forecasting- quantitative and qualitative methods. Sales quotas: need and importance of sales quotas, types of sales quotas Designing and Administering Compensation Plans – Leading and Motivating the Sales Force.

Unit 3 Sales Territory: meaning, need and Sales force performance appraisal: methods Personal selling: Process, steps involved therein.

Unit 4 Sales Control Techniques-Sales analysis, Sales Audit.

Unit 5 Introduction to Distribution Mix- components, channels of distribution, role and functions of wholesaler and retailer, Channel conflicts. Recent trends in distribution, Case Studies (unit I to unit V)
<table>
<thead>
<tr>
<th><strong>Reference books</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Sales Management- S. A. Chunnawalla- Himalaya Publishing House, Mumbai</td>
</tr>
<tr>
<td>3. Sales Management – Still R R , Cundiff E W, Govani PHI</td>
</tr>
<tr>
<td>4. Channel Management &amp; Retail Management – MeenalDhotre</td>
</tr>
<tr>
<td>5. The Marketing Whitebook</td>
</tr>
<tr>
<td><strong>Online references:</strong></td>
</tr>
<tr>
<td><a href="https://www.tutorialspoint.com/sales_and_distribution.../sales_and_distribution_manag">https://www.tutorialspoint.com/sales_and_distribution.../sales_and_distribution_manag</a>...</td>
</tr>
<tr>
<td><a href="https://www.marketing91.com">https://www.marketing91.com</a> › SALES MANAGEMENT</td>
</tr>
<tr>
<td><strong>MOOCS:</strong></td>
</tr>
<tr>
<td>2. <a href="https://alison.com/course/introduction-to-sales-management">https://alison.com/course/introduction-to-sales-management</a></td>
</tr>
</tbody>
</table>
MK 603: Integrated Marketing Communication.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>MK 603</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE-II Marketing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Learning objectives:
1. To have a working knowledge of the tactical and strategic aspects of IMC
2. Be able to apply specific tools and approaches to common marketing communications challenges
3. Be able to assess the progress of IMC efforts over time
4. To have an opportunity to analyze IMC programs and build innovative programs

Learning outcomes: After studying this course student are able to
1. Understand the tactical and strategic aspects of IMC
2. Design IMC programs
3. Analyze IMC programs

Unit 1  IMC FOUNDATION
Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL), Below the line (BTL) and Through The line (TTL) promotion - Push and Pull strategy

Unit 2  IMC ADVERTISING TOOLS
a) Introduction of Advertising- Functions & Types of Advertising - Objections on Advertising- Structure of Advertising Agency – Role and Services offered by Agency-
   b) Media Mix- Media Vehicle- Ad copy –Appeals in advertising- Advertising budget
   c) Media planning and execution.-Media Plan and schedule.

Unit 3  IMC PROMOTIONAL TOOLS
a) Sales Promotion- Trade promotion -Consumer promotion- coupons, Premiums, contests, Sweepstakes, refund and Rebate, Sampling, Bonus , packs, price off- Sales force promotion
   b) Public relation(PR), Types of PR-
<table>
<thead>
<tr>
<th>Unit 4</th>
<th><strong>IMC CONTEMPORARY TOOLS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Recent Trends - Product placement and Branding in films, Product placement on television,</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit 5</th>
<th><strong>IMC EVALUATING AND CONTROL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Need &amp; Significance of IMC evaluation and control</td>
</tr>
<tr>
<td></td>
<td>b) Methods for Measurement of Advertising effectiveness</td>
</tr>
</tbody>
</table>

**Reference books:**

5. Advertising and Promotion: S.A.Chunawalla

**Journals:**

1. Journal of Integrated Marketing Communications
2. Journal Advertising

**Online references:**

MOOCS:

MK604: Digital Marketing

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE-II Marketing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MK604</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
<tr>
<td>Credits</td>
<td>Three</td>
<td></td>
</tr>
</tbody>
</table>

**Learning objectives:**

1. To acquaint students with fundamentals of Digital Marketing and give an overview of benefits of digital marketing.
2. To impart to the students an understanding of applications of digital marketing strategies to business concepts with a view to prepare them to face challenges of managing businesses in the new digital era.

**Learning outcomes:** After studying this course student are able to

1. Students should be able to use internet effectively as a marketing tool
2. Students will be able to get insights on how organizations can leverage the benefits of social media.

**Unit 1**

**Introduction to Digital Marketing**


**Unit 2**

**The Online Marketing Mix**

E-Products
Segmentation, Targeting and Positioning
E-Price
The Online Value
E-Promotion
The digital revolution in India, Understanding the digital business, Increasing customer base through digital marketing strategies.

**Unit 3**

**The Online Consumer**

Marketing in a virtual world, Customer expectation and perception, Online Consumer behavior, Establishing trust in Digital Business.

**Unit 4**

**CRM in digital world**

CRM- Concept, Nature, scope, benefits, e-CRM, Benefits of e-CRM.

**Unit 5**

**Social Media**

Role of social media in digital marketing, Advantages and disadvantages of social media, Advertising on social networking.

**Reference books:**

1. Digital Marketing R Prasad
2. Virtual Marketing Sameer Kulkarni
3. Digital Marketing : Vandana Ahuja(Oxford University press)


Journals:

- European Journal of Marketing
- Journal of Digital and Social media marketing
- https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A
- https://www.amazon.in/Epic-Content-Marketing-Different-Customers/dp/0071819894/ref=pd_sim_14_1?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A

Online references:
MOOCs: Online references:

https://learndigital.withgoogle.com/digitalunlocked/certification

https://www.coursera.org/specializations/digital-marketing#courses
# BBA Specialization: Finance Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>F503</td>
<td>Elements of Financial Services</td>
</tr>
<tr>
<td>Elective – II</td>
<td>F504</td>
<td>Introduction to Management Control Systems</td>
</tr>
<tr>
<td>Elective – III</td>
<td>F603</td>
<td>Elements of Corporate Finance</td>
</tr>
</tbody>
</table>
BBA- SDE - Sem -V (CBCS 2019)

FM 503: ELECTIVE – I : FINANCIAL MANAGEMENT
(ELEMENTS OF FINANCIAL SERVICES)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FM503</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I - ELECTIVE – I :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To introduce the students about Indian Financial Systems and current developments
  - To orient about various financial services available

**Learning outcomes:** After studying this course student are able to

1. Components of Indian Financial Systems
2. Importance and utility of Financial Services

**Unit – I : Introduction to Financial Services.**

- Financial systems and Economic Development
- Indian Financial systems and Organization Structure.
- Financial Services – Meaning, Concept and Importance of Financial Services

**Unit – II: Types of Financial services: Fund Based and Fee based**

- Leasing and Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.
- Concept and Importance of Insurance, Types of Insurance
- Merchant Banking
- Underwriting
- Investment Banking

**Unit – III: Mutual Funds and Services.**
Significance of Mutual Funds its Importance, Types and Advantages Current Scenario.

- Parameters for evaluation of Mutual funds Schemes

**Unit – I V: Credit Rating.**

- Meaning and Importance of Credit Rating.
- Functions and Role of Credit Rating agencies in India

**Unit – V: Venture Capital Financing.**
- Meaning and features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing, Factors affecting Venture Capital financing.

**Reference books :**

4) Financial Markets and Services, Gordon, Natarajan.

**Online references:**
**MOOCS:**
- [https://swayam.gov.in/](https://swayam.gov.in/)
- [https://alison.com/](https://alison.com/)

**Web resources:**
- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](https://www.sebi.gov.in)
- [https://www.nseindia.com](https://www.nseindia.com)
- [https://www.bseindia.com](https://www.bseindia.com)
FM 504: ELECTIVE – II : FINANCIAL MANAGEMENT
(Introduction to Management Control Systems.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FM 504</th>
<th>Course Type</th>
<th>Examination Pattern</th>
<th>Discipline Specific Elective (DSE II)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
<td></td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To introduce to the significance and role of Management Control System in the organization
  - To orient the students about application of techniques of Management Control

- **Learning outcomes:** After studying this course student are able to
  - Importance and utility of Management Control System
  - Application of techniques of Management Control

**Unit – I: Introduction to Management Control Systems.**
- Definition, Concept of Management Control,
- Nature Characteristics of Management Control System,
- Areas and Process of Control,
- Efficiency and Effectiveness of Control

**Unit – II: Motivational Techniques.**
Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

**Unit – III: Responsibility Centre and Transfer Pricing.**
- Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Problems of Profit Centre.
- Meaning and Significance of Transfer Pricing.
- Objectives of Transfer Pricing.
- Transfer Pricing Methods.
- Simple problems of Transfer Pricing.

**Unit – IV: Budgetary Control and Variance Analysis.**
• Objective of Budgetary Control.
• Advantages and Limitations of Budgetary Control.
• Fixed, Flexible and Functional Budgets.
• Problems on Flexible Budget and Cash Budget.
• Concept and Importance of Standard Costing
• Material and Labour variance Analysis (Theory and Practical)

Unit – V: Internal Audit.

• Internal Audit under MCS.
• Cost Audit its Objectives and Advantages.
• Management Audit its Objective and Advantages.

Reference books :

3) Advance Cost and Management Accounting, V.K. Saxena, C.D. Vashist, (Text), Sultan Chang & Sons.
4) Cost & Management Accounting, Tukaramrao, New Age International (P) Ltd.
5) Management Control Systems, P. Saravanavel, Himalaya Publishing House

Online references:
For MOOCs:

https://swayam.gov.in/

• https://alison.com/

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
https://www.sebi.gov.in
https://www.nseindia.com
https://www.bseindia.com
BBA – SDE - Sem -VI (CBCS 2019)

FM 603: ELECTIVE – I : FINANCIAL MANAGEMENT
(Elements of Corporate Finance)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Credits</th>
<th>Examination Pattern</th>
<th>Discipline Specific Elective (DSE I - I)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM 603</td>
<td>Three</td>
<td></td>
<td>UE + IA: 70:30</td>
<td></td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To introduce about Sources of Corporate Finance
  - To orient about the techniques of Financial Decision making

**Learning outcomes:** After studying this course student are able to

1. Sources of Corporate Finance available
2. Application of the techniques of Financial Decision making

**Unit – I : Financial Planning and Strategy.**

- Concept and Importance of Financial forecasting.
- Long range planning and Short range planning.
- Strategic Decision making and planning.
- Strategic financial planning and steps in financial planning.

**Unit – II: Sources of Corporate Finance.**

- Equity Share Capital, Preference Share Capital, Debenture, Public Deposits, Venture Capital.
- Institutional Finance
- International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII

**Unit – III: Capital Budgeting**

- Features and Significance of Capital Budgeting.
- Problems and Difficulties of Capital Budgeting.
- Techniques of Evaluations (Theory & Practical) – Payback Period, Discounted Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.

**Unit – IV: Management of Earning and capital Structure.**

- Dividends and Retained Earning.
- Factors affecting Dividends decisions
• Concept and Importance of Capital Structures, Factors affecting Capital Structure

**Unit – V: Financial Statement Analysis and Corporate Governance.**

• Ratio Analysis (Theory and Practical)
• Funds Flow Statement, Cash Flow Statement (Theory)
• Study of Annual Report – Understanding contents and disclosures.
• Meaning of Corporate Governance.
• Important Elements of Corporate Governance.
• Share Holders Rights

**Reference books :**

2) Financial Management – Theory & Practice, Prasanna Chandra.
3) Basic Financial Management – M.Y. Khan, New Delhi, TMH.
6) Indian Corporate Financial Management – Vijay Gopalan, Himalaya.

**Online references:**

**MOOCS:**

- [https://swayam.gov.in/](https://swayam.gov.in/)
- [https://alison.com/](https://alison.com/)

**Web resources:**

[www.moneycontrol.com](http://www.moneycontrol.com)
[www.rbi.org.in](http://www.rbi.org.in)
[www.icai.org](http://www.icai.org)
[https://www.sebi.gov.in](https://www.sebi.gov.in)
[https://www.nseindia.com](https://www.nseindia.com)
[https://www.bseindia.com](https://www.bseindia.com)
BBA –SDE -Sem -VI (CBCS 2019)
604 : ELECTIVE – II : FINANCIAL MANAGEMENT
(International Finance & Financial Risk Management)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FM 604</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE II)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

**Learning objectives:** After the completion of the course, the students will understand:
- The concept of Risk and Risk Management
- The techniques of Financial Risk Management

**Learning outcomes:** After studying this course student are able to
- To introduce to the concept of Financial Risk Management
- To orient the students about the techniques of Risk Management

**Unit – I :Introduction to International Finance.**
- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Challenges and Risks in International Financial Management

**Unit – II: Foreign Exchange Market.**
Concept and Features of Foreign Exchange Market
- Structure and Participants of Foreign Exchange Market

**Unit – III: Methods of International Trade Settlements.**
- International trade settlement with special reference “Documentary Credit”.
- Export Finance – Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.

**Unit – IV: Risk Management.**
- Concept and Process of Risk Management
- Types of Risks
- Terms – Speculation and Arbitrage

### Unit V: Derivatives:

- Definition, Meaning and Importance of Derivatives
- Types of Derivatives (Introduction): Forward, Future, Options and Swaps

#### Reference books:

4. *Report on Currency and Finance by RBI.*

#### Online references:

- [www.moneycontrol.com](http://www.moneycontrol.com)
- [www.rbi.org.in](http://www.rbi.org.in)
- [www.icai.org](http://www.icai.org)
- [https://www.sebi.gov.in](https://www.sebi.gov.in)
- [https://www.nseindia.com](https://www.nseindia.com)
- [https://www.bseindia.com](https://www.bseindia.com)

#### MOOCs:

- [https://swayam.gov.in/](https://swayam.gov.in/)
- [https://alison.com/](https://alison.com/)
BBA Specialization – HRM

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>HR503</th>
<th>Performance &amp; Compensation Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I I</td>
<td>HR504</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>Elective – III</td>
<td>HR603</td>
<td>Management of Industrial Relations</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>HR603</td>
<td>Cross Cultural HRM</td>
</tr>
</tbody>
</table>
HR 503 Performance & Compensation Management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HR503</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Objectives of the course:

- To understand the various dimensions of Compensation Management.
- To familiarize with the role of various bodies involved in Compensation Management.

Course Outcomes:

Students will be able to apply the concepts of performance appraisal and compensation management practically.

Unit 1: (12 hours)

Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement.

Unit 2


Unit 3 (12 hours)

Compensation – Definition, Classification and Types. Components of remuneration- basis pay,
Dearness allowance, flat and indexed DA, allowances and reimbursement,
Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

**Unit 4:(12 hours)**


**Unit 5(12 hours)**


**Books:**

1. DewakarGoel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.

**Online Resources:**

https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=

**MOOCs:**

Modern Human Resource Management(Alison).
Principles of Human Resources Management (Swayam).
Managing employee compensation (Coursera)
HR 504 - Training & Development

Course Code: HR504  
Course Type: Examination Pattern  
DSE: UE + IA: 70:30

Objectives of the course:

1. To familiarize the students with the concept and practice of Training and Development and its role in modern management.
2. To understand the various methods and applications of Training and Development

Course Outcomes: Students will be able to

- 

Unit 1

Concept of training, terms - education Knowledge, Skills, attitudes, need of training, importance, objectives of training, ADDIE model, Principles of training, concept of executive development: Objectives, importance, process of executive development

Unit 2

Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories – Reinforcement, Social learning, expectancy theory, goal theory

Unit 3

Training and Development methods: On-the-Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation
methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, e-training.

### Unit 4

Designing training programme – considerations in designing effective training programs selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, use of technology in training

### Unit 5

Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis

### Books:


### Online Resources:


### MOOCs:

- Diploma in Workplace Safety & Health (Advance Learning).
- Human Resources (Open2Study).
- Preparing to Manage Human Resources (Coursera)
### Course Code: HR603  
**Management of Industrial Relations**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HR603</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

**Objectives of the course:**

Learners will be able to understand the meaning of industrial relations, dispute and role of trade unions. Also they will be exposed to the concept and process of grievances and grievance handling.

**Course Outcomes:** Students will be able to apply the principles of industrial relations to the current scenarios.

**Unit 1:**

Meaning and definition of industrial relations (IR), objectives and scope of Industrial relations, parties of IR, Evolution of IR in India, Conditions for congenial IR.

**Unit 2:**

Trade unions – concept, evolution and functions, types and structure of trade unions, formation of trade unions in India, problems of trade unions.

**Unit 3:** (12 hours)

Industrial disputes – concept, classification and causes, strikes, types of strikes, lockouts. Impact of industrial disputes.

**Unit 4:**

Grievance – meaning and definition, causes of grievances, procedure of grievance redressal.
Disciplinary action – needs, meaning, aspects of disciplinary procedure. Domestic enquiry.

**Unit 5:**

Settlement of industrial disputes, statutory methods as per industrial disputes act 1947, formation of works committee, functions of works committee, conciliation, meaning of conciliation, conciliation officer, voluntary and compulsory conciliation. Arbitration, Adjudication- types and process.

**Books:**

2. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House
3. Sharma A.M, Aspects and legal frame work of Industrial Relation, Himalaya Publisher

**Online Resources:**


**MOOCs:** Swayam

---

**BBA –SDE - CBCS 2019 - SEM VI**

**HR604 - Cross Cultural HRM**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HR604</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Objectives of the course:
To create awareness about the cross cultural HRM and creating harmonious relationships between employees.

Course Outcomes: Students will be able to understand the issues related to cultural diversity and appreciate the importance of cross cultural management.

Unit 1:
Understanding Culture, Culture dimensions, cross cultural differences and managerial implications, Hofstede study, Significance and impact of cross culture on organizations, role of culture in Strategic Decision Making. Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures.

Unit 2:
Global business environment, cross cultural perspectives, cultural paradox; cultural diversity and sensitivity, cross cultural leadership and decision making, Cross Cultural Communication and negotiation, cultural intelligence, case study of Cultural Intelligence by P. Christopher Earley and Elaine Mosakowski, HBR.

Unit 3: (12 hours)
International HRM – differences between domestic and international HRM, Expanding the Role of HRM in International Firms; international HRM approaches, HR and expansion strategies.

Unit 4:
International recruitment and selection, performance management, training and development, compensation. Social Responsibility and International HRM; HRM In Cross Culture Mergers & Acquisitions.

Unit 5:
International assignments – need and issues. Repatriation, coping with new role demands, labour relations. Managing expatriates.
Research and emergence of different approaches to cross cultural management.
Achieving and Sustaining International Competitive Advantage; International Strategic
Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

### Books:

1. ShobhanaMadhavan, Cross-Cultural Management, Oxford University Press
4. Paula Caligiuri, David Lepak, Jaime Bonache, Managing The Global Workforce, John Wiley & Sons Ltd.
5. International HRM, P.Subba Rao, HPH
6. Cultures Consequence ; International Differences in Work related Values, G. Hofstede – – Sage
7. International HRM, A. Harzing, Sage

### Online Resources:

[https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf](https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf)

### MOOCs:

Swayam
## BBA Specialization: International Business Management

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>IB503</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Elective – II</td>
<td>IB504</td>
<td>Export Import Procedures and Documentation</td>
</tr>
<tr>
<td>Elective – III</td>
<td>IB603</td>
<td>Basics of International Finance</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>IB604</td>
<td>Fundamentals of International Economics</td>
</tr>
</tbody>
</table>
IB 503: ELECTIVE –I : INTERNATIONAL BUSINESS MANAGEMENT
((INTERNATIONAL MARKETING.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>IB 503</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
- To enable an understanding of what marketing is and how it operates in the international context.

**Learning outcomes:** Students will be able to know international markets and international issues. The syllabus is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

**Unit – I: Introduction to International Marketing.**

International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process.

**Unit – II: Global Marketing Environment.**

Assessing global marketing opportunities, Environmental Analysis, and its techniques; emerging markets.

**Unit – III: Planning for International Marketing.**

Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.

**Unit – IV: Development Global Marketing Strategies.**

Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

**Unit – V: Global Quality Standards.**

- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets
Reference books :

1) 1. International Marketing Strategy by Fram Bradley.
2) International Marketing by Alexander Hiam and Charles Shaw.

Online references: MOOCS:
- Management Skills for International Business (Coursera)
- Global Strategy I: How The Global Economy Works (Coursera)

Web resources:
- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com
IB 504: ELECTIVE –II : INTERNATIONAL BUSINESS MANAGEMENT
(EXPORT IMPORT PROCEDURE DOCUMENTATION)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>IB 504</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Type</td>
<td></td>
</tr>
<tr>
<td>Discipline Specific Elective (DSE II - ELECTIVE – II : INTERNATIONAL BUSINESS MANAGEMENT)</td>
<td></td>
</tr>
<tr>
<td>Credits</td>
<td>Three</td>
</tr>
<tr>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To give the conceptual clarity about polices and procedure s related to Export and Import
  - To provide the guidelines for applicability of these concepts in Export – Import Business.

**Learning outcomes** : After studying this course student are able to
  1. Understand basic concepts related to International Trade and Foreign Trade Policy
  2. Understand the Regulations for Export and Import
  3. Knowledge about the EXIM Documentations and International Logistics

**Unit – I: Introduction.** • Meaning and Importance of International Trade.
  • Meaning, Definition and Significance of Export and Import.

**Unit – II: Regulations for Export and Import.**

Obtaining an I.E.C. number.
  - Foreign Trade (Development and Regulation) Act.
  - Foreign Exchange Management Act (FEMA).
  - Pre-Shipment inspection and Quality Control Act and their importance.
  - Exchange control manual.
  - Foreign Trade Policy.

**Unit – III: Export Import Contracts.**

Meaning of Export Import Contract.
  - Elements of Export Import Contract.
• FOB and CIF Contract.

Unit – IV: EXIM procedures.

• Export procedure – Registration Stage.
• Pre shipment inspection.
• Sales post Shipment Stage.
• Quality Control and Pre shipment Inspection.
• Sales Tax Exemption.
• Excise Clearance.
• Shipping and Custom Formalities.
• Marine Insurance.

Unit – V: EXIM Documentations and International Logistics.

• Commercial Documents.
• Logistics – Clearance of goods against B/L and AWB, Aims and Objective of International trade and logistics.
• Organizations of overseas transport service.

Reference books :

1. C Rama Gopal, Export Import Procedure and Documentation, New age International Publisher’s, New Delhi.

Journals:

• Indian Ports, published by Indian Port Association
• Indian Shipping – Indian National Ship-owners Association
<table>
<thead>
<tr>
<th>News Paper Readings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business Standard</td>
</tr>
<tr>
<td>2. Financial Express</td>
</tr>
<tr>
<td>3. Economic Times</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online references:</th>
</tr>
</thead>
<tbody>
<tr>
<td>For MOOCs:</td>
</tr>
<tr>
<td>• <a href="https://alison.com/">https://alison.com/</a></td>
</tr>
<tr>
<td>• <a href="https://swayam.gov.in">https://swayam.gov.in</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web resources:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Foreign Trade Policies. (Latest)</td>
</tr>
<tr>
<td>4. Custom and Baggage Rules.</td>
</tr>
<tr>
<td>5. RBI Official website</td>
</tr>
<tr>
<td>6. <a href="http://www.ie.port.com">www.ie.port.com</a></td>
</tr>
</tbody>
</table>
IB 603: ELECTIVE – 1: INTERNATIONAL BUSINESS MANAGEMENT
(BASICS OF INTERNATIONAL FINANCE)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>IB 603</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I - ELECTIVE – 1: INTERNATIONAL BUSINESS MANAGEMENT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To understand the basics of finance function and environment for International Business.
  - To find out financial challenges faced by businesses in increasingly globalizing economies.

**Learning outcomes:** After studying this course student are able to
1. At the end of the course students should be able to
2. Understand basic concepts, elements related to International Finance.
3. Knowledge about the important Financing Methods for Cross Border Trade.

**Unit – I: Introduction**
- Meaning and Scope of International Finance
- Globalization and its impact.
- International Finance Vs Domestic Finance
- India’s financial Sector reforms after globalization

**Unit – II: International Financial Institutions**
The World Bank
- International Bank for Reconstruction and Development (IBRD)
- International Development Association
- International Finance Corporation
- The multilateral investment guarantee agency (MIGA)
- International Monetary Fund (IMF)- Origins of IMF
- Asian Development Bank (ADB)
- Role of IMF and IBRD.

**Unit – III: Financing of Cross Border Trade (Export & Import)**
- Concept and importance of Cross Border Trade, Letter of Credit as a method of Export and Import ,parties involved in letter of credit, Steps involved in Letter of Credit
- Concept and significance of Pre Shipment and Post Shipment credit. Suppliers credit, Buyer’s credit, Factoring, Forfeiting and Offshore Banking
Unit – IV: Concepts in International Finance

- Concept and importance of Foreign Direct Investment,
- Concept and significance of Foreign Institutional Investment.
- Difference between FDI & FII, impact of FDI & FII on the economy

Unit – V: Methods of International Trade Settlement

- Open account, Advance Payment, Documentary Credit, Documentary Collection, and Consignment Trading, External Commercial Borrowings

Reference books:

3) International Money & Finance, Prof.Melvin.
4) Reports on Currency & Finance, RBI Publication.

Online references:

MOOCS:

- https://alison.com/
- https://swayam.gov.in

Web resources:

1. Companies Annual Reports
2. Money control
3. SEBI and RBI Official Websites
4. NSE and BSE Official Websites
5. RBI Official website
6. www.ie.port.com
BBA – SDE -Sem -VI (CBCS 2019)

IB 604: ELECTIVE – II :

INTERNATIONAL BUSINESS MANAGEMENT
(FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>IB 604</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE II)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Learning objectives: To understand economics of international business. To enable analysis of problems of global economics and formulate strategies for the same. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

Learning outcomes: After studying this course student are able to
1. Students will be able to know international Trade mechanism and international issues.
2. Students will be able to know international Trade mechanism and international issues.
3. Students will be able to know international Trade mechanism and international issues.

Unit – I: Introduction to International Economics.

Introduction to international Economics – meaning and scope.

- Gains from international trade.
- Significance of international Economics.

Unit – II: Balance Payments.

Meaning & Structure of BOP.

- Equilibrium and Disequilibrium and adjustment in BOP.
- Statistical discrepancy.

Unit – III: Theories of International Trade.

Mercantilism, Absolute Cost Theory.

- H O Theory
- Comparative Cost Theory.
• Product Life Cycle Theory

Unit – IV: Formation of Regional Trade Blocks

• BRICS, SAARC, NAFTA, G20, SAFTA

Unit – V: Gold Standard Mechanism.

Fixed Vs Flexible exchange rate.

• Tariff and Non – tariff barriers.
• Argument for against protection.
• IMF and World Bank

Reference books

1) International Economics Koutsiyannis.
2) Economics by Samuelson.

Online references:
Management Skills for International Business (Coursera)
Global Strategy I: How The Global Economy Works (Coursera)

• MOOCS:
  • https://alison.com/
  • https://swayam.gov.in
BBA Specialization: Entrepreneurship Development

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>ED 503</td>
<td>Entrepreneurship &amp; New Ventures Creation</td>
</tr>
<tr>
<td>Elective – II</td>
<td>ED 504</td>
<td>Corporate Entrepreneurship</td>
</tr>
<tr>
<td>Elective – III</td>
<td>ED 603</td>
<td>E- Commerce</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>ED 604</td>
<td>Managing Family Businesses</td>
</tr>
</tbody>
</table>
ED 503: Entrepreneurship & New Venture Creation

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 503</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Objectives:

The aim of this course is

- to enable the students to understand the nuances of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;
- gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process;
- understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

Learning Outcomes:

At the end of the course, the students will have a fair idea about entrepreneurship, role of entrepreneurs, and the intricacies of starting a new business. Students will be able to write a business plan successfully.

Unit 1: The entrepreneurial Perspective

Concept of entrepreneur and entrepreneurship, motivations for becoming an entrepreneur, role of entrepreneurs in the present milieu, types of entrepreneurs (e.g. nascent entrepreneurs, social entrepreneurs, entrepreneurs, etc.), Process of entrepreneurial development. Life cycle of an enterprise.
### Unit 2: Opportunity Identification and selection


### Unit 3: Creating a Business Model

Concept of business model, functions of a business model, Types of business model,

Preparing the Proper Ethical and Legal Foundation, entrepreneur’s approaches to resources—people, capital, and other assets. issues in the selection and effective utilization of outside professionals, such as members of a board of directors, lawyers, accountants, and consultant,

### Unit 4: Setting up a New Venture

Assessing a New Venture’s Financial Strength and Viability, Building a New-Venture Team.

Financing /Funding of new ventures, Managing and Growing an Entrepreneurial Firm, Unique Marketing Issues, Commercialization of Ideas, Importance of Intellectual Property

Challenges to Growth of an enterprise, Strategies for Firm Growth, Franchising, principal harvest options, including trade sale, going public, and cash flow

### Unit 5: Small Businesses.

Micro Small Medium Enterprises Development( MSMED) Act 2006, Importance of Small Scale industry, Government Grants and Subsidy, clearance and NOC.

Starting a Small Scale unit – structure and ownership, establishment of units, project feasibility, tax benefits, incentives and concessions. Format of start ups. Marketing strategy of small businesses, Role of financial and non-financial institutions for small businesses, Business Incubation

Definition and evolution of business Incubators, Establishing business incubators, Incubators role in supporting start-ups, Business incubators in India.

### References:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publication House</td>
</tr>
<tr>
<td>6.</td>
<td>S.S. Khanka, Entrepreneurial Development, S. Chand &amp; Company Ltd. New Delhi</td>
</tr>
<tr>
<td>8.</td>
<td>Kumar Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India</td>
</tr>
<tr>
<td>9.</td>
<td>Dr. Achut P. Pednekar, Entrepreneurship, Himalaya Publication House</td>
</tr>
</tbody>
</table>

Online Resources:

- [https://www.entrepreneur.com/](https://www.entrepreneur.com/)
- [https://www.toppr.com/guides/business-studies/entrepreneurship-development/](https://www.toppr.com/guides/business-studies/entrepreneurship-development/)
- [https://www.entrepreneur.com/article/238908](https://www.entrepreneur.com/article/238908)
- [https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business](https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business)
- [http://dst.gov.in/scientific-programme/t-d-tdb.htm](http://dst.gov.in/scientific-programme/t-d-tdb.htm)

MOOCs:

- [https://startupindia.upgrad.com/](https://startupindia.upgrad.com/) - Startup India Learning Programme

Swayam
**ED 504 Corporate Entrepreneurship**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 504</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

**Objectives:**

This course will expose the students to the tools, methods and logic that will enable to participate in or lead successful efforts in Corporate Entrepreneurship (CE).

By the end of the course student will:

- Have an overview of the field of Corporate Entrepreneurship
- Be familiar with the various tools, methods, approaches and architectures that organizations are employing and have an in-depth understanding of a few of them

**Unit 1: Introduction to corporate entrepreneurship.**

Concept and need of corporate entrepreneurship, Forms and antecedents of corporate entrepreneurship, overview of the field of Corporate Entrepreneurship

**Unit 2: Promotion of Intrapreneurial culture.**

Innovative culture and drivers, innovativeness and new business creation, top management support, leadership for innovativeness, Difference between intrapreneurship and entrepreneurship in concept and practice, Corporate strategy, structure and entrepreneurship, Human resource management and corporate entrepreneurship, Building supportive organizational cultures

**Unit 3: Entrepreneurial mindset and entrepreneurship ecosystem**

Importance of mindset, Entrepreneurial mindset and its impact, Entrepreneurial mindset enablers, entrepreneurial mindset in employees. Concept of entrepreneurial ecosystem, ecosystem and
entrepreneurial mobility.

Unit 4: Challenges and best practices for successful business building inside firms.
Rationale for intrapreneurship, major challenges and hurdles for CE, risks of corporate entrepreneurship, how to successfully and safely navigate Obstacles,

Unit 5: Case studies on Corporate Entrepreneurship
Case studies of TATA, Google, Apple, and others.


Online Resources:
[https://www.entrepreneur.com/](https://www.entrepreneur.com/)


[https://www.entrepreneur.com/article/238908](https://www.entrepreneur.com/article/238908)


[https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business](https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business)

[http://dst.gov.in/scientific-programme/t-d-tdb.htm](http://dst.gov.in/scientific-programme/t-d-tdb.htm)

MOOCs:
[https://startupindia.upgrad.com/](https://startupindia.upgrad.com/) - Startup India Learning Programme
Swayam
BBA –SDE - CBCS 2019 - SEM VI

ED 603 E-Commerce

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 603</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Objectives:
This course aims
- To understand the popular format of e-tailers, ie. online retailers of goods and services.
- To identify the challenges and opportunities of creating, growing and optimizing an e-commerce business.
- To help students conceptualize the various e-commerce business models that exist and to build new ones.

Course Outcome:
By the end of the course student will:
Students will have fair understanding of e-commerce for business growth and development and will get exposure to strategies to grow quickly and profitably through e-commerce strategies.

Unit 1: Introduction to e-Commerce:
Meaning, types, benefits and impact of e-commerce, e-commerce in India. Advantages and disadvantages of e-commerce.

Infrastructure for e-Commerce – Internet and www, Intranet, extranet. E-commerce and internet.
### Unit 2: Models of e-commerce

Business to business hub, market places, business to consumer, consumer to consumer, business to government, government to government.

### Unit 3: e-marketing and e-CRM

Internet as an advertising media, e-advertising and marketing in India, Search Engines, Directories, Registrations, Solicited targeted E-mails, Interactive sites, Banners, Advertising, Spam Mails, E-mail, Chain letters. E-Advertising Techniques: Banners, Sponsorships, Portals, and Online Coupons, limitations of internet advertising

e-CRM – meaning, applications, major trends, e-CRM marketing in India.

### Unit 4: Electronic Payment Systems

Introduction to online payment systems, Secure Electronic Transaction (SET) and Secure Socket Layer (SSL) protocols, Pre-paid and post-paid e-payment system, security requirements for e-payment system, managerial issues for E-payment systems.

### Unit 5: Electronic Data Exchange and E-Security

Electronic Data Exchange - definition, applications, advantages and limitations, Privacy issues. Security policy, procedures and practices, cryptology, digital signature, security protocols for e-commerce.


Online Resources:

[https://saif4u.webs.com/E-commerce-Notes.pdf](https://saif4u.webs.com/E-commerce-Notes.pdf)
https://www.entrepreneur.com/
https://www.Youtube.com/
https://blog.taxjar.com/5-online-resources-for-ecommerce-business-owners/
https://www.oberlo.in/blog/top-50-ecommerce-resources
https://www.practicalecommerce.com/12-Good-Ecommerce-Resources

MOOCs:
https://www.mooc-list.com/course/foundations-e-commerce-coursera
https://www.udemy.com/the-wide-world-of-moocs/
ED 604 Managing Family Businesses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>ED 604</th>
<th>Course Type</th>
<th>DSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

Objectives of the course:

- Understand the family business dynamics in terms of three elements – the individual, the family, and the business.
- Identify the social and economic impact of family business.

Course Outcomes: Students will be able to

- Apply the specific practices and skills of effective family businesses.
- Integrate entrepreneurial and professional management concepts for strengthening family business organizational performance.

Unit 1

**Introduction:** Family values, heritage, tradition, Family Relationships and Family Systems
Meaning of family, Concept, structure and forms of Family business, Advantages of Family businesses, Culture and evolution of family firm
The Nature, Importance, and Uniqueness of Family Business

Unit 2:

**Conflict resolution:** Individual roles/functions in the family, Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms.

Unit 3

**Managing Leadership, succession and continuity:** Succession planning and process, Continuing The Next Generation Entrepreneur, Succession and the Transfer of Power,
creating the Strategy for leadership, Choosing and Grooming the successor. Encouraging change in the family business system.

**Unit 4**

**Professionalism in Family business:** Orientation of family entrepreneurs, on the job training, Family councils, Family Offices, Management Philosophy and Core values, Strategic Commitment and Family Commitment, Business Vision and Family Vision, Business Strategy Plan and Family business continuity plan. Success factors of family businesses.

**Unit 5**


**Text Books:**

1. Entrepreneurship and Small Business: Paul Burns, Palgrave Publication
2. Entrepreneurship: Rajeev Roy, Oxford Higher Education Publicatio
3. Entrepreneurship (successfully Launching New Ventures): Bruce Barringer, R. Ireland, Pearson
4. Vasant Desai, Dynamics of Entrepreneurship, Himalaya Publicaion house

**Online Resources:**

- [https://www.entrepreneur.com/](https://www.entrepreneur.com/)
- [https://www.toppr.com/guides/business-studies/entrepreneurship-development/](https://www.toppr.com/guides/business-studies/entrepreneurship-development/)
- [https://www.entrepreneur.com/article/238908](https://www.entrepreneur.com/article/238908)
- [https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business](https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business)
- [http://dst.gov.in/scientific-programme/t-d-tdb.htm](http://dst.gov.in/scientific-programme/t-d-tdb.htm)

**MOOCs:**

- [https://startupindia.upgrad.com/](https://startupindia.upgrad.com/) - Startup India Learning Programme
Swayam
**BBA Specialization : Financial Market**

<table>
<thead>
<tr>
<th>Elective</th>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective – I</td>
<td>FM503</td>
<td>Introduction to Financial Markets and Financial Institutions</td>
</tr>
<tr>
<td>Elective – II</td>
<td>FM504</td>
<td>Capital Market Operations</td>
</tr>
<tr>
<td>Elective – III</td>
<td>FM603</td>
<td>Commodity Markets</td>
</tr>
<tr>
<td>Elective – IV</td>
<td>FM604</td>
<td>Introduction to Derivatives : Equity and Currency</td>
</tr>
</tbody>
</table>
INTRODUCTION TO FINANCIAL MARKETS AND FINANCIAL INSTITUTIONS

**Learning objectives:**
- To introduce to the theory and practice of Financial Markets and Institutions.
- To help students to gain a thorough understanding of the working of Financial Markets and Features of Financial Instruments.
- To introduce to the management of Financial Markets and Institutions in an international context.

**Learning outcomes:** After studying this course student are able to

1. The working of Financial Markets and Features of Financial Instruments

**Note:** Students are expected to keep themselves updated with latest developments in the subject through- Online Trading Workshop- Training Session, Business News Channel-line CNBC-TV, ZEE Business, NDTV Profit etc.

**Unit I: Overview of Financial Market And Institutions:**

Introduction to Indian Financial System & its Development,

- Importance of Capital and Money Market
- Foreign Exchange Market,
- Role of Financial Institutions in Financial Markets

**Unit II Capital And New Issue Market and Secondary Market:**

Capital markets: Primary market, Secondary Market
- Advantage of Primary Market
- Difference Between Primary and Secondary market,
- New Issue Market(IPO) – Functions of New Issue market,
- Functions/services of stock exchange- recognition of stock exchange, organization of Stock exchange in India-
- Listing of Securities-Listing Procedure- registration of Stock Brokers- functions of Brokers.
- Methods of Trading in Stock Exchange – Online Trading –BSE-BOLT System- Mobile Trading, Merits of Online Trading,

Unit III Mutual Funds:-
- Introduction & Origin of Mutual Fund-
- Types of Mutual Fund, Importance of Mutual Fund
- Concept of Net Assets value

Unit IV Introduction to Derivatives Market
- Concept of Derivatives, Functions, Types – Forward, Futures, Options Swap

Unit V Financial Institutions :
- Introduction to Banking and Non Banking Financial Institutions.
- Institutional Finance – IDBI, SIDBI

Reference books :

Journals:

Online references:
MOOCS:

- https://swayam.gov.in/
- https://alison.com/

Web resources:

- www.moneycontrol.com
- www.rbi.org.in
- www.icai.org
- https://www.sebi.gov.in
- https://www.nseindia.com
- https://www.bseindia.com
BBA- SDE - Sem -V (CBCS 2019)
FMK-504: ELECTIVE –II : FINANCIAL MARKETS

CAPITAL MARKET OPERATIONS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FMK-504</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE II )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To help the students in understanding the capital market trading, clearing, settlement
  - To introduce the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts

**Learning outcomes** : After studying this course student are able to
  - Capital Market Trading, Clearing and Settlement
  - Regulatory aspects and valuation concepts.

**Unit – I: Introduction.**

**Unit I: Indian Securities Market – An Overview:**
(12 Hrs.)
  - Introduction, Capital Market Intermediaries,
  - Industrial Securities market- Government securities Market- Long Term Loan Market Primary market, Secondary market, products
  - Participants of Derivatives market

**Unit II: Trading Operations:**
(12 Hrs.)
  - Introduction, NEAT system, Market types,
  - Order Management, trade management, auction, Trade Mechanism
  - Introduction to Debt Market, Wholesale Debt Market

**Unit III: Clearing and Settlements:**
  - Introduction, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures,
  - International securities, Identification number, Demat and Electronic transfer of securities, Investor protection fund
Unit IV: Legal & Regulatory Framework:


Unit V: Fundamental and Technical Analysis: (10 Hrs.)

- Fundamental and Technical Analysis, Types of Charts and Technical Indicators
  Market Simulation Lab. Market simulation lab sessions on internet based software to develop
  Keyboarding skills for cash market.

Note: Students are expected to keep themselves updated with latest developments in
the subject from financial dailies like The Economic Times, Financial Express etc.,
watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from webs
SEBI, NSE etc.

Reference books:


Online references:
For MOOCs:

https://swayam.gov.in/

• https://alison.com/

Web resources:

www.moneycontrol.com

www.rbi.org.in
FMK-603: ELECTIVE – III : FINANCIAL MARKETS
(COMMODITY MARKETS)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>FMK-603</th>
<th>Course Type</th>
<th>Discipline Specific Elective (DSE I -)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>UE + IA: 70:30</td>
</tr>
</tbody>
</table>

- **Learning objectives:**
  - To understand commodities market, products, financial derivatives, pricing mechanism
  - To know the trading, clearing and settlement operations using NCDEX platform.
  - To introduce to regulatory framework and taxation aspects.

**Learning outcomes:** After studying this course student are able to
1. Commodities market, products, financial derivatives, pricing mechanism
2. Regulatory framework and taxation aspects

**Unit I: Introduction to Commodity:**
- Introduction to derivatives, products, participants and functions, derivatives markets,
- Difference between commodity and financial derivatives,
- Evolution of commodity exchanges, global commodity derivatives exchanges, latest developments.

**Unit II: Application of Commodity Futures:**
- Instruments available for trading – Forward contracts, Introduction to futures and options, Payoff for F&O,
- Using futures versus options, Cost of carry model, Futures basis; Using commodity futures for hedging, Speculation and arbitrage.

**Unit III: Trading, clearing and Settlement:**
- Trading – Futures trading systems, Entities in the trading systems, Commodity futures trading cycle, Order types and trading, Parameters, Margins for trading in futures, Charges, Hedge
limits;
- Clearing and Settlement – Clearing, Settlement, Risk Management, Introduction to NCDEX

Unit IV: Regulatory Framework of Commodity Derivatives: Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and Arbitration

Unit V: Trading In Commodity Markets:
Patterns of Trading & Settlement,
- Efficiency of Commodity Markets - Size of volumes of Commodities

SKILL DEVELOPMENT
- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of shares and debentures.
- Prepare the chart showing Governing Body of the Commodities Market
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL

Text Books:
1. Commodities Market Module, Workbook from NSE.

Reference Books:

Online references:
MOOCS:
https://swayam.gov.in/
<table>
<thead>
<tr>
<th><strong>Web resources:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://alison.com/">https://alison.com/</a></td>
</tr>
<tr>
<td><a href="http://www.moneycontrol.com">www.moneycontrol.com</a></td>
</tr>
<tr>
<td><a href="http://www.rbi.org.in">www.rbi.org.in</a></td>
</tr>
<tr>
<td><a href="http://www.icai.org">www.icai.org</a></td>
</tr>
<tr>
<td><a href="https://www.sebi.gov.in">https://www.sebi.gov.in</a></td>
</tr>
<tr>
<td><a href="https://www.nseindia.com">https://www.nseindia.com</a></td>
</tr>
<tr>
<td><a href="https://www.bseindia.com">https://www.bseindia.com</a></td>
</tr>
</tbody>
</table>
Course Code:FMK-604
Course Type:Discipline Specific Elective (DSE I - ELECTIVE – II )
Credits:Three
Examination Pattern:UE + IA: 70:30

Learning objectives:
- To understand the concepts of equity and currency derivatives,
- Derivatives products and their applications as a risk management tool using different trading strategies on stock exchanges

Learning outcomes: After studying this course student are able to

1. Equity and Currency Derivatives
2. Application of Derivatives as a risk management tool using different trading strategies on stock exchanges.

Unit I: Risk Management and Introduction to Derivatives Market:
Introduction to Risk, Types of Risks and Risk Management Process

- Meaning, History and Origin, Elements of a Derivative Contract,
- Factors Driving Growth of Derivatives Market, Types of Derivatives,
- Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market

Unit II: Introduction to Currency Markets:

- Introduction to Currency markets, Exchange rates, factors affecting currency market,
- Currency futures, Strategies using currency futures,
- Hedging, Speculation, Arbitrage, NSE’s currency derivatives segment.

Unit III: Application of Commodity Futures:
Instruments available for trading – Forward contracts, Introduction to futures and options

Unit IV: Introduction to Options:
Options: Options Contract Specifications, Call Option, Put Option
• Difference between Futures and Options, Trading of Options, Factors Affecting Option Premium, Payoff Charts and Diagrams for Option Contract,
• Basic Understanding of Option Strategies.

Unit V: Trading, clearing and Settlement:

Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism –

• NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement.

Text Books:

• Equity Derivatives: A Beginner’s Module, Workbook from NSE.
• Currency Derivatives: A Beginner’s Module, Workbook from NSE.

Reference Books:

1. Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9th edition, Tata
3. Red Head, (2007), Financial Derivatives: An Introduction to Futures, Forward,
4. Options, Prentice Hall of India.

Online references:
MOOCS:

https://swayam.gov.in/
https://alison.com/:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
https://www.sebi.gov.in
https://www.nseindia.com
https://www.bseindia.com