

**O P JINDAL UNIVERSITY**

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management

---



**O P JINDAL UNIVERSITY**

**Scheme & Syllabus of**

**Bachelor of Business Administration  
[BBA]**

**(Three Years Full Time Programme)**

**Program Code - 02UG010**

**Programme Structure 2019-2022**

## PROGRAM OUTCOMES (PO) - Management Graduation

- 1. Knowledge and Problem Solving:** Understand the management concepts and apply the knowledge to the various managerial problems to identify, formulate and analyze complex problems.
- 2. Logical thinking:** Develop logical thinking and expertise by critically analyzing the facts in decision making with reasoning and analytical skills required to qualify for various competitive exams.
- 3. Ethics and citizenship:** Able to recognize different managerial value systems and ethical principles; and commit to professional ethics, norms, and responsibilities of the management practice; and act with informed awareness to participate in civic life activities.
- 4. Society, Environment and Sustainability:** Enhance ability to elicit views of others and understand the impact of various solutions in the context of societal, cultural economic, health, legal, safety and environment for sustainable development.
- 5. Communication:** Communicate effectively their knowledge of marketing, finance and human resources from basic concepts to specific details presentations through a variety of oral and written means of communications to a diverse group of people using appropriate traditional and emerging presentation tools.
- 6. Leadership and Team Work:** Able to work effectively as a member of team, lead as a team leader by applying managerial concepts.
- 7. Innovation and Entrepreneurship:** Ability to develop entrepreneurial skills with precision, analytical mind, innovative thinking, creative thoughts and systematic approach.
- 8. Life-long learning:** Acquire fundamental knowledge for lifelong learning to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results as a self-directed professional and a leader.

## SPECIFIC OUTCOMES (PSO) – Bachelor of Business Administration (BBA) PROGRAM

1. PSO – 1 - Inculcate basic knowledge of marketing management, human resource management, financial management and family business management.
2. PSO – 2 - Ability to resolve complex problems through managerial skills of leadership, interpersonal relationship, communications etc.
3. PSO – 3 - Ability to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results.
4. PSO – 4 - Ability to a perform effectively through strategic thinking, problem solving and decision making.

### FIRST SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 101	Management Fundamentals	3	1	-	20	30	50	100	4
2	MGT-B 102	Micro Economics	3	1	-	20	30	50	100	4
3	MGT-B 103	Business Mathematics	3	1	-	20	30	50	100	4
4	MGT-B 104	Financial Accounting	3	1	-	20	30	50	100	4
5	MGT-B 105	Fundamentals of IT	3	1	-	20	30	50	100	4
6	MGT-B 106	Business Communications	2	1	-	20	30	50	100	3
			17	6		120	180	300	600	23

### SECOND SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 201	Business Organization	3	1	-	20	30	50	100	4
2	MGT-B 202	Macro Economics	3	1	-	20	30	50	100	4
3	MGT-B 203	Quantitative Methods I	3	1	-	20	30	50	100	4
4	MGT-B 204	Financial Management I	3	1	-	20	30	50	100	4
5	MGT-B 205	Marketing Management I	3	1	-	20	30	50	100	4
6	MGT-B 206	Environmental Sciences	2	1	-	20	30	50	100	3
			17	6		120	180	300	600	23

### THIRD SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 301	Organizational Behaviour	3	1	-	20	30	50	100	4
2	MGT-B 302	Business Environment	3	1	-	20	30	50	100	4
3	MGT-B 303	Quantitative Methods II	3	1	-	20	30	50	100	4
4	MGT-B 304	Financial Management II	3	1	-	20	30	50	100	4
5	MGT-B 305	Marketing Management II	3	1	-	20	30	50	100	4
6	MGT-B 306	Human Resource Management I	3	1	-	20	30	50	100	4
			18	6		120	180	300	600	24

### FOURTH SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 401	Business ethics and CSR	3	1	-	20	30	50	100	4
2	MGT-B 402	Research Methodology	3	1	-	20	30	50	100	4
3	MGT-B 403	Production & Operations Management	3	1	-	20	30	50	100	4
4	MGT-B 404	Cost & Management Accounting	3	1	-	20	30	50	100	4
5	MGT-B 405	Management of E-commerce	3	1	-	20	30	50	100	4
6	MGT-B 406	Human Resource Management II	3	1	-	20	30	50	100	4
			18	6		120	180	300	600	24

## FIFTH SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 501	Business Analytics	3	1	-	20	30	50	100	4
2	MGT-B 502	Business Law	3	1	-	20	30	50	100	4
3	MGT-B 503	Digital and Social Media Marketing	3	1	-	20	30	50	100	4
4	MGT-B 504	Professional Development I	2	1	-	20	30	50	100	3
5	MGT-B 505	Summer Internship	-	-	4			100	100	2
6	MGT-B 506	Disaster Management	2	-	-	20	30	50	100	2
		Elective 1	3	1	-	20	30	50	100	4
		Elective 2	3	1	-	20	30	50	100	4
		Total	19	6	4	140	210	450	800	27

## FIFTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
HRM-B 501	HR	Strategic HRM
HRM-B 502	HR	Labour Relations
MKT-B 501	Marketing	Consumer Behaviour
MKT-B 502	Marketing	Services Marketing
FIN-B 501	Finance	Investment Management I
FIN-B 502	Finance	Indian Financial Systems
FBM-B 501	Family Business	Management of Family Owned Business
FBM-B 502	Family Business	Managing People in Family Business

## SIXTH SEMESTER

Course Code	Course Title	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
		L	T	P	PRE		ESE	Total Marks	
					Mid Sem	TA			
MGT-B 601	Business Strategy	3	1	-	20	30	50	100	4
MGT-B 602	Entrepreneurship	3	1	-	20	30	50	100	4
MGT-B 603	International Business	3	1	-	20	30	50	100	4
MGT-B 604	Professional Development II	2	1	-	20	30	50	100	3
MGT-B 605	Dissertation Work	-	-	4	-	-	100	100	2
	Elective 1	3	1	-	20	30	50	100	4
	Elective 2	3	1	-	20	30	50	100	4
	<b>Total</b>	<b>17</b>	<b>6</b>	<b>4</b>	<b>120</b>	<b>180</b>	<b>400</b>	<b>700</b>	<b>25</b>

## SIXTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
HRM-B 601	HR	Performance Management Systems
HRM-B 602	HR	Compensation and Benefits Analysis
MKT-B 601	Marketing	Sales & Distribution Management
MKT-B 602	Marketing	Advertising and Brand Management
FIN-B 601	Finance	Investment Management-II
FIN-B 602	Finance	Financial Derivatives
FBM-B 601	Family Business	Entrepreneurial Marketing
FBM-B 602	Family Business	Managing Finance in Family Businesses

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>I</b>
<b>Name of the Course:</b>	<b>Management Fundamentals</b>	<b>Course Code:</b>	<b>MGT-B 101</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The basic objective of this course is to familiarize the students with the basics of management and its far-reaching applications in management studies.

**Course Outcomes:** After completion of the course the students will be able to:

<b>CO Numbers</b>	<b>Course Outcomes</b>
CO1	Understand the fundamentals and basics concepts of management and its managerial perspectives.
CO2	Describe and analyze the various management theories in contemporary business environment.
CO3	Gain knowledge and develop managerial skills to understand and evaluate the contemporary issues in management
CO4	Apply the various management principles and theories to solve the complex management problems.

## **Syllabus:**

### **Unit-I Management**

Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial Processes-Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol, Human Relations & Behavioral Schools-Hawthorne Studies.

### **Unit-II Planning**

Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making.

### **Unit-III Organizing**

Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Coordination, Organization Structures, Types, Advantages & Disadvantages.

### **Unit-IV Staffing, Motivation & Leadership**

Scope of Staffing Functions, Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy. Leadership Styles.

### **Unit-V Communications**

Communications of Control, Process of Communication. Verbal & Non-Verbal, Barriers to communication, Types, Process, Tools of control, Characteristics of Effective Control System, Human Reaction to control system.

#### **Text Books:**

1. L. M. Prasad - Principles and Practice of Management, Sultan Chand
2. Robbins, SP- Management, Prentice Hall.

#### **Reference Books:**

1. Wehrich and Koontz, et al - Essential of Management, TMH.
2. Stoner, Freeman, Gilbert - Management, PHI.
3. Terry, Franklin - Principles of Management, AITBS.

### **CO-PO & PSO Correlation**

<b>Course Name: Management Fundamentals</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	2			1			1		3		2	
<b>CO2:</b>	2	2			2				2	2		
<b>CO3:</b>	1			2		2		1	2	3	2	3
<b>CO4:</b>	1	2						2	2		2	

**Note:** 1: Low 2.: Moderate 3: High



<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>I</b>
<b>Name of the Course:</b>	<b>Micro Economics</b>	<b>Course Code:</b>	<b>MGT-B 102</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lectures and case studies to impart teaching and learning to develop problem solving approaches to acquaint with various micro economic behavior in an organizational setup which will facilitate in the decision-making process.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Numbers</b>	<b>Course Outcomes</b>
CO1	Understand basic concepts of consumer and producer behavior, along the market features.
CO2	Distinguish between economies and diseconomies of scale affecting production.
CO3	Identify the different structures of market in terms of competition.
CO4	Comprehend the short run and long run economic implication of production and cost.
CO5	Analyze the concept of break-even analysis, in order to evaluate the real-life cost-revenue model.
CO6	Evaluate the importance of goods and services prevailing in economy through the concept of elasticity.

**Syllabus:**

**Unit-I Theory of consumer behaviour**

Micro & Macro Economics- basic concepts, Consumer equilibrium and numerical: Utility Analysis – Cardinal & Ordinal approach, Indifference curve- Concept and analysis, application of indifference curve. Law of Demand, Exception to the law of demand, movement and shift of the curve, Consumer Surplus, Elasticity of Demand, types of elasticity of demand, Law of supply, elasticity of supply, Demand and supply equilibrium.

### Unit-II Theory of production and cost

Production function: Laws of Variable Proportion, iso-quant and iso-cost line and producer equilibrium, Laws of Return to scale, Economies of scale, theory of cost, concepts of cost, short run and long run cost functions. Modern development in cost theory- L shape cost curve, The learning curve, Numerical on cost functions.

### Unit-III Market structure

Theory of revenue under perfect and imperfect market structure. elasticity and revenue analysis, producer surplus, Perfect competition: short run and long run equilibrium, break even analysis, shut down condition, supply curve of the firm, zero economic profit. Imperfect competition: Monopoly: Short run and long run equilibrium, price discrimination, monopoly power, dead weight loss. Numerical problems.

### Text Books:

1. H. L. Ahuja – Advanced Microeconomics
2. P. L. Mehta - Managerial Economics- Sultan Chand

### Reference Books:

1. A. Koutsoyiannis- Modern Microeconomics- Macmillan Education.
2. S.P.S. Chauhan-Micro Economics an Advanced Treatise-PHI

### CO-PO & PSO Correlation

Course Name: Micro Economics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1			2		2			3
CO2:	2		1		2			1	2	3		
CO3:		1				2					3	
CO4:		2			2				2			
CO5:		3		1			2			3		2

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



<b>CO6:</b>		1		2		2	1					2
-------------	--	---	--	---	--	---	---	--	--	--	--	---

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>I</b>
<b>Name of the Course:</b>	<b>Business Mathematics</b>	<b>Course Code:</b>	<b>MGT-B 103</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course aims at equipping student with a basic knowledge of mathematics, having applications in the domain of business management. The students will be in a position to apply such concepts in analyzing some practical problems. The concepts will have relevance, with regard to quantitative models, discussed in subsequent courses.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
<b>CO1</b>	Understand the basic functions of mathematics and their use in business and finance.
<b>CO2</b>	Solve business and finance problems.
<b>CO3</b>	Analyze and demonstrate mathematical skills required in mathematically intensive areas in economics and business.
<b>CO4</b>	Integrate concepts in international business concepts with the functioning of global trade.

**Syllabus:**

## **Unit-I Introduction to Basic algebra and Sets Theory**

Linear equation, quadratic equation, curvilinear equation, Introduction and representation of sets, Types & Basic operations on set, Problems, Laws of set algebra, Venn diagram, Problems. Functions and their types, Integral and differential Calculus: - Introductions of polynomials, differentiation and Integrations, Problems

## **Unit-II Ratio and Proportions**

Ratio- Definition and Continued Ratio, Inverse Ratio and Proportion, Continued Proportion, Direct Proportion and Inverse Proportion, Percentage-Meaning, Computations of Percentages, Time and Distance problem.

## **Unit-III Matrices and Determinants**

Definition and types of matrices, Operations on matrices, Transpose and Ad-joint and Inverse of matrix Problems, Homogeneous System of Linear equations, Solution of Non-Homogeneous System of Linear equations (not more than three variables). Problems, The Concept of Inverse Matrix, Solution using inverse of the coefficient matrix, Problems.

## **Unit-IV Interest and Annuity**

Simple Interest, Compound interest, Annuity, depreciation, Problems.

### **Text Books:**

1. Business Mathematics by Dr. Amaranth Dikshit & Dr. Jinendra Kumar Jain. Himalaya Publishing House, Book Edition – 3rd Business.
2. Business Mathematics by V. K. Kapoor - Publisher- Sultan Chand & Sons, Delhi.
3. Business Mathematics by Dr. J. K. Sharma

### **Reference Books:**

1. Statistics Techniques in Business and Economics by Lind, Marchal, & Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney by Cengage.

### **CO-PO & PSO Correlation**

<b>Course Name: Business Mathematics</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	1		1		2		1	2		3		2
<b>CO2:</b>		1		1		2					3	
<b>CO3:</b>	1	2			1		1			2		3
<b>CO4:</b>	2		3	1	2			3	3			2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>I</b>
<b>Name of the Course:</b>	<b>Financial Accounting</b>	<b>Course Code:</b>	<b>MGT-B 104</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
<b>CO1</b>	Understand the basics of accounting.
<b>CO2</b>	Analyze various recording of entries in the books of Accounts.
<b>CO3</b>	Illustrate different types of accounting Treatment
<b>CO4</b>	Evaluate profit and loss of different types of business.
<b>CO5</b>	Solve various problems of accounting.

**Syllabus:**

## **Unit-I Introduction and Accounting Cycle Process**

Introduction to Financial Accounting; Accounting as an Information System; Importance, Scope, and Limitations; Users of Accounting Information; Generally Accepted. Accounting Principles(GAAP); The Accounting Equation; Nature of Accounts and Rules of Debit and Credit; Recording Transactions in General Journal; An overview of Subsidiary books – cash Book, Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book, Journal Proper;

## **Unit II: Recording of Transactions**

Recording Transactions Cash Book; Opening and Closing Entries; Preparation of Ledger Accounts; Preparation of Trial Balance; Bank Reconciliation Statement.

## **Unit III: Depreciation Accounting**

Introduction to International Financial Reporting Standards (IFRS); Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies; Depreciation Accounting and Revenue Recognition. Methods of charging and Recording Depreciation –Straight-line Method and Written-down-value Method.

## **Unit IV: Preparation of Financial Statement**

Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor; Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013; Understanding the contents of a Corporate Annual Report.

### **Text Books:**

- 1 S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
- 2 Dr S.M Shukla and Dr S.P Gupta, *Financial Accounting* Sahitya Bhawan Publication, Agra

### **Reference Books:**

1. *Advanced Accounts*: By M.C. Shukla& S.P. Grewal (S. Chand& Co. Ltd. New Delhi)
2. *Advanced Accountancy*: By R.L.Gupta& M. Radhaswamy (Sultan Chand & Sons, New Delhi)

### **CO-PO & PSO Correlation**

<b>Course Name: Financial Accounting</b>		
	<b>Program Outcomes</b>	<b>PSOs</b>

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
C01:	3		3	2			1	2	3		2	
C02:	3				2	2	2	2	2	2		2
C03:	2	2			2	3		2		2		2
C04:	3	2			2		2	2	2	2	3	3
C05:	1	2			2	3	2	2	2	2	2	3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>I</b>
<b>Name of the Course:</b>	<b>Fundamentals of IT</b>	<b>Course Code:</b>	<b>MGT-B 105</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

## Course Description:

To understand the strategic role of information technology in business. Along with imparting skills of MS office. Introducing the conceptual understanding of role of analytics in business. Finally, to practice the tools used in data analytics.

**Course Outcomes:** After completion of the course students will be able:

CO Number	Course Outcome
-----------	----------------

<b>CO1:</b>	Understand the need and importance of IT and analytics tools on business.
<b>CO2:</b>	Apply the IT tools applicable in businesses.
<b>CO3:</b>	Apply MS office tools such as word processors, PPT and excel.
<b>CO4:</b>	Evaluate the basic data analysis tool using excel

## **Syllabus:**

### **Unit-I**

IT strategy, tactics and knowledge for managers, What Is an Information System? components of information system, Systems Development Life Cycle (SDLC), components of hardware and software, business process and business process redesign, user experience design, designing the layout of an app.

### **Unit-II**

Introduction to key programs of MS office, working on MS word, MS excel and MS PowerPoint.

### **Unit III**

Overview and importance of data analytics Understanding data analytics; difference and relationship among data analysis, data analytics and data science; descriptive, predictive and prescriptive analytics.

### **Unit-IV**

Internetworking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog & Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, Network Applications. E-mail. Introduction to database: Concept, characteristics, objectives, Advantage & limitations, entity, attribute, schema, subschema.

## **Text Books:**

1. Williams and Sawyer (2019) Using information technology: a practical introduction to computers & communications McGraw-Hill Education (India) Pvt ltd



2. Jeffrey D. Camm, James J. Cochran Michael J. Fry et al (2015) Essentials of Business Analytics (CENGAGE)

**Reference Books:**

1. U Dinesh Kumar (2017) Business Analytics: The Science of Data - Driven Decision Making  
2. Publisher (WILEY)
3. S. Christian Albright and Wayne L. Winston (2019) Business Analytics: Data Analysis & Decision Making, 6E (CENGAGE)

**CO-PO & PSO Correlation**

Course Name: Fundamentals of IT												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	2		1			2			2			3
<b>CO2:</b>	2								2		2	
<b>CO3:</b>	2		2		1				3			
<b>CO4:</b>		3					2		2	3		

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>I</b>
<b>Name of the Course:</b>	<b>Business Communications</b>	<b>Course Code:</b>	<b>MGT-B 106</b>
<b>Credits:</b>	<b>3</b>	<b>No of Hours:</b>	<b>3 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course is formulated to give students a perfect view of communication its scope and importance in business world. It is designed to study principles, elements, and practices of effective business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global perspective. This provides opportunities for improving academic and workplace language proficiency also.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the various elements, media and principles of effective business communication.
CO2	Demonstrate effective business drafting for the various situations.
CO3	Achieve good presentation skills.
CO4	Communicate business ideas in a public forum.
CO5	Apply various interviews techniques for effective interview.

## **Syllabus:**

### **Unit-I Introduction to Business Communication & Listening Skill**

Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Types of Communication, Barriers of Communication, Verbal & Non-Verbal Communication, Purpose of listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers,

### **Unit-II Business Letter Writing & Resume Writing**

Need, Functions and Kinds of letters, Structure of Letter Writing and Presentation Styles, Quotation Letters, Complaints and Adjustment letters, Persuasive letters, Request letters, Sales letters. Resume / CV writing, Report Writing.

### **Unit-III Presentation Skills**

Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Attention getters, Controlling nervousness and stage fright.

## Unit-IV Group Communication & Meeting

Group Communication, Group discussion, Methodology of Group Discussions, Guidelines of Group Discussion, Role Function in Group Discussions, Types of Non-functional Behaviour, Improving Group Performance, Different Topics for Group Discussion, Dealing with Abstract topics; Meetings: notice, agenda & minutes of Meeting.

## Unit-V Personal Interview

Introduction to Interviews, Types of interviews, Types of interview questions, Fundamental Principles of interviewing, General Preparations of an interview, Success in an interview, Important non-verbal aspect, Styles of interviewing, Job interviewing Dos and Don'ts.

### Text Books:

1. Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press
2. R. C. Sharma and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill.

### Reference Books:

1. A. Bovee, Thill, J. Business Communication Today, Pearson
2. Sanjay Kumar and Pushplata, Communication Skills, New Delhi: Oxford University Press, 2011

### CO-PO&PSO Correlation

Course Name: Business Communications												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	1				2	2			2		2	
<b>CO2:</b>	2	3			3	2			2	2	2	
<b>CO3:</b>			2		3	2		2		2	3	
<b>CO4:</b>		2	2		2	2	2	2	3	2		2
<b>CO5:</b>		2		2	2	3	2	2	2	2		

**Note:**1: Low 2.: Moderate 3: High

### SECOND SEMESTER

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



OPJU

UNIVERSITY OF STEEL TECHNOLOGY  
AND MANAGEMENT

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 201	Business Organization	3	1	-	20	30	50	100	4
2	MGT-B 202	Macro Economics	3	1	-	20	30	50	100	4
3	MGT-B 203	Quantitative Methods I	3	1	-	20	30	50	100	4
4	MGT-B 204	Financial Management I	3	1	-	20	30	50	100	4
5	MGT-B 205	Marketing Management I	3	1	-	20	30	50	100	4
6	MGT-B 206	Environmental Sciences	2	1	-	20	30	50	100	3
			17	6		120	180	300	600	23

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>II</b>
<b>Name of the Course:</b>	<b>Business Organization</b>	<b>Course Code:</b>	<b>MGT-B-201</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course helps students to understand and apply basic concepts related to business to start up new business. It will help them to analyse various aspects of formation of company starting from identification of business opportunity to financial planning. To achieve such objectives, we may include topics like introduction of business, forms and formation of business, small scale business, business and its sources of finance, trade and business, role of insurance in reducing business risks. Emphasis will be placed on application of these theoretical concepts and tools in real life business situations.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
<b>CO1:</b>	Understand the basics of business, forms of business, business organizations, business Objectives, problems & policies of business, financial sources of business, business ethics, CSR.
<b>CO2:</b>	Analyse the business forms, profit & loss and plan for business resources.
<b>CO3:</b>	Apply the knowledge to establish a business or upgrade the traditional business.
<b>CO4:</b>	Evaluate the type of business partner, different sources of finance, insurance & develop the ability to resolve business problems.

## **Syllabus:**

### **Unit-I An introduction to Business**

Business-Meaning, Characteristics, Objectives, Structure; Role of profit; Commerce-Meaning, Functions and Classifications; Social responsibility and Business ethics.

### **Unit-II Business-Forms and Formation**

Private Sector Enterprise-Meaning, Characteristics, forms; Public enterprise; Company-Meaning, characteristics, types, stages of formation; Articles of association; Memorandum of association and prospectus.

### Unit-III Small Business and Government

Small scale industries-meaning, characteristics, objectives, impact of policies; Cottage industries-meaning, characteristics, role, problems and policies;

### Unit-IV Business and finance

Factors to be considered for starting business; financial planning; Capitalization; Capital Structures, Sources of business finance. Various forms of finances.

### Unit-V Business and Trade

Define internal and external trade, importance of trade on business. Wholesale and retail trade. Significance of FDI, SEZs and EPZs in the development of economy.

### Text Books:

1. Business Organisation and Management, P.C. Tulsian and Vishal Pandey, Latest Edition, Pearson
2. Business Organisation and Management, Tapash Ranjan Saha, Latest Edition, Tata McGraw Hill Education, New Delhi.

### References Book:

1. Mukherjee, S. (2005). Organisation & management and business communication (Vol. 4). New Age International.

### CO-PO & PSO Correlation

Course Name: Business Organization												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	1		2	2		1		2	3			2
<b>CO2:</b>	1	2					2			2	3	2
<b>CO3:</b>	3					2	2		2	3	3	2
<b>CO4:</b>	1	2			1	2			2	2	3	3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>II</b>
<b>Name of the Course:</b>	<b>Macro Economics</b>	<b>Course Code:</b>	<b>MGT-B 202</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lectures and case studies to develop expertise among students to use macroeconomics concepts, advance tools and techniques in formulating business plan/policies according to macroeconomic conditions of the domestic and global economy.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the basic theoretical substance of key issues and policies.
CO2	Compare Macroeconomics variables and its implication in real-life economic situations.
CO3	Demonstrate the concepts of consumption, savings, and investment and their impact on economic growth.
CO4	Analyze the key functions of money and the significance of money demand and supply in the different phases of the business cycle.
CO5	Analyze inferences of government schemes and policies through the concept of monetary and fiscal policy.
CO6	Evaluate the effect of inflation and interest rate on the GDP and level of unemployment.

## **Syllabus:**

### **Unit-I Nature and Scope of Macroeconomics**

The origin and roots of macroeconomics, major issues and concerns of macroeconomics. The role of government in the macro economy, why a separate study of macroeconomics, importance of macroeconomics. circular flow of income, concept of

national income aggregates, numerical problems to find out national income, personal income and personal disposable income.

## **Unit-II Keynes theory of employment: Outline**

Principle of effective demand, determination of the equilibrium level of employment by effective demand. Under employment equilibrium: The problem of demand deficiency. Keynes money-wage rigidity model. Determination of national income: Basic Keynesian model. Policy implications of Keynes's theory of employment and income.

## **Unit-III Consumption, Savings and Investment**

Consumption function: Linear and non-linear consumption functions. Saving functions, Keynes theory of consumptions, Investment demand: Types of investment, marginal efficiency of capital, factors causing shift in investment demand curve, Accelerator theory of investment. Investment multiplier.

## **Unit-IV Money, prices and Inflation**

Nature and functions of money, four measures of money supply, money multiplier, Inflation: Demand pull inflation, Cost-push inflation, Stagflation, Effects of inflation: on real income, on distribution of income and wealth, on output. WPI and CPI. Phases of business cycle, Sunspot theory of business cycle.

### **Text Book:**

1. H L Ahuja: Macroeconomics theory and practices, S. Chand

### **Reference Books:**

1. Shapiro - Macro Economics, Tata McGraw Hill
2. R. Froyen- Macro Economics, Pearson
3. R Dornbusch, S Fischer and R Startz, Macroeconomics, McGraw-Hill.

### **CO-PO & PSO Correlation**

<b>Course Name: Macro Economics</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	2		1		2		1		2			3
<b>CO2:</b>		2		1		2			2		2	3
<b>CO3:</b>		2							2	3		2



<b>CO4:</b>	1	1		2		1			3	2		
<b>CO5:</b>		2			1	2		2		2	2	3
<b>CO6:</b>		2		2		1			3			2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>II</b>
<b>Name of the course:</b>	<b>Quantitative Methods I</b>	<b>Course Code:</b>	<b>MGT-B 203</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description** This course will introduce concepts and fundamentals of basic quantitative techniques for decision making in business. These techniques include data collection, description, and presentation; measures of central tendencies, measures of dispersion, concepts of probability and probability distributions; sampling distributions etc.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the definition of Statistics and also describes the two categories of Statistics and different levels of measurement in statistics.
CO2	Determine and explain random variables in both discrete and continuous distribution.
CO3	Identify the uses of binomial and Poisson distributions.
CO4	Develop the hypothesis and apply various statistical tools to test the hypothesis which is helpful in decision making.

**Syllabus:**

**Unit-I: Introduction to Basic Statistics and Summarizing Data**

Introduction to Basic Statistics: Definition of statistics, Business uses of statistics, differentiate between descriptive and inferential statistics, Distinguish between

nominal, ordinal, interval and ratio levels of measurement. Summarizing Data: Organize raw data into a frequency distribution, Portray the frequency distribution in a histogram, a frequency polygon, or a cumulative frequency polygon, Develop a stem and leaf display, Present data using such common graphic techniques as line charts, bar charts, and pie charts, Calculation of mean, median and mode, Characteristics, uses, advantages and disadvantages of each measure of central tendency, Position of mean, median and mode for symmetrical distribution and skewed distribution, Compute the range, variance, standard deviation.

## **Unit-II: Discrete Probability Distributions and Normal Probability Distribution**

Discrete Probability Distributions: Define probability distribution, Distinguish between a discrete and continuous probability distribution, Calculation of the mean, median, mode, variance and standard deviation of a discrete probability distributions, Characteristics of a binomial and Poisson distributions. Normal Probability Distribution: Need for sampling, sampling techniques, sampling error, Define and construct a sampling distribution of sample means, calculate point estimates and confidence intervals for means and proportions, Central limit theorem, determine sample size for means and proportions.

## **Unit-III: Tests of Hypothesis: Small and Large Samples**

Tests of Hypothesis: Hypothesis testing: Concept and procedure, null and alternate, Hypothesis testing: One and two tail tests, Hypothesis testing: Two population means, Hypothesis testing: Two population proportions. Student t Test: Small Samples: Characteristics of Student t test, Hypothesis: One and two tail tests, Hypothesis testing: Two population means, Hypothesis testing: Two population proportions, Hypothesis testing: Paired observations. Correlation and Regression analysis: Two variable models - correlation, coefficient of correlation, simple linear regression model, least square method, standard error and inference about regression parameters.

### **Text Books:**

1. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
2. Quantitative Methods for Business by Anderson, Sweeney, Williams, Camm, Martin, 12<sup>th</sup> Edition

### **Reference Books:**

1. Dr. S.M. Shukla, Dr. S.S. Chaudhary, Quantitative Techniques, Publisher: Sahitya Bhawan, Edition: Revised, 2019
2. Gangadharappa N.H. Rajaghatta R.S. Quantitative Methods for Business-I, Kalyani Publishers; 1st edition

### CO-PO&PSO Correlation

Course Name: Quantitative Methods I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	3	2	2			1	3			3		2
<b>CO2:</b>	2	2					2	1	3	2		2
<b>CO3:</b>	2	2			2		3	2		2	3	
<b>CO4:</b>	1	3					2	1		3		2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>II</b>
<b>Name of the Course:</b>	<b>Financial Management I</b>	<b>Course Code:</b>	<b>MGT-B 204</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course helps students to learn the core concepts of corporate finance. It deals important topics like cost of capital, capital budgeting, capital structure, etc. It deals with financial decision making and financial analysis.

**Course Outcomes:** After completion of the course students will be able to:

CO Numbers	Course Outcome
CO1	Understand time value of money and its applications.
CO2	Understand valuation concepts and analyze risk and return options.
CO3	Evaluate cost of capital models.
CO4	Analyze and evaluate capital budgeting methods.

### Unit-I

Financial Management, importance, functions, roles and responsibilities of a finance manager, wealth maximization and profit maximization concepts, time value of money,

reasons, present value, future value of a single amount, doubling period, annuity, perpetuity, applications of time value of money, loan amortization.

## **Unit-II**

Valuation of securities, Bond valuation, yield to maturity, clean and dirty price, valuation of preference share, valuation of equity share – dividend discount models, zero growth, constant growth and two stage growth model. Risk and return, Capital gain yield, dividend yield, holding period return, average returns, measures of risk, Portfolio return and risk, systematic risk, unsystematic risk, optimal portfolio, efficient frontier, capital allocation line, Capital Asset Pricing Model, Capital Market Line, Beta, Expected return of a security and cost of capital, Market risk premium.

## **Unit-III**

Cost of Capital, understanding cost of capital, importance of cost of capital, measurement of cost of capital, cost of equity, CAPM model and cost of equity, dividend discount model, dividend price approach, dividend price plus growth approach, earnings price approach, cost of debt – before and after tax, cost of preference share capital, weighted average cost of capital. Long term sources of finance, Equity, Preference and Debt, characteristics, advantages and disadvantages, selecting the right source of finance.

## **Unit IV**

Capital Budgeting, Capital Budgeting methods: Net present value method, Internal rate of return method, Profitability index method, Payback period method, estimation of cash flow and discounting rate, what can be the discounting rate? Advantages and disadvantages of each method, hurdle rate, multiple IRRs.

### **Text Books:**

1. Chandra P. – Financial Management, McGraw Hill Publications, New Delhi.
2. Ross, Westerfield, Jaffe – Corporate Finance, McGraw Hill Publication.

### **Reference Book:**

1. Brealey, Myers – Principles of Corporate Finance, McGraw Hill Publication.

### **CO-PO & PSO Correlation**

<b>Course Name: Financial Management I</b>		
	<b>Program Outcomes</b>	<b>PSOs</b>

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	3
CO2:	3	2			1	1		1			3	2
CO3:	3	2	1			2	2	2	3	2		3
CO4:	3	2		1		2		1	3		2	2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>II</b>
<b>Name of the Course:</b>	<b>Marketing Management I</b>	<b>Course Code:</b>	<b>MGT B 205</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The course throws lot of insight to major concepts and tools of marketing, the environment and how strategy savvy marketers make quick decisions, make adjustments to rapidly changing market conditions, lower costs and build relationships.

**Course Outcomes:** After Completion of the course Students will be able:

CO Number	Course Outcome
CO1	Define Marketing Management Process and understand marketing environment.
CO2	Understand the use of Market Segmentation.
CO3	Determine Marketing Mix Strategy and Branding.

CO4	Illustrate and formulate product pricing strategy.
CO5	Analyze the Meaning and Importance of Distribution System.

## **Syllabus:**

### **Unit-I Introduction to Marketing**

Meaning, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process, Marketing Environment.

### **Unit-II Marketing Planning**

Identification of market, Market Segmentation, MIS, and M.R. Studying of Consumer Behaviour.

### **Unit-III Product Pricing Strategy**

Product, Product Classifications, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Methods of Pricing and Strategy.

### **Unit-IV Promotion and Placement Management**

Meaning, importance, scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer.

### **Unit-V Strategic Marketing in Practice**

Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.

### **Text Books:**

1. Grewal and Levy, Marketing, McGraw Hill Publication, New Delhi
2. Kotler Philip & Armstrong, Principles of Marketing, Pearson Education/PHI

### **Reference Books:**

1. Arun Kumar, N Meenakshi, Marketing Management, VIKAS
2. V.S. Ramaswamy & S. Namkumari, A Text Book of Marketing Mangt., Macmillan
3. Philip Kotler, Keller, Koshy & Jha, Marketing Management, Pearson Education

### **CO-PO & PSO Correlation**

<b>Course Name: Marketing Management I</b>		
	<b>Program Outcomes</b>	<b>PSOs</b>

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2	1	2				2	2		2	
CO2:	2	2			2	2	2		2	2		3
CO3:	2	2		2	2		2	2	2		2	
CO4:	2		2				2	2		2	3	
CO5:	2	2	2		2	2	2	2			2	3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>II</b>
<b>Name of the Course:</b>	<b>Environmental Science</b>	<b>Course Code:</b>	<b>MGT-B 206</b>
<b>Credits:</b>	<b>3</b>	<b>No of Hours:</b>	<b>3 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lecture and case studies to impart teaching and learning to develop environmental problem-solving issues. The objective of this course is to make the students understand the element of environment, how does environment shape human society, impact of modern industrialization on environment, how Indian and global societies are dealing with environmental challenges etc. How they can make money by helping environment.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the environmental elements in detail.
CO2	Determine the optimum use of resources and sustainable development thinking.
CO3	Encourages imagination and analytical thinking for environmental issues
CO4	Understand about all environmental aspects, namely Climate Change, Biodiversity, Energy, Water, and Waste, and Resilience and Sustainability.
CO5	Remember to encourages and pursue healthy lifestyle

## **Syllabus:**

### **Unit-I The Multidisciplinary Nature of Environmental Studies**

Definition, Scope and Importance. Need for Public Awareness – Institutions in Environment, People in Environment.

### **Unit-II Natural Resources**

Natural Resources and associated problems, Non-renewable Resources-Forest, Water, Mineral, Food, Energy and Land. Renewable Resources. Role of individual in conservation of Natural Resources, water conservation and rainwater harvesting, watershed management

### **Unit-III Ecosystem & Biodiversity**

Concept of an ecosystem, structure and functions of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological successions, food chains, food webs and ecological pyramids; Case Study Genetic, Species, ecosystem diversity. Biodiversity at global, national and local levels, Hotspots of biodiversity, Threats of biodiversity, endangered and endemic species of India, Conservation of biodiversity; case Study

### **Unit-IV Environmental Pollution**

Causes, effects and control measures of air, water, soil, marine, noise, thermal and radioactive pollutions; climate change, global warming, acid rain, ozone layer depletion, nuclear holocaust; case study



## Unit-V Environmental Sustainability & Management

Causes, effects and control measures of urban solid waste; case study; Sustainable development-concept, models, indicators & goals; Population and the environment.

### Text Books:

- 1.Environmental Studies: Basic Concepts by V K Ahluwalia. sold by the Energy and Resources Institute, Delhi.
2. Kurian Joseph & R. Nagendran, "Essentials of Environmental Studies", 1st Edition, Pearson Education, 2004.

### References Books:

1. Earth: Making a Life on a Tough New Planet Bill McKibben 2010, Climate change
2. Earth from the Air Yann Arthus-Bertrand (photographer) 2010 Aerial landscape photography
3. Earth in the Balance: Ecology and the Human Spirit Al Gore 1992
4. Internet Site/ other resources: Given during class, forwarded with lecture notes

### CO-PO & PSO Correlation

Course Name: Environmental Sciences												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>		3		2		2			2		3	2
<b>CO2:</b>	2			2						3	2	
<b>CO3:</b>			2			3			3	2		3
<b>CO4:</b>	2	2	2							3		2
<b>CO5:</b>	3	2				1		1	3		2	

**Note:** 1: Low 2.: Moderate 3: High

### THIRD SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 301	Organizational Behaviour	3	1	-	20	30	50	100	4
2	MGT-B 302	Business Environment	3	1	-	20	30	50	100	4

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



OPJU

UNIVERSITY OF STEEL TECHNOLOGY  
AND MANAGEMENT

3	MGT-B 303	Quantitative Methods II	3	1	-	20	30	50	100	4
4	MGT-B 304	Financial Management II	3	1	-	20	30	50	100	4
5	MGT-B 305	Marketing Management II	3	1	-	20	30	50	100	4
6	MGT-B 306	Human Resource Management I	3	1	-	20	30	50	100	4
			18	6		120	180	300	600	24

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>III</b>
<b>Name of the Course:</b>	<b>Organizational Behaviour</b>	<b>Course Code:</b>	<b>MGT-B 301</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The major aim of this course is to enhance students' understanding of the scope of OB as a field of study and its potential value in today's organizational life. It focuses on three levels of analysis: the individual, group, and organization. Topics selected will help students to assess how basic theories of human behaviour may be applied to organizational settings.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Demonstrate a thorough knowledge and understanding of organizational behavior at individual, group and organizational level
CO2	Collaboratively and autonomously research, analyze and evaluate information from a wide variety of sources.
CO3	Apply relevant contemporary theories, concepts and models in order to analyze organizational environments, cases and issues.
CO4	Communicate their findings clearly and effectively using a variety of media.
CO5	Relate real work life organizational behaviour issues & concerns

## **Syllabus:**

### **Unit-I Introduction to OB**

Understanding Human Behavior, Conceptual framework for understanding individual behavior as an input-output system, biological foundation of Behavior, The dynamics of people and Organization; Comprehensive organizational behavior model; Determinants of organizational effectiveness; Biographical characteristics of individual behavior.

### **Unit II: Individual Dynamics**

Personality, Perception, Motivation, Leadership, Emotional Intelligence, Learning

### **Unit III: Group Dynamics**

Importance and need for group formation, Intra-group & Inter-group processes and behaviour, Team building, Leadership

### **Unit IV: Organizational Dynamics**

Organizational Culture & Climate, Organizational Structure & Job Design, Conflict, Power & Politics, Organizational Change & development, decision making.

### Text Books:

1. Robbins S.P., Organizational Behaviour, New Delhi, PHI.
2. Luthans Fred: Organizational Behaviour, TMH New Delhi
3. Davis Keith, Human Behaviour at Work, TMH, New Delhi

### Reference Books:

1. Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
2. Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
3. Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai
4. L.M. Prasad, Behavioral Science,

### CO-PO&PSO Correlation

Course Name: Organizational Behaviour												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	1	3							2			2
<b>CO2:</b>					2			2		3		
<b>CO3:</b>	2			1			2					3
<b>CO4:</b>			3						3		2	
<b>CO5:</b>	1					2				2	3	

**Note:**1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>III</b>
<b>Name of the Course:</b>	<b>Business Environment</b>	<b>Course Code:</b>	<b>MGT-B 302</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lectures and case studies to make the students understand the components of Business environment like Political, economic, socio-cultural and technological factors affecting business functions. This course also provides the comparison of Indian economy with respect to other economies.

**Course Outcomes:** After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Identify internal and external business environment affecting business as a whole.
CO2	Understand the external environment like economic, socio-cultural, and political-economic environment and its significance in business operations.
CO3	Apply the concepts of the micro and macro environment and identify the degree of its influence on the business.
CO4	Compare the implication of different laws prevailing to protect the interest of consumers on the one hand and to promote healthy competition and ensure economic growth on the other hand.
CO5	Analyze the business environment of any firm working under different situations and able to take decisions under uneven circumstances.

## Syllabus

### Unit-I An Overview of Business Environment

Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

### Unit-II Economic Environment

Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.

### Unit-III Socio-Cultural Environment

Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance, Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure

#### **Unit-IV Political Environment**

Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

#### **Unit-V Natural and Technological Environment**

Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology.

#### **Text Books:**

1. Rangarajan, C.A.; Perspective in Economics, S. Chand & Sons, New Delhi
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya PublishingHouse.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House,New Delhi.

#### **Reference Books:**

1. VeenaKeshavPailwar (2010), "Economic Environment of Business", Phi Learning Private Limited, New Delhi.
- 2.Puri and S.K. Mishra (2015), "Indian Economy", Himalaya Publishing House Unit

#### **CO-PO & PSO Correlation**

<b>Course Name: Business Environment</b>												
<b>Course Outcomes</b>	<b>Program Outcomes</b>								<b>PSOs</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	2		1			2			2			2
<b>CO2:</b>	2							1	2		3	
<b>CO3:</b>		2							2	2		
<b>CO4:</b>	1		1			2		2		3		3

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



<b>CO5:</b>		2		1				1	3		2	
-------------	--	---	--	---	--	--	--	---	---	--	---	--

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>III</b>
<b>Name of the Course:</b>	<b>Quantitative Methods II</b>	<b>Course Code:</b>	<b>MGT-B 303</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course will introduce concepts and fundamentals of basic quantitative methods for decision making in business. These techniques include Box-plot; Stem and Leaf; Scatter diagram; probability distributions; sampling distributions; correlation and simple regression analysis; One-sample test; linear programming methods, etc. Emphasis will be placed on application of these tools in solving business problems in various business fields like finance, production, operations, transportation, marketing, etc. Excel tools will be extensively used.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand Stem (and Leaf) Plot, and dot plots of given data.
CO2	Explain concept of normal probability distribution along with calculation of Z values.
CO3	Analyze the importance of sampling in case of studying large population. Define and construct the sampling distribution of sample mean.
CO4	Determine point estimates and confidence intervals for means and proportions. Also compute the sample size for mean and proportion.
CO5	Execute hypothesis testing, which is helpful in decision making.

## **Syllabus:**

### **Unit-I Describing data: Displaying and Exploring Data**

Dot plots, Stem and Leaf, Percentile computation, Box plots. Problems. Introduction to Linear Programming (LP), Explain objective functions and constraints of a model. Show graphical solution method. Problems.

## **Unit-II Introduction to Probability Distributions**

Define probability distribution, Distinguish between a discrete and continuous probability distribution. Calculation of the mean, median, mode, variance and standard deviation of a discrete probability distributions. Characteristics of a binomial and Poisson distributions. Problems. The Normal Probability Distribution, Characteristics of a normal probability distribution. Define and calculate Z values. Determine the probability that an observation will be above or below a value using the standard normal distribution. Compare two or more observations that are in different probability distributions. Problems.

## **Unit-III Sampling Methods and Sampling Distribution**

Need for sampling, sampling techniques, sampling error. Define and construct a sampling distribution of sample means. Calculate point estimates and confidence intervals for means and proportions. Central limit theorem. Determine sample size for means and proportions. Problems. Tests of Hypothesis: One-Sample Test: - Hypothesis testing: Concept and procedure, null and alternate. Hypothesis testing: One and two tail tests. Problems.

### **Text Books:**

1. Statistics Techniques in Business and Economics by Lind, Marchal, & Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney. By Cengage.
3. Fundamentals of Business Statistics by Dr. J.K. Thukral, Taxmann's Publications, 4th Edition.
4. Business Statistics 17th Edition, by M. P. Gupta, and S. P. Gupta, Publisher: Sultan Chand and Sons.

### **Reference books:**

1. Dr. S.M. Shukla, Dr. S.S. Chaudhary, Quantitative Techniques, Publisher: Sahitya Bhawan, Edition: Revised, 2019
2. Gangadharappa N.H. Rajaghatta R.S. Quantitative Methods for Business-I, Kalyani Publishers; 1st edition (1 January 2015)

### **CO-PO & PSO Correlation**



Course Name: Quantitative Methods II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	2	2			1						2	2
<b>CO2:</b>	2	2					1			2	2	
<b>CO3:</b>	1	1					1	1	2			
<b>CO4:</b>		2			1			1			2	
<b>CO5:</b>	2	1					2			3		2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>III</b>
<b>Name of the Course:</b>	<b>Financial Management II</b>	<b>Course Code:</b>	<b>MGT-B 304</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course helps students to learn the core concepts of corporate finance. It deals important topics like dividend policy, working capital management, capital structure, etc. It deals with financial decision making and financial analysis.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understanding and evaluating financial statement analysis.
CO2	Understanding capital structure theories and applications.
CO3	Evaluate dividend policies.
CO4	Analyze and evaluate working capital management.

## Syllabus

### Unit-I

Financial Statement Analysis, Comparative Analysis, Ratio Analysis, Du-Pont Analysis.

### Unit -II

Capital structure, EBIT-EPS analysis, Modigliani and Miller Model, assumptions, MM propositions (with and without tax), Signaling theory, Agency cost of equity, Pecking-order theory, factors affecting capital structure.

### Unit -III

Dividend Policy, types of payouts, process of cash dividend, price reaction to cash dividend in a perfect world, Irrelevance of dividend policy, stock repurchase vs dividend, taxes and dividend, firms with sufficient and insufficient cash, the Clientele effect, stock dividends.

### Unit -IV

Working Capital Management, Gross and Net concept of working capital, operating cycle, conversion periods, turnover ratios, fixed and variable working capital, working capital financing policies: matching, conservative and aggressive approach, Cash management, Inventory management, Receivable and Payable Management.

### Text Books:

1. Prasanna Chandra–Financial Management, Mc Graw Hill Publication
2. Ross, Wester field, Jaffe –Corporate Finance, Mc Graw Hill Publication.

### Reference Books:

1. Brealey, Myers–Principles of Corporate Finance, Mc Graw Hill Publication.

### CO-PO & PSO Correlation

Course Name: Financial Management II												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	3
CO2:	3	2			1	1		1	3	2	3	2
CO3:	3	2	1			2	2	2	3	2	2	3
CO4:	3	2		1		2		1	3	2	2	2

**Note:**1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>III</b>
<b>Name of the Course:</b>	<b>Marketing Management II</b>	<b>Course Code:</b>	<b>MGT-B 305</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course appraises the students about the various marketing concepts, techniques for developing an effective advertising and sales promotion program keeping pace with the ever-changing consumer behaviour.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Describe the concepts, nature and trends of advertising and understand the working of modern advertising agency.
CO2	Apply the various advertising model in the development of an overall advertising and promotional plan.
CO3	Demonstrate how product planning and development concepts may be applied to marketing strategy.
CO4	Evaluate the development in marketing domain and its application to

	various aspects of consumers and other stakeholders
--	---

## **Syllabus:**

### **Unit-I Product Management**

Product Management- Key concept of product, classification, factors contributing a new product development, new product development process, product life cycle strategy, branding decision, packaging, labelling, guarantees & warranties.

### **Unit-II Pricing Decisions**

Understanding pricing, pricing objectives, setting the price, pricing strategies, pricing methods, Initiating and responding to price change.

### **Unit-III Promotion & Distribution Strategy**

The role of marketing communication, elements marketing communication mix, setting up communication strategy, Level of distribution, Distribution Strategy, Channel management strategy, channel conflict

### **Unit-IV New Marketing Concept**

Retail management, International marketing, service marketing, Social and mobile marketing

## **Text Books:**

1. Rajan Saxena, Marketing Management, McGraw Hill Education, 5th Edition, 2017.
2. Philip Kotler and Kevin Lane Keller, Pearson India, 15th Edition, 2016.

## **Reference Books:**

1. Grewal and Levy, Marketing, McGraw Hill Education, 5th Edition, 2017.
2. Ramaswamy and Namakumary, Marketing Management-Global Prospective- Indian Context, Mac Millan India Ltd.

### **CO-PO & PSO Correlation**

<b>Course Name: Marketing Management II</b>		
	<b>Program Outcomes</b>	<b>PSOs</b>

# O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109  
School of Management



Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	2				2				2			2
<b>CO2:</b>	1	2			2		2	2	2	2	2	
<b>CO3:</b>					1		2		3			2
<b>CO4:</b>		2			1				2			3

**Note:** 1: Low 2.: Moderate 3: High

## School of Management

<b>Programme</b>	<b>BBA</b>	<b>Semester:</b>	<b>III</b>
<b>Name of the Course:</b>	<b>Human Resource Management I</b>	<b>Course Code:</b>	<b>MGT – B 306</b>
<b>Credits</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Develop the understanding of the concept of human resource management
CO2	Develop necessary skill set for application of various HR related issues
CO3	Analyse the strategies required to select and develop manpower resources
CO4	Provide innovative solutions to problems in the fields of HRM

### **Syllabus:**

#### **Unit-I Introduction to Human Resource Management:**

Nature and scope of HRM, HRM functions, HRM models, understanding concepts of Personnel Management, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.

#### **Unit-II Acquiring HR**

Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization – Induction & Orientation.

#### **Unit-III Managing HR**

Training and Development, Performance Appraisal & Performance Management, Potential Appraisal, Career Planning & Development, Succession Planning, Job Evaluation & Compensation Management

### Unit-IV Maintaining HR

Quality of Work life, Work Life Balance, Work Stress & Counselling, Employee Welfare, Employee Empowerment, Employee Engagement, Overview of Industrial Relations

#### Text Books:

1. L.M.Prasad, Human Resources Management, Sultan Chand
2. BiswajeetPattanayak, Human Resources Management, PHI
3. Aswathappa. K, Human Resource Management - Text & Cases, (6<sup>th</sup>Edn.), McGraw Hill, New Delhi
4. Dessler G, Human Resource Management, Pearson Education, India

#### Reference Books:

1. Mathis R L and Jackson J H, Human Resource Management, (10th Edn.) Cengage Learning, Indian Print.
2. Snell S and Bohlander G, Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition.

### CO-PO & PSO Correlation

Course Name: Human Resource Management I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2			2	1		2	3	2		2
CO2:	2		2		2		2	3		2	3	
CO3:	2	3	2	2		2	1	2	2		3	2
CO4:	3		1	2	2	3	2	2		2	2	3

**Note:** 1: Low 2.: Moderate 3: High

**FOURTH SEMESTER**

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT-B 401	Business Ethics and CSR	3	1	-	20	30	50	100	4
2	MGT-B 402	Research Methodology	3	1	-	20	30	50	100	4
3	MGT-B 403	Production & Operations Management	3	1	-	20	30	50	100	4
4	MGT-B 404	Cost & Management Accounting	3	1	-	20	30	50	100	4
5	MGT-B 405	Management of E-commerce	3	1	-	20	30	50	100	4
6	MGT-B 406	Human Resource Management II	3	1	-	20	30	50	100	4
			18	6		120	180	300	600	24



<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>IV</b>
<b>Name of the Course:</b>	<b>Business Ethics and CSR</b>	<b>Course Code:</b>	<b>MGT-B 401</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Objective:** The main objective of this course is to familiarize students with the basic skills concerning business ethics and corporate social responsibility which are relevant to the contemporary business environment. The course will enhance students' awareness and understanding of the nature of business ethics in the Indian as well as global business environment; and increase students' awareness of the challenges of business social responsibility.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Understand ethical theories and evaluate common beliefs about ethics especially common beliefs about the role of ethics in business.
CO2	Recognize organizational challenges to ethical behavior and the inherent conflict of interest in many business decisions; demonstrate knowledge of established methodologies of solving ethical problems.
CO3	Understand theoretical perspectives of Social Responsibility, Corporate Social Responsibility (CSR) and the role of business in sustainable development.
CO4	Describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit.
CO5	Examine the steps for measurement and reporting with reference to guidelines; demonstrate a multi-stakeholder perspective in viewing CSR issues through case study

### **Syllabus:**

#### **Unit-I**

Definition & nature of Business ethics, Characteristics, Ethical theories; Relevance of ethics and values in business; Causes of unethical behavior; Work ethics; Code of conduct; Public good.

#### **Unit-II**

## School of Management

---

Management of Ethics - Ethics analysis, Ethical dilemma; Ethics in practice- ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Competitiveness, organizational size, profitability and ethics; Business and ecological/ environmental issues in the Indian context and case studies.

### **Unit-III**

Overview of CSR- Philanthropy; Conventional and Strategic; Environmental issues; Social issues; Ethical and Governance issues. Corporate Social responsibility- Social responsibility of a business firm; Social responsibility of business stakeholders (owners, employees, consumers and community); response of Indian firms towards CSR.

### **Unit-IV**

CSR and Consumer Protection: Consumerism, unethical issues in functional aspects of management (sales, marketing and technology etc.); competitive strategy. Role of international trade and business organizations, Concept of Ombudsman.

### **Unit-V**

Wider concept of social responsibility: Cost-benefit analysis of corporate social responsibility and good corporate citizenship (Social / moral obligations and survival). Case analysis of failure of leading corporate and top auditing firms due to lapses in ethical and social responsibilities.

### **Text Books:**

1. Ghosh, B. N, Business Ethics and Corporate Governance, McGraw Hill Education
2. Fernando, A.C, Business Ethics and Corporate Governance, Pearson Education India; 2 editions (2012)

### **Reference Books:**

1. Velasquez (2002) - Business Ethics - Concepts and Cases, Prentice Hall, 5th edition.
2. Baxi C.V. and Prasad Ajit (2005): Corporate Social Responsibility, Excel Books.
3. Kaur Tripat, Values & Ethics in Management, Galgotia Publications.
4. Chakraborty, Values and Ethics for Organizations, OUP
5. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc., 2011

### CO-PO & PSO Correlation

Course Name: Business Ethics and CSR												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	3		1					1				
<b>CO2:</b>	2	2			2				3	2		2
<b>CO3:</b>		2	1	1	2	2	3				3	
<b>CO4:</b>			2			1		2		3		2
<b>CO5:</b>							2		2		2	

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>IV</b>
<b>Name of the Course:</b>	<b>Research Methodology</b>	<b>Course Code:</b>	<b>MGT-B 402</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** In today's fast changing business world, obtaining high-quality information about the current business environment may determine the success or failure of a business. Business researchers use a variety of methods to collect information about consumers, employees, businesses and the marketplace in general. This information is used to help businesses make effective decisions. Broadly the objective of this course is to provide students an insight into various into different sources of business research data, examine processes for collecting and analyzing business research data, and shows how to prepare and present marketing research reports.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the basic framework of research process
CO2	Develop a comprehensive research methodology for a research

## School of Management

	question
CO3	Demonstrate a sound knowledge of statistical terms at an introductory level.
CO4	Develop necessary critical thinking skills in order to apply using descriptive statistics and inferential statistics
CO5	Formulate the hypothesis for business problems, Apply various parametric tests to test the hypothesis

### **Syllabus:**

#### **Unit-I Introduction to Business Research**

Introduction to Basic Concepts; Stages in the Research Process; Problem Definition, Research Objectives, Types of Research; Significance of Business Research in Managerial Decision Making; Business Research in Practice, Classification of Research Designs; Exploratory, Descriptive and Conclusive Research Designs; Causal Research; Secondary Data- Nature, Sources and Advantages; Primary Data- Nature, Types, Means & Issues in Obtaining Primary Data.

#### **Unit-II Measurement, Scales and Questionnaire Design**

Concept of Measurement, Problems in Measurement-Validity, Reliability; Scales of Measurement—Their Types & Properties; Measurement of Attitudes & Scaling Procedures; Questionnaire Design and Testing.

#### **Unit -III Sampling, Hypothesis Testing, Data Preparation & Analysis**

Sampling Theory, Designs and Issues; Practical considerations in sampling and sample size, Central Limit Theorem; Hypothesis Testing-Concept & Procedures; Data Preparation Process & Data Analysis.

#### **Unit -IV Statistical Analysis, Reporting Research Findings & Ethical Issues**

Introduction to SPSS; Statistical applications: T-test, ANOVA, Correlation & Factor Analysis; Interpretation of Results; Reporting Research Findings—Differences between academic and business audience; Ethical issues related to publishing, Plagiarism and Self-Plagiarism.

### **Text Book:**

## School of Management

- Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India.

**Reference Books:**

- Business Research Methods, Donald R. Cooper and Pamela S. Schindler, McGraw-Hill Education.
- Business Research Methods: A South-Asian Perspective, William G Zikmund, Barry J Babib, Jon C Carr, Atanu Adhikari and Mitch Griffin, Cengage India.

**CO-PO & PSO Correlation**

Course Name: Research Methodology												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	3		1		2	1		1	3		2	
<b>CO2:</b>	1	3			1		2		2	2		3
<b>CO3:</b>	3			1			1	2	3			
<b>CO4:</b>		2	2		1	2				2	2	
<b>CO5:</b>		3		2			2	1	2	2		3

**Note:** 1: Low 2.: Moderate 3: High

<b>Program:</b>	<b>BBA</b>	<b>Semester:</b>	<b>IV</b>
<b>Name of the Course:</b>	<b>Production &amp; Operation Management</b>	<b>Course Code:</b>	<b>MGT-B 403</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course will introduce concepts and fundamentals of basic operations management for decision making in business. These techniques include line balancing, facility layout, location planning, capacity planning, demand forecasting, and production strategy under aggregate planning, etc. Excel and Lingo tools will be extensively used.

**Course Outcomes:** After completion of the course, students will be able to:

CO	Course Outcome
----	----------------

## School of Management

---

Number	
CO1	Understanding the fundamental concepts of production and operations management applied in the field of manufacturing and service organizations.
CO2	Planning and analyzing the production and operations activities in short, medium and long -term planning of manufacturing or services organizations.
CO3	Applying world-class manufacturing techniques in the operation environment.
CO4	Developing robust and agile systems for innovative products, processes and services to match with the new generation manufacturing enterprises.

### **Syllabus**

#### **Unit-I**

Introduction of Operations Management Define the terms operations management and supply chain. Identify similarities and differences between production and service operations. Explain the importance of learning about operations management. Identify the three major functional areas of organizations and describe how they interrelate. Describe the operations function and the nature of the operations manager's job. Explain the key aspects of operations management decision making.

#### **Unit-II**

Operations Strategy and Productivity List several ways that business organizations compete. Name several reasons that business organizations fail. Define the term productivity and explain why it is important to organizations and to countries. Describe several factors that affect productivity. Problems on productivity.

#### **Unit-III**

Product and Service Design Explain the strategic importance of product and service design. Describe what product and service design does. Name the key questions of product and service design. Identify some reasons for design or redesign. List some of the main sources of design ideas. Explain the importance of capacity planning.

## School of Management

---

Describe ways of defining and measuring capacity. Name several determinants of effective capacity.

### Unit-IV

Process Selection and Facility Layout Compare the four basic processing types. Explain the need for management of technology. Solve simple line-balancing problems. Develop simple process layouts. Explain why location decisions are important. Use the techniques presented to evaluate location alternatives. Problems based on selection of best locations. Describe the main functions of inventories. Explain periodic and perpetual review systems. Selective approach of Inventory Management.

### Text Books:

1. Senthil. M, Production & Operations Management, Pearson Education.
2. Monks, Joseph G, Operations Management, McGraw Hill International.

### Reference Book:

1. William J. Stevenson, Operations Management, McGraw Education.

### CO-PO & PSO Correlation

Course Name: Production & Operations Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	3	2	2	3	2	3	3	3	2	2	2	3
<b>CO2:</b>	2		1	3	2		3		2			3
<b>CO3:</b>	3	3	1	3		3	3	3		2	3	
<b>CO4:</b>	1	2		3	2	2	3	3	2	2		3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>IV</b>
<b>Name of the Course:</b>	<b>Cost &amp; Management Accounting</b>	<b>Course Code:</b>	<b>MGT-B 404</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

## School of Management

---

**Course Description:** On completion of this course, to acquaint students with role of Cost and Management Accounting in planning, control and decision-making & students should be able to determine product costs, formulate budgets and standards for planning and control, understand the role of responsibility accounting and performance measurement, and explain contemporary thinking in management accounting.

**Course outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand various costing systems and management systems
CO2	Analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques. Analyze cost-volume-profit techniques to determine optimal managerial decisions
CO3	Apply cost accounting methods for both manufacturing and service industry
CO4	Evaluate the costs and benefits of different conventional and contemporary costing systems

### **Syllabus:**

#### **Unit-I Introduction**

Concept of Cost, Costing, Cost Accounting, objectives, and Importance of Cost Accounting, Cost Control, and Cost Reduction, Management Accounting: Meaning, definition, nature and scope of Management Accounting, Comparison of Management Accounting with Cost Accounting and Financial Accounting.

#### **Unit-II Cost Concepts and Cost Sheet**

Cost Unit and Cost Centre, Profit Centre; Elements of Cost, Classification of Costs: Activity, Fixed, Variable, Semi-variable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed/Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs; Expired, and



## School of Management

---

Unexpired Costs; Conversion Cost. Cost Ascertainment; Components of total Cost, Preparation of Cost Sheet.

### **Unit-III Cost-Volume-Profit Analysis**

Cost-Volume-Profit Analysis: Fixed cost, Variable cost, Contribution, Profit-Volume Ratio, Margin of safety, Breakeven Point, Key Break-even Analysis for Decision Making: Pricing, Product Profitability, Make or Buy, key factors, Shutdown vs. Continue.

### **Unit-IV Budgetary Control and Standard Costing**

Budgets and Budgetary Control: Meaning, Types of Budgets, steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget. Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material and labour Variances

### **Text Books:**

- 1 S.P.Jain and K.L.Narang, Cost and Management Accounting, Kalyani Publisher.
2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikash Publishing House

### **Reference Books:**

1. Jawaharlal Lal, Advanced Management Accounting, Chand and Co.

### **CO-PO & PSO Correlation**

<b>Course Name: Cost and Management Accounting</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	2							2	3	2		2
<b>CO2:</b>	3	2					1	1		3		2
<b>CO3:</b>	2				1	2	1		2	2	3	2
<b>CO4:</b>	1	2							2	2		3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>IV</b>
<b>Name of the Course:</b>	<b>Management of E Commerce</b>	<b>Course Code:</b>	<b>MGT-B 405</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Objectives:** The course is designed to give a clear picture about the electronic business environment to the management students. The most important point is to aware the students to understand the implication of digitalization in business and ethics in using electronic platform.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the function of electronic commerce.
CO2	Analyze the components of internet world, business use of internet, internet infrastructure, internet service providers, World wide web.
CO3	Determine the Types of SCM, benefits of SCM, functions of SCM, benefits of using internet in SCM.
CO4	Apply the concepts Digital Marketing, Search engine optimization, email marketing, banner advertising, social media marketing

### Syllabus

#### Unit-I Overview of Electronic Commerce

Introduction to Electronic commerce, function of electronic commerce, advantages of electronic commerce, disadvantages of electronic commerce, electronic commerce V/s traditional commerce, progress of electric commerce in India, electronic commerce model.

#### Unit-II Internet & Web Designing

Evolution of internet, components of internet world, business use of internet, internet infrastructure, internet service providers, World wide web. Building Website,

## School of Management

Component of Website, Designing of Website, Types of Web Pages, Process of setting of Website.

### Unit-III Electronic Supply Chain Management & E-Payment

Types of SCM, benefits of SCM, functions of SCM, benefits of using internet in SCM. Types of electronic payment, the traditional payment system, the step of electronic payment system, net banking, m-wallet.

### Unit-IV Electronic Market & Digital Marketing

Online shopping – Online purchasing, electronic market, three models of electronic market, electronic market dimension, market category, interactive marketing, one to one marketing, pull and push technology, B2B hubs, B2B market place, role of B2B market place. Introduction to CRM, marketing automation, components of CRM, CRM architecture, E-CRM. Introduction to Digital Marketing, Search engine optimization, email marketing, banner advertising, social media marketing.

#### Text Books

1. E-Commerce, C.V.R. Murthy, Himalaya Publication.
2. E-Commerce Fundamental and Application by Chan, Lee, Dillon, Chang, Wiley

#### Reference Books

1. The Art of Digital Marketing by Ian Dodson, Wiley
2. E-Commerce– A Managerial Prospective by P. T. Joseph, PHI

### CO-PO & PSO Correlation

Course Name: Management of E- Commerce												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2								3			3
CO2		3							2		2	
CO3					2	2	2					
CO4			2	3				2		3		2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>IV</b>
<b>Name of the Course:</b>	<b>Human Resource Management II</b>	<b>Course Code:</b>	<b>MGT B406</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
CO2	Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
CO3	Validating the importance of related models.
CO4	Analyze and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.

### **Syllabus:**

#### **Unit-I**

Introduction to Strategic HRM: Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Developing HR plans and policies. Strategic Human Resource Environment.

## School of Management

---

### Unit-II

Internationalization of HR Activities: Types of International Business, inter country, Differences affecting HRM, causes for international assignments failure. International Staffing Policy, Selecting International Managers, Adaptability & Screening, Managing Knowledge Workers.

### Unit-III

Industrial Relations: Meaning and Objectives, Importance and approaches to Industrial Relations, Developing sound I industrial Relations, Ethical Approaches to Industrial Relations procedure, Emergence and objectives of Labor laws and socio-economic environment.

### Unit-IV

Human Resource Development: Overview, philosophy and goals of HRD, HRD culture, climate, HRD sub systems / process mechanisms, task analysis, motivational aspects of HRD, development supervision, counseling and mentoring.

### Text Books:

1. L.M. Prasad, Human Resources Management, Sultan Chand
3. Aswathappa. K, Human Resource Management - Text & Cases, (6th Edn.), McGraw Hill, New Delhi
4. Dessler G, Human Resource Management, Pearson Education, India

### Reference Books:

1. Mathis R L and Jackson J H, Human Resource Management, (10th Edn.) Cengage Learning, Indian Print.
2. Snell S and Bohlander G, Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition

### CO-PO & PSO Correlation

Course Name: Human Resource Management II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2					2		2		3	
CO2:			1	1	2							3

## School of Management

<b>CO3:</b>		2					2			2	2	
<b>CO4:</b>	2			1			2			2		3

**Note:** 1: Low 2.: Moderate 3: High

### FIFTH SEMESTER

Lo09-OSN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
<b>1</b>	MGT-B 501	Business Analytics	3	1	-	20	30	50	100	4
<b>2</b>	MGT-B 502	Business Law	3	1	-	20	30	50	100	4
<b>3</b>	MGT-B 503	Digital and Social Media Marketing	3	1	-	20	30	50	100	4
<b>4</b>	MGT-B 504	Professional Development I	2	1	-	20	30	50	100	3
<b>5</b>	MGT-B 505	Summer Internship	-	-	2			100	100	2
<b>6</b>	MGT-B 506	Disaster Management	2	-	-	20	30	50	100	2
		Elective 1	3	1	-	20	30	50	100	4
		Elective 2	3	1	-	20	30	50	100	4
			19	6	2	140	210	450	800	27

### FIFTH SEMESTER ELECTIVES

## School of Management

Course Code	Specialization	Course Title
HRM-B 501	HR	Strategic HRM
HRM-B 502	HR	Labour Relations
MKT-B 501	Marketing	Consumer Behaviour
MKT-B 502	Marketing	Services Marketing
FIN-B 501	Finance	Investment Management I
FIN-B 502	Finance	Indian Financial Systems
FBM-B 501	Family Business	Management of Family Owned Business
FBM-B 502	Family Business	Managing People in Family Business

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Business Analytics</b>	<b>Course Code:</b>	<b>MGT-B 501</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course strives to impart basic analytics knowledge, familiarize students with the analytics for analysis and decision-making process in an organization.

**Course outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the basics of business analytics
CO2	Perform the key statistical procedure in data science
CO3	Deal with raw data and be able to process data for further Analysis
CO4	Use data analytics tools such as excel and R for conducting statistical analyses
CO5	Develop the knowledge and understanding of customer Analytics, Operations Analytics, People Analytics, Accounting Analytics

### Syllabus:

#### Unit-I Introduction to Business Analytics

## School of Management

---

Meaning & Importance of Business Analytics; Types of Business Analytics; Business Metrics Overview - Concepts, Objectives, Historical evolution of metrics, Designing effective Metrics, Dashboard; Analytical Approaches and Tools; Business Intelligence; Data Mining; Data Warehousing, Essential Aspects of Business Intelligence, Data Processing Chain from Business Intelligence to Business Analytics.

### **Unit-II Customer Analytics**

Meaning & Importance of Customer Analytics, Customer Analytics in Social Networks, Customer Value Analysis, Digital Analytics, Pricing Analytics.

### **Unit-III Operations Analytics**

Introduction to Operations Analytics, Demand analytics, Supply Chain Analytics, Data Mining & decision Making, Predictive Analysis, Forecasting Optimization.

### **Unit-IV People Analytics**

Meaning & Importance of HR Analytics; Types of HR functions metrics; HR Metrics Overview - Concepts, Objectives.

### **Unit-V Accounting Analytics**

Meaning & Importance of Accounting Analytics, Need for analytics in accounting, Sources of Accounting Data, Categories of analytics in accounting.

### **Text Books:**

1. R N Prasad & Seema Acharya, Fundamentals of Business Analytics, Wiley
2. Balram Krishnan, Business analytics: concepts and theories.
6. U Dinesh Kumar, Business Analytics: The Science of Data - Driven Decision Making, Wiley

### **Reference Books:**

1. Sharda Ramesh, Delen Dursun & Turban Efraim, Business Intelligence: A Managerial Perspective on Analytics by Pearson, Pearson
2. Drew Bentley, Business Intelligence and Analytics

### **CO-PO & PSO Correlation**

<b>Course Name: Business Analytics</b>
--



Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	2		1						2			
<b>CO2:</b>	2			2					2	2		
<b>CO3:</b>		2					2			2		
<b>CO4:</b>		2		1			2				2	2
<b>CO5:</b>						2					3	2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Business Law</b>	<b>Course Code:</b>	<b>MGT-B 502</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lectures along with relevant cases to impart teaching and learning to develop problem solving techniques and focus on practical legal knowledge of general business law issues, with knowledge of the legal environment in which a consumer and businesses operates. Examine how businesses can be held liable for the actions in present coherent, concise legal argument. It identifies the fundamental legal principles behind contractual agreements.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome

## School of Management

CO1	Understand the basic concept of Indian contract 1872 and fundamental legal principles behind contractual agreements.
CO2	Understand and analyze the concept of Indemnity, Guarantee and Agency its legal interpretation
CO3	Apply sale of goods act for conduction of smooth business and analyze the legal issues to solve disputes.
CO4	Analyze the problems of partnership firm and evaluate the method for registration and termination of a partnership firm.
CO5	Demonstrate legal thinking for smooth establishment of business concern.
CO6	Evaluate all negotiable instruments.

### **Syllabus:**

#### **Unit-1 The Indian Contract Act, 1872**

Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. Special Contract: Indemnity and Guarantee.

**Sale of Goods Act, 1930:** Formation of Contract of Sale: Contract of Sale of Goods, Sale and Agreement to Sell Distinction, Sale and Hire-purchase Agreement, Subject matter of Contract of Sale: Effect of Destruction of Goods, document of Title to Goods

#### **Unit-2 Patent law**

Application for patents, procedure for grants of patents, working of patents, compulsory licenses and revocation, renewal of lapsed patents law relating to consumer protection: Consumer and consumer dispute- consumer protection courts – consumer dispute redressal agencies.

#### **Unit-3 The Partnership Act, 1932**

Definition, Partnership Distinguished from other relationship, Formation of Partnership, Duration of Partnership, registration of Firm, Procedure of Registration of Firms, effects of non-Registration.

#### **Unit-4 Companies Act 1956**

Definition of Company, Nature of Company, Kinds of Companies, Formation and Incorporation of Company, Memorandum of Association, Articles of Association, Prospectus, membership in a Company.

## School of Management

### Unit-5 Negotiable Instruments Act, 1881 & Information Technology Act, 2000

Digital signature, electronic governance, electronic records and cyber laws.

#### Text Books:

1. Gulshan SS, Elements of Mercantile Law, Excel Books, N. Delhi.
2. Kuchhal MS, Business Law, Vikash Publication
3. N D Kapoor, Mercantile Law

#### Reference Books:

1. Tulsian PC, Relevance of Business Law, Tata McGraw Hills.
2. Singh Avtar, Elements of Mercantile Law, S. Chand & Sons.

#### CO-PO&PSO Correlation

Course Name: Business Law												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1						3			
CO2:		2		2	1					2		2
CO3:	2					2		1		3		2
CO4:		2					1				2	
CO5:	2		1		2							
CO6:		2	1							2		

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Digital and Social Media Marketing</b>	<b>Course Code:</b>	<b>MGT-B 503</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lectures and case studies to make the students understand the components of online medium of marketing. In addition to that it will explain about the application of all the elements of digital marketing.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the concept of digital marketing. Develop skills required for digital marketing.
CO2	Develop and define Search engine optimization concept for online advertisement.
CO3	Apply the concepts of digital marketing to ensure sustainability in the competitive market through social media.
CO4	Adapt and build mobile marketing strategy and its application.

### **Syllabus:**

#### **Unit I: Introduction to Digital Marketing**

Origin of digital marketing, traditional versus digital marketing, digital marketing strategy, digital marketing plans, skills required for digital marketing

#### **Unit II: Search Engine Advertising**

Concept of Display advertising, types of display advertising, buying models, understanding ad placement, understanding Adrank, Search engine, SEO phases, On page-Off page optimization.

#### **Unit III: Social Media Marketing**

Concept of Social media marketing, how to build a successful social media strategy, Facebook marketing, LinkedIn marketing, Twitter marketing, Instagram marketing.

#### **Unit IV: Mobile Marketing**

Mobile marketing, mobile usage, mobile advertising, mobile marketing toolkit, mobile marketing features, mobile analytics, E-Wallet

#### **Text Book:**

1. Seema Gupta, Digital Marketing, McGraw Hill Publication, New Delhi

#### **Reference Book:**

1. Bandana Ahuja, Digital Marketing, Oxford University Press.

### **CO-PO & PSO Correlation**

<b>Course Name: Digital and Social Media Marketing</b>												
<b>Course Outcomes</b>	<b>Program Outcomes</b>								<b>PSOs</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	1	1	2	2	2		3		2		2	
<b>CO2:</b>	1		2	3	2			1			2	2
<b>CO3:</b>	2	2	2		2	2	2	2	2	2	3	2
<b>CO4:</b>	2	2		2	2		2	1	2		3	2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Professional Development-I</b>	<b>Course Code:</b>	<b>MGT-B 504</b>
<b>Credits:</b>	<b>3</b>	<b>No of Hours:</b>	<b>3 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This personal development course is activity based and practical oriented designed to help students to discover and achieve goals. Students will learn techniques that will increase abilities in key areas; including setting and

## School of Management

---

achieving goals, communication skills, self-motivation and positive mental attitude. This course will help to develop skills to get the best performance from oneself and others.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the dynamics of communication and professional speaking; and deliver the different types of speeches.
CO2	Design effective PPT and make effective presentation using audio-visual aids on a topic.
CO3	Develop creative thinking skills, and demonstrate verbal ability and numerical ability.
CO4	Understand Non-verbal communication and functions of Body Language.
CO5	Develop a healthy personality – being clean, well-dressed and well-represented, which in turn increases their confidence and their chances of success in professional as well as social lives.

### **Syllabus:**

#### **Unit I Dynamics of Professional Speaking**

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, Delivering Different Types of Speeches.

#### **Unit II Presentation Skills**

What is a presentation: elements of presentation–planning a presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

#### **Unit III Aptitude**

Verbal Ability: English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction. Numerical Ability: Numerical computation, numerical estimation, numerical reasoning and data interpretation.

#### **Unit IV Body Language**

## School of Management

Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language, Proxemics.

### Unit V Personal Grooming

Personal Hygiene, Social Effectiveness, Business Etiquettes (Power Dressing).

#### Text Books:

1. Soft Skills, 2015, Career Development Centre, Green Pearl Publications.
2. Jeff Butterfield, Soft Skills for Everyone, Cenage Learning, Delhi, 2014
3. R.S. Agrawal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand

#### Reference Books:

1. Stephen E. Lucas, The Art of Public Speaking, Third Edition, Singapore: McGraw-Hill, 1989
2. Sonya Hamlin, how to Talk so People Listen, New York: Throson, 1993

### CO-PO & PSO Correlation

Course Name: Professional Development I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1	2	2		2		3		2	
CO2:	2		2			1		2	2		3	
CO3:		1			2		1			2		3
CO4:	2			1		1			3		2	
CO5:		1	2					2		3		2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Summer Internship</b>	<b>Course Code:</b>	<b>MGT-B 505</b>
<b>Credits:</b>	<b>2</b>	<b>No of Hours:</b>	

## School of Management

<b>Max Marks:</b>	<b>100</b>		
-------------------	------------	--	--

**Course Description:** It aims for Career readiness of students by attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Identify areas of interlink between theoretical and practical knowledge.
CO2	Application of theoretical knowledge in practical work fields.

### **Syllabus:**

An internship report should follow the following guidelines.

Font type: Times New Roman, running text font size 12, heading text with font size 14 Bold, Paragraph spacing 12 pts, line spacing 1.5, uniformity in bullets and numbering, Uniformity in labelling picture as / images /graphs / tables etc. Number of pages of the report depends of the requirement of the project, but ideally it must be between 30 – 40 pages.

### **Note:**

1. Two copies of the report should be spiral binded and one copy has to be submitted to the guide duly signed by the student, guide and HOD.
2. Students have to appear in the viva-voce.
3. For viva student have to prepare a power point presentation by the consultation of guide.

The report for three types of internships i.e. company, research & online course has different table of contents which are mentioned below. Use as per your requirement to prepare the report with the consultation of your guide/supervisor.

**For Summer Internship from any Company, the format of the report will be:**



Title Page

Declaration by Student

Internship Completion Certificate

Acknowledgement

Executive Summary

Table of Contents

Chapters

Company Profile (About company, Organogram, Products / Services, Major Departments)

Internship activities carried out

Knowledge gained

Skills Developed

Findings, Recommendations and Conclusion

Bibliography / References

### CO-PO & PSO Correlation

Course Name: Summer Internship												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2		2		2	2	2			3
CO2:	2	2	2	1	2	2				2	2	2

**Note:** 1: Low 2.: Moderate 3: High

## School of Management

---

<b>Programme:</b>	<b>BBA</b>	<b>Semester :</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Disaster Management</b>	<b>Course Code:</b>	<b>MGT-B 506</b>
<b>Credits:</b>	<b>2</b>	<b>No of Hours:</b>	<b>2 Classes/ Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course is designed to provide a general concept of disaster both natural and man-made. It defines human responsibilities within the framework of an understanding of development, with vulnerability and disaster risk reduction as an integral part of development. This course also deals with the meaning, observation, perception, and identification of risk and vulnerability factors associated with disaster and includes the lesson learnt and do's and don'ts relating to various disaster.

**Course Outcomes:** After Completion of the course Students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand various types of disasters, their preparedness and mitigation measures.
CO2	Understand application of disaster concepts to management.
CO3	Make monitoring and evaluation plan for disaster response.
CO4	Respond early warning systems for risk reductions.
CO5	Understand the role of various stack holders during disasters.

### **Syllabus:**

#### **Unit I: Introduction to Disaster**

Hazards and Disasters, Risk and Vulnerability in Disasters, Natural Disasters (earthquakes, floods drought, landside, land subsidence, cyclones, volcanoes, tsunami, avalanches, global climate extremes), Man Made Disasters (Terrorism, gas and radiations leaks, toxic waste disposal, oil spills, forest fires), Slow Disasters and Rapid Onset Disasters, Difference between Accidents and Disasters, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change.

#### **Unit II: Study of Important Disasters and Impacts**

Earthquakes and its types, magnitude and intensity, seismic zones of India, major fault systems of India plate, flood types and its management, drought types and its management, landside and its management case study, Differential impacts- in

## School of Management

---

terms of caste, class, gender, age, location, disability; Refugee problems, Political, Social Economics and Environmental impact of disasters and issues.

### **Unit III: Mitigation and Management Techniques of Disaster**

Basic principles of disasters management, Disaster Management cycle, Disaster Mitigation, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems, Disaster Preparedness, Capacity Building, Community based Disaster Preparedness Plan, Technologies for Disaster Management, Disaster Resilience.

### **Unit IV: Disaster Risk Management in India**

Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Disaster Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation), Roles & Responsibilities of Different Agencies and Govt., Disaster Risk Reduction, Prime Minister's Ten Point Agenda on DRR.

### **Unit V: Rehabilitation, Reconstruction & Recovery**

Disaster Response- Essential Components, Stakeholders Co-ordination in Disaster Response, Different stake holders in Disaster Relief, Human Resettlement and Rehabilitation issues during and after disasters, Education and Awareness, Role of Various Agencies in Recovery Measures.

#### **Text Books:**

1. M. M. Sulphery, Disaster Management, PHI Learning
2. Dr. S. Arulsamy & J. JEYADEVI, Disaster Management, Neelkamal
3. Harsh K. Gupta (Editor), Disaster Management, Universities Press (2003),

#### **Reference Books:**

1. William L. Waugh, Handbook of Disaster Management, Crest Publishing House
2. B. K. Singh, Handbook of Disaster Management: Techniques and Guidelines, Rajat Publications

### **CO-PO & PSO Correlation**

Course Name: Disaster Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	1		1		1			3	2		2
CO2:			2	2						3	2	
CO3:				2	1	2		2	2		3	2
CO4:				1	2	1				2		2

## School of Management

<b>CO5:</b>			2	1		2	1	1		2	3	
-------------	--	--	---	---	--	---	---	---	--	---	---	--

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Strategic HRM</b>	<b>Course Code:</b>	<b>HRM-B-501</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Rehash HR value chain, business strategy in a disruptive context.
CO2	Define next-gen talent management strategy to enable business transformation.
CO3	Discover leadership approaches to drive inclusive, evidence-based, technologically -forward HR strategy.
CO4	Design business strategies that drive those, measure financial impact; communicate insights.
CO5	Create a path of transition from employee engagement (EE) to employee experience (EX).

### Syllabus:

#### Unit I Introduction to Strategic HRM

Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Developing Strategic HR plans and policies, Strategic Human Resource Environment

#### Unit II Recruitment and Retention Strategies

Flexi Work Arrangements; Quality of work life; Work – life balance; Employee empowerment; Employee involvement; Virtual Organization

### Unit III Training and Development Strategies

Creating a learning organization; Competency mapping; Multi-Skilling Succession planning; Cross cultural training

### Unit IV Performance & Compensation Management Strategies

Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions; Performance based pay; Skill based pay; Team based pay, Broad banding; Profit sharing; Executive Compensation; Variable pay

### Unit V Retrenchment Strategies

Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early retirement plans; Project based employment

#### Text Books:

1. Agarawala Tanuja, Strategic Human Resource Management Oxford University Press.
2. Armstrong Michael, Strategic Human Resource Management: Strategy and Action, Kogan Page

#### Reference Books:

1. Mahey C and Salman G., Strategic Human Resource Management, Oxford Blackwell.
2. Mello Jeffrey A., Strategic Human Resource Management, Thompson Press Publishing.

#### CO-PO&PSO Correlation

Course Name: Strategic HRM												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	1		2	2	1		2	2			3
CO2:										3	3	
CO3:				2		2		2		2		
CO4:	2	2	2		1				3			2
CO5:	1		1			1	2	1	3	3	1	

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Labour Relations</b>	<b>Course Code:</b>	<b>HRM-B 502</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The objective of the course is to acquaint students with the main provisions of labour standards, concepts, institutions and approaches to industrial relations. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Students can understand the concepts, functions and the importance of various labor laws and industrial relation.
CO2	Students will be able to analyze the process of workers' participation in management and grievance settlement mechanisms.
CO3	Students can implement labor laws strategies.
CO4	Students can evaluate various laws and implement in real life processes.

### **Unit I Introduction to Industrial Relations:**

Meaning and Objectives, Importance and approaches to Industrial Relations, Developing sound industrial Relations, Ethical Approaches to Industrial Relations.

## School of Management

---

Procedure, Emergence and objectives of Labor laws and socio –economic environment.

### **Unit II Techniques to Industrial Relations:**

Worker's participation in Management - Meaning, objectives, Essential Conditions, forms, Reasons for limited success and suggestions for improvement; Collective Bargaining - Meaning, Functions, Process and Prerequisites; Grievance - Definition, and Grievance Handling, Grievance Redressal Machinery, Disciplinary Procedures-Meaning, Need and Procedure; Trade Unions: Meaning, Functions, Problems, Trade Unions Act, 1926.

### **Unit III Introduction to Labour Laws**

Labour Law Origin - Purpose - Role of the State - Constitutional Provisions – Fundamental Rights and Directive Principles of State Policy

### **Unit IV Employment Related Laws**

Factories Act, 1948, Industrial Employment (Standing Orders) Act, 1946; Industrial Disputes Act 1947; Contract Labour (Regulation & Abolition) Act, 1970;

### **Unit V Employee Benefits and Social Security related laws**

Payment of Gratuity Act, 1972: Provident Fund Act 1952, Workmen's Compensation Act 1923, E.S.I.C. Act, 1948, Maternity Benefit Act 1961, The Apprentices Act 1961.

### **Text Books:**

1. C.S. Venkata Ratnam Industrial Relations, Oxford Higher Education
2. Malik, P.L Industrial Law-Eastern Book company.
3. Mamoria, C.B. Dynamics of Industrial Relations, Himalaya Publishing House.

### **Reference Books:**

1. Bagri, P.R. Law of Industrial Disputes, Kamal Law House.
2. Kumar, H.L. Labour Laws - Everybody Should Know, Universal Law Publishing Company
3. Malhotra, O.P. Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.

### **CO-PO & PSO Correlation**

<b>Course Name: Labour Relations</b>
--------------------------------------

CO Number	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1</b>	3		1			3		2	2		3	
<b>CO2</b>	1	3			1					3		2
<b>CO3</b>				2		3	2			3	2	
<b>CO4</b>			3					3	3			2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Consumer Behaviour</b>	<b>Course Code:</b>	<b>MKT-B 501</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcomes
CO1	Understand the concepts, functions and the importance of consumer behavior.
CO2	Analyze the factors influencing of consumer behavior.
CO3	Demonstrate how to pursue consumer behavior strategies.



CO4	Evaluate and implement behavioral strategies in real life situations.
-----	---

### **Syllabus:**

#### **Unit I**

Nature and scope of consumer behaviour, the application of consumer behaviour principles to strategic marketing., Consumer Decision Making: four views of consumer decision making- Economic man, Cognitive man, Emotional man, Passive man Consumer Decision process, Factors influencing consumer decision making process

#### **Unit II**

Individual determinants of behaviour: Personality, perception, Attitudes (Structural models of attitudes: Tri-component attitude model, multi attribute model, the measurement of attitudes-scaling techniques and projective techniques), learning and motivation

#### **Unit III**

Group influence (the influence of Culture & sub culture, Characteristics of Culture, The measurement of culture), Social Class: The measurement of social class, reference group and family, Family life Cycle (FLC), Lifestyle profiles of the social class (AIO & VALS), Consumer Psychographics.

#### **Unit IV**

Consumer Research, Diffusion of Innovations: The diffusion process, the adoption process, A profile of the consumer innovator.

#### **Text Books:**

1. Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.
2. Batra & Kazmi, Consumer Behavior, Excel Books.

#### **Reference Books:**

1. Hawkins, Best & Concy, Consumer Behaviour, Tata McGraw Hill.
2. Peter. D. Bennett Harold H. Kassarian: Consumer Behaviour (PHI).
3. Srivastava, Khandoi, Consumer Behaviour, Galgotia publications.

### **CO-PO & PSO Correlation**

<b>Course Name: Consumer Behaviour</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>CO Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1</b>	3								3		2	
<b>CO2</b>	2	3			3					3		
<b>CO3</b>			1	2			1	1		2	3	
<b>CO4</b>			2		2	3	3	2	2			2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Services Marketing</b>	<b>Course Code:</b>	<b>MKT-B 502</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The course is desired to develop insights into emerging trends in the service sector in a developing economy and deal with issues involved in management of services of both manufacturing and service organizations.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Describe the various concepts of services marketing, service quality and CRM.

## School of Management

---

CO2	Examine the critical issues in services marketing and its effectiveness in modern services industry perspective.
CO3	Apply the various tools and techniques of services marketing and CRM in designing and delivery of services.
CO4	Evaluate the status, issues and challenges of various services sector industry.

### **Syllabus:**

#### **Unit I**

Services marketing: Origin, growth and classification of services, the emergence of Service Economy; Nature of Services, Goods and Services Marketing; Marketing Challenges in service business, Marketing framework for service business.

#### **Unit II**

Service Product Development; The Service Encounter; The Service Consumer Behaviour; Service Management Triangle, Service Vision and Service Strategy, Service delivery, Service blueprint, servicescape.

#### **Unit III**

Service Quality: Quality Issues and Quality Models (Gaps model, SERVQUAL); Demand-supply Management; Advertising, Branding and Packaging of Services, Pricing of services.

#### **Unit IV**

Services failure, service recovery, Customer retention, Customer Relationship management, Designing of service strategy, Concepts of Marketing of financial services, tourism services, health services.

### **Text Books:**

1. Lovelock, Writz, Chatterjee. - Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi
2. Rajendra Nargundkar, Services Marketing, Tata Mcgraw Hill

### **Reference Books:**

1. P.Srinivasan, Services Marketing. PHI
2. Zeithaml, V. A and Bitner, M. J. Services Marketing. New York, McGraw Hill,
3. Bhattacharjee, Services Marketing, Excel Books

4. Apte, Govind, Services Marketing, Oxford University Press.
5. Nargundkar – Service Marketing, TMH.
6. Nimit& Monika Chowdhary, Text book of Marketing of Services: The Indian Experience, MacMillan India Limited

### CO-PO & PSO Correlation

Course Name: Services Marketing												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1				1	3			
CO2:	1	2		2			1		2	2	3	2
CO3:	1					2			2	3		3
CO4:	1	2		2				1	2		2	

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Investment Management I</b>	<b>Course Code:</b>	<b>FIN-B 501</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** To familiarize the students with the concepts of Investment Management.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
-----------	----------------

CO1	Understand basics of investment management-risk and return.
CO2	Understand risk and its measures.
CO3	Analyzing methods of creating a portfolio.
CO4	Create own optimal portfolio.

### **Syllabus:**

#### **Unit-I**

Introduction to Investment Management, Financial assets, Risk and return, holding period return, Average returns: arithmetic, geometric and dollar-weighted, effective annual return, return over a time period, return under different scenarios,

#### **Unit-II**

Measures of risk, Normal distribution and its importance, standardized returns, Value at Risk, risk premium, risk a version, investor's degree of risk a version, Sharpe ratio, inflation and interest rates, nominal and real interest rates.

#### **Unit-III**

Risk and return of a portfolio, capital allocation line, diversification and portfolio risk, systematic and unsystematic risk, three rules of two risky assets portfolio, mean-variance criterion, portfolio optimization, Markowitz model, efficient frontier, optimal portfolio with a risk-free asset.

#### **Unit-IV**

Efficient diversification with many risky assets, the preferred complete portfolio and these parathion property, Index model, security characteristic line.

### **Text Books:**

1. Bodie, Kane & Marcus –Investments, McGraw-Hill Publications.
2. Reilly&Brown-InvestmentAnalysisandPortfolioManagement–CengagePublications.

### **Reference Books:**

1. Sharpe, Alexander & Bailey–Investments-Prentice Hall of India.
2. Markowitz, H.(1952). Portfolio selection. The journal of finance, 7(1),77-91.

<b>Course Name: Investment Management I</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	3	3	1	1	1	2	2	2	3	3	2	3
<b>CO2:</b>	3	2			1	3		1	3	2	3	2
<b>CO3:</b>	3	2	1			2	2	2	3	2	2	3
<b>CO4:</b>	3	3		1		2		1	3	3	2	2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Indian Financial Systems</b>	<b>Course Code:</b>	<b>FIN-B 502</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** To familiarize the students with the Indian financial system.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
------------------	-----------------------

## School of Management

CO1	Understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
CO2	Develop and identify thorough grasp of Money Market and its Instrument, Capital Market, Merchant Banks and Mutual fund.
CO3	Analyze, discover and survey merchant banking, Financial Market, Depository Receipt, hire purchase and leasing system and explain the credit rating process adopted by the various institution.
CO4	Demonstrate Mutual Fund works, synthesis and develop many idea of Investment like Depository Receipt, Venture Capitalist and Angel Investing.

### **Syllabus:**

#### **Unit-I**

Introducing various components of the Indian financial system: financial markets, financial institutions, financial services. Classification of the Indian financial market, characteristics and functions of the financial market, introducing the money market and capital market. Introduction to primary market, functions of primary market, Underwriting, methods of floating new issue, Principal steps of a public issue, Issue pricing, Case on IPO, what is a stock exchange, recognition of stock exchanges, listing of stocks, registration of brokers, online trading system.

#### **Unit-II**

Money market - call money market, major characteristics of call money market, operations in the call money market, participants of call money market, purpose of call money market, Certificate of Deposits, features of CDs, RBI guidelines on CDs, format of CDs, payment of certificate, reporting, Commercial Bill, types of commercial bills, operations in bill market, New Bill Scheme 1970, Commercial Paper, features of Commercial Papers, RBI Guidelines on commercial papers, issuing and paying agent, Treasury Bills, types of treasury bills, operations and participants.

#### **Unit-III**

Merchant Banking, Origin, merchant banking in India, scope of merchant banking, categories of merchant banks, services of merchant banks, Leasing, origin and development, classification, difference between Operating and Financial

## School of Management

Lease, advantages & disadvantages of leasing, Hire Purchase, difference between leasing and hire-purchase, cases on leasing.

### Unit-IV

Mutual Fund, History, classification, structural arrangement, Net Asset Value, Advantages of investing in mutual funds, Depository Receipts, ADRs and GDRs, mechanism, features of depository receipts, Government Securities Market, features of government securities, terms and conditions applicable to government securities, types of government securities, repos, Primary Dealers, Retail Debt Market, Venture Capital, features, scope of venture capital, methods of venture financing in India, venture capital players in India, case on venture capitalism. Angel Investing.

### Text Books:

1. Gordon and Natarajan - Financial Markets and Services, Himalaya Publications.
2. Bhole and Mahakud, Financial Institutions and Markets, McGraw Hill Publications.

### Reference Book:

1. Jeff Madura - Financial Institutions and Markets, Cengage Publications.

### CO-PO & PSO Correlation

Course Name: Indian Financial Systems												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			1			2	2	2	2	3
CO2:	2	2	2	1				2			2	
CO3:		3				2	3	2	2	3	3	
CO4:		2					2	2		2		3

**Note:** 1: Low 2.: Moderate 3: High

Programme:	BBA	Semester:	V
Name of the Course:	Management of Family-owned Business	Course Code:	FBM-B 501



## School of Management

<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course zeroes in on the distinctive culture, the unique strengths, and the complexities and challenges of the family-controlled business. This course provides a wealth of insight into the generational vicissitudes of the survival and growth of the family businesses.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Analyze the models of family firms.
CO2	Identify the dimensions of a three dimensional developmental Model.
CO3	Evaluate the different types of family businesses.
CO4	Analyze the structures and plans for guiding development of family businesses.

### **Syllabus:**

#### **Unit-I Introduction to Management of Family-Owned Business**

Who are the family firms? Conceptual models of family firms-the three-circle model of family businesses, building a developmental model of family business.

#### **Unit-II The Three-Dimensional Developmental Model**

The ownership developmental dimension – the controlling owner stage, the sibling partnership stage and the cousin consortium stage; the family developmental dimension- young business family, entering the business, working together and passing the baton; the business developmental dimensions-start-up, expansion/formalization, maturity.

#### **Unit-III Four Classis Family Business Types**

Founders and the Entrepreneurial Experience, the growing and evolving family business, the complex family enterprise, the diversity of successions: different dreams and challenges.

#### **Unit-IV Managing the Developing Family Business**

## School of Management

---

Structures and Plans for Guiding Development- shareholder meetings, board of directors and advisers, plans in the ownership dimension, the family council, the family plan, forming a management development team, the management development plan, coordinating structures and plans. Consulting with family businesses-phases of consultations, interventions across developmental stages. Lessons from the life cycles.

### **Text Books:**

1. Kelin E. Gersick, John A. Davis, Marion Mc Collom Hampton and Ivan Lansberg: Generation to generation – life cycles of the Family Businesses, Harvard Business School Press
2. Kavil Ramachandran: The 10 Commandments for Family Business, Sage Publication

### **Reference Books:**

1. Peter Leach: Family Businesses-The Essentials, Profile Books
2. Peter Leach and Tatwamasi Dixit: Indian Family Business Mantras, Rupa Publications India

### **CO-PO & PSO Correlation**

<b>Course Name: Management of Family-owned Business</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	3		1			2			3		3	
<b>CO2:</b>		3			3		3	2		2		2
<b>CO3:</b>				3	2					3	2	
<b>CO4:</b>	1		2			2		3			3	

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>V</b>
<b>Name of the Course:</b>	<b>Managing People in Family Business</b>	<b>Course Code:</b>	<b>FBM-B 502</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The objective of this course is to acquire an insight into the role and responsibilities of the people function, learn about the different systems within people management recognize their strategic contribution to business and organizations; Identify the necessary managerial skills and competencies required for people management and work on an action plan to develop these.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Develop the understanding of the concept of Family Business Management.
CO2	Identify and describe key elements of entrepreneurship in relation to family business organizations.
CO3	Develop understanding of the distinctive advantages & unique challenges faced by the family businesses.
CO4	Apply your business skills to address issues or problems facing existing family firms.

### **Syllabus:**

#### **Unit-I Introduction to family business:**

Nature, Importance, and Uniqueness of Family Business; Building Trust and Commitment; Ownership of an Enterprise

#### **Unit-II Leading the family business - succession and transition:**

## School of Management

---

Succession – Continuing Entrepreneurship and the Next Generation; Succession and the Transfer of Power; Key Nonfamily Management

### **Unit-III Managing the family business - Best Practices:**

Family Business Governance; Family Communication; Change, Adaptation and Innovation – The Future of Family Business; Compensation and Benefits

### **Unit-IV Negotiation and Dispute Resolution:**

Understanding concept of conflict, dispute and negotiation, Types of Negotiations, Mechanism of Resolving disputes

#### **Text Books:**

1. Mukesh Bhatia, Family Business Management, Regal Publication
2. Peter Leach, Family Businesses – The Essentials, Profile Books

#### **Reference Book:**

1. Managing the Family Business: Theory and Practice, Thomas Zellweger, Edward Elgar Pub

### CO-PO & PSO Correlation

Course Name: Managing People in Family Business												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	2					2			2	3		
<b>CO2:</b>	2			3				2			2	3
<b>CO3:</b>		1	2						3		2	
<b>CO4:</b>		1			2		2			2		3

**Note:** 1: Low 2.: Moderate 3: High

### SIXTH SEMESTER

Course Code	Course Title	Periods per week			Scheme of Examination and Marks			Credits: L+(T+P)/2	
		L	T	P	PRE		ESE		Total Marks
					Mid Sem	TA			
MGT-B 601	Business Strateg	3	1	-	20	30	50	100	4
MGT-B 602	Entrepreneurship	3	1	-	20	30	50	100	4
MGT-B 603	International Business	3	1	-	20	30	50	100	4
MGT-B 604	Professional Development II	2	1	-	20	30	50	100	3
MGT-B 605	Dissertation Work	-	-	4	-	-	100	100	2
	Elective 1	3	1	-	20	30	50	100	4
	Elective 2	3	1	-	20	30	50	100	4
	<b>Total</b>	<b>17</b>	<b>6</b>	<b>4</b>	<b>120</b>	<b>180</b>	<b>400</b>	<b>700</b>	<b>25</b>

### SIXTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
HRM-B 601	HR	Performance Management Systems
HRM-B 602	HR	Compensation and Benefits Analysis
MKT-B 601	Marketing	Sales & Distribution Management
MKT-B 602	Marketing	Advertising and Brand Management
FIN-B 601	Finance	Investment Management-II

## School of Management

FIN-B 602	Finance	Financial Derivatives
FBM-B 601	Family Business	Entrepreneurial Marketing
FBM-B 602	Family Business	Managing Finance in Family Businesses

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Business Strategy</b>	<b>Course Code:</b>	<b>MGT-B 601</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course is to make the students understand how managers coordinate different functional areas, resources, and systems inside a company and align them with the external environment to enhance overall performance. The students will gain knowledge of strategic management tools and frameworks, and apply them to real business contexts Process diverse business and industry information to diagnose strategic issues, evaluate strategic alternatives, and formulate a coherent and actionable strategic plan.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Understand the concepts of various schools of thought for the formulation of strategies and their importance in the corporate world.
CO2	Analyze the process of strategy formulation by applying various tools of strategy making.
CO3	Demonstrate how to pursue strategies.
CO4	Evaluate various strategies and create strategies independently for companies to gain a competitive advantage over competitors.

**Syllabus:**

## School of Management

---

### **Unit-I Introduction to Strategic Management**

The Importance of Strategic Management, Schools of thought in Strategic Management, Strategic Intent, Process and Roles, The Fit Concept and the Configurational Perspective in Strategic Management, Dimensions and Levels of Strategy

### **Unit-II Strategy Formulation**

Environmental Analysis, Internal Analysis, Long-term Objectives and Goals, Strategic Choice

### **Unit-III Competitive Strategy**

Five Forces that Shape Strategy, Generic Strategies, Generic Strategies and the Value Chain

### **Unit-IV Corporate Strategy**

The Motive for Diversification, Related and Unrelated Diversification, Business Portfolio Analysis

### **Unit-V Strategy Implementation**

Methods of Pursuing Strategy, Strategic Analysis and Choice, Structure, Systems and People, The 7S Framework

### **Unit-VI Recent Advances**

Core Competence as the Root of Competitive Advantage, Business Processes and Capabilities-based Approach to Strategy

#### **Text Books:**

1. Strategic Management by Azhar Kazmi & Adela Kazmi, Fourth Edition, Tata-McGraw-Hill.
2. Strategic Management by A.Nag, First Edition, Vikash Publishing.

#### **Reference Books:**

1. Strategic Management-The Indian Context by R.Srinivasan, PHI.
2. Business Policy & Strategic Management by P. Sabha Rao, Himalaya Publishing.

### CO-PO & PSO Correlation

<b>Course Name: Business Strategy</b>												
	<b>Program Outcomes</b>								<b>PSOs</b>			
<b>Course Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1</b>	2								2		2	
<b>CO2</b>		2			2					3		3
<b>CO3</b>				1		2	3	2			3	
<b>CO4</b>			2					2		3		2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Entrepreneurship</b>	<b>Course Code:</b>	<b>MGT-B- 602</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This subject expose student to the objectives, challenges, and requirements for effectively managing own business and enhance entrepreneurial skills.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the concept of entrepreneurship, Identify the characteristics and Types of entrepreneurial approaches.
CO2	Analyze the important skills required to become successful entrepreneur. Also determine the entrepreneurial decision process.
CO3	Evaluate and execute the business ideas by proper application of feasibility analysis.
CO4	Estimate the required resources through Industry & competition analysis, environment analysis and financial feasibility analysis.



CO5	Create and start the business plan in synchronization with Marketing, Organizational, Financial and Operations Plans.
-----	---

### **Syllabus:**

#### **Unit-I Introduction to Entrepreneurship**

Definition and concept of entrepreneur, characteristics of an entrepreneur, classification of entrepreneurs, women entrepreneurs, nature and importance of entrepreneurs.

#### **Unit-II The Entrepreneur**

Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.

#### **Unit-III Entrepreneurship Development**

Idea Generation & Evaluation - Sources of business ideas, how to find & assess ideas; Feasibility Analysis - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

#### **Unit-IV The Business Plan & the Start-up**

The Business Plan: creating and starting the venture, Business Model, The Marketing Plan, The Organizational Plan, The Financial Plan, and The Operations Plan.

#### **Text Book:**

1. Vasant Desai, The Dynamic of Entrepreneurial Development and Management, Himalaya Publishing House, 2017 Edition.

#### **Reference Book:**

1. Rajeev Roy, Entrepreneurship, Oxford Higher Education ,2018 Edition

### **CO-PO & PSO Correlation**

Course Name: Entrepreneurship												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>		2		2		2	2		2		2	
<b>CO2:</b>	1		1	2	2			2		3		
<b>CO3:</b>		2					2			2		3
<b>CO4:</b>	1	1					2	2	2			
<b>CO5:</b>	2	2			2	2	1	1		2		

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>International Business</b>	<b>Course Code:</b>	<b>MGT-B- 603</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course will familiarize the students with various concepts of an international business.

**Course Outcomes:** After completion of the course students will be able to:

CO Number	Course Outcomes

## School of Management

CO1	Understand the concepts of globalization and analyze the role of FDI in economic growth of a country.
CO2	Analyze the difference in the economic systems of various countries and evaluate the role of human index and innovation & entrepreneurship on the economic growth of a country.
CO3	Evaluate the different trade theories to explain trade flows between various nations.
CO4	Evaluate the effectiveness of regional economic integrations and understand the international monetary system.

### **Syllabus:**

#### **Unit-I Globalisation**

Meaning of Globalisation, Globalisation of market and production. The emergence of global institutions. Foreign investments, types of foreign investments. Pros and cons of FDI, the changing scenario of FDI in India, government policy instrument and FDI, FDI in world economy.

#### **Unit-II Political Economy and Economic Development**

Meaning of Development. Political economy and economic progress, role of innovation and entrepreneurship in economic growth. HDI (Human Development Index), role of human development in economic growth.

#### **Unit-III International Trade Theories**

Benefits and pattern of international trade. Trade theories: Mercantilism, Absolute cost advantage theory, Comparative cost advantage theory and Heckscher-Ohlin theory and Leontief paradox.

#### **Unit-IV Regional Economic Integration and International Monetary System**

Overview of Regional Integration, Types of Integration, Regional Trading Arrangements, India and Trade Agreements. Levels of regional economic integration. European Union, NAFTA, SAFTA. International Monetary System: IMF, World Bank. Global Sourcing – advantages and disadvantages. Challenges for Indian businesses.

### **Text Books:**

## School of Management

---

1. International Business: Competing in the global market place, 7th Ed. by Charles W.L. Hill, G. Hill, Thomas M. Hult & Rohit Mehtani, McGraw Hill Education, Spl Indian Edition.
2. International Business: 4th Ed. by Aswathappa K.-New Delhi: McGraw Hill Education

### Reference Books:

1. International business, 1st Ed./By Joshi Rakesh Mohan, Oxford University Press, 2009
2. International business ,4th Ed./ by Paul Justin –New Delhi: PHI,2009

### CO-PO & PSO Correlation

Course Name: International Business												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			2						3	
CO2:				2			3		2	2		
CO3:		3				1		1		3		3
CO4:			2		3					3	2	

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Professional Development II</b>	<b>Course Code:</b>	<b>MGT-B 604</b>
<b>Credits:</b>	<b>3</b>	<b>No of Hours:</b>	<b>3 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The Professional Development course is designed to improve the ability of students to describe their accomplishments and sell their ideas in situations like professional networking, company meetings, response to proposals for services, and interviews. It teaches writing skills and workplace integration for new jobs. Particular emphasis is put on verbal communication and preparation for verbal communication.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Understand the basic aspects of professional development.
CO2	Developed the skills set to enhance the professionalism.
CO3	Apply the concepts of professional development in daily life.
CO4	Create the writing skills and workplace integration for new jobs.

### **Syllabus:**

#### **Unit-I Self Introspection**

Learning Competency Model, Personal Profiling, Skills List, Self-Promotion, introducing oneself, Self-Analysis, who am I.

#### **Unit-II Art of Writing Cover Letter & Resume**

Preparing to Write, writing a Winning Resume, choosing a Resume Format, Writing a Winning Cover Letter

#### **Unit-III Group Communication**

GD and Debate, Types of GD, Personality Traits to be evaluated, Dynamics of Group Behaviour, DOs and DON'Ts of GD.

#### **Unit-IV Meetings**

Need, importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, Business etiquettes – netiquettes, telephonic & table etiquettes.

#### **Unit-V Interview and Etiquettes**

## School of Management

---

Job Interview, Types of Interviews, Preparations for the interview, Interview Questions & Answers, Analysis and Interpretation of responses, Interview Etiquettes, Dress Code, Tips for Success, Mock Interview, Employability Quotient.

### **Text Books:**

1. Soft Skills, 2015, Career Development Centre, Green Pearl Publications.
2. Jeff Butterfield, Soft Skills for Everyone, Cenage Learning, Delhi, 2014

### **Reference Book:**

1. Stephen E. Lucas, The Art of Public Speaking, Third Edition, Singapore: McGraw-Hill, 1989
- Sonya Hamlin, how to Talk so People Listen, New York: Throson, 1993

### **CO-PO&PSO Correlation**

<b>Course Name: Professional Development II</b>												
<b>Course Outcomes</b>	<b>Program Outcomes</b>								<b>PSOs</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	3		2		2	1		1			2	
<b>CO2:</b>	3				2					2		
<b>CO3:</b>	2	3		1		2			2	3		2
<b>CO4:</b>		2	2			2		3		2		3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
-------------------	------------	------------------	-----------

<b>Name of the Course:</b>	<b>Dissertation work</b>	<b>Course Code:</b>	<b>MGT- B 605</b>
<b>Credits:</b>	<b>2</b>	<b>No of Hours:</b>	<b>2 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** In the fourth semester there will be comprehensive viva voce. A student has also to prepare a report on the topic related to management under guidance of a faculty by collecting data from primary or secondary sources and submit two copies of the dissertation to the department before the commencement of the fourth semester end semester examination. The evaluation of the dissertation and viva voce will be conducted by a panel consisting of internal faculties and external subject experts appointed by the University.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Identify and analyses the research topic.
CO2	Prepare report on the research topic.

### **Syllabus:**

student shall, in his/ her final semester, carry out dissertation thesis work under the overall supervision of a supervisor (allotted). Normally only regular faculty of the SOM concerned shall be allowed to supervise a thesis work.

1. The topic of a thesis must be finalized with the consent of supervisor (faculty) allocated to the particular students based upon at least two research papers (reviewed journals such as UGC recognized).
2. No person, other than a faculty of the School (SOM), shall be permitted to supervise the thesis work.
3. Every student shall, before the end of final semester, apply to the Co-coordinator concerned based up on allotment of suitable topic for carrying out thesis work.
4. The student shall indicate clearly and extensively in the preface to his/her thesis and specially in notes:

## School of Management

---

- A. The source from which referred information is taken;
- B. The extent to which he/she has availed himself/ herself of the work of others and the portion of the thesis he/she claims to be his/ her original.
- C. Declare, if allocable, whether his/ her thesis work has been conducted independently or in collaboration with others.
- 5. No student shall be allowed to submit his/her interim thesis (at the end of the final semester) or to deliver the seminar on thesis/ interim thesis, as the case may be, unless he/ she was present and actually carried out thesis related work on 75% of the working days during the semester concerned.
- 6. Submission of Term Paper
  - A. Students are required to submit thesis Paper within the date mentioned in the Academic Calendar of each Academic Session.
  - B. An Assessment Committee consisting of HOD (MS) or a senior member of the faculty as Chairman and at least three faculty members of the department shall conduct the seminar on thesis Paper.
  - C. The final grade on Term Paper shall be computed by the Assessment Committee and shall be forwarded to the Examination Section of the School.
  - D. Format of Thesis

**Format AND Article Length:** - Article files should be provided in Microsoft Word format. The thesis Paper will normally be of 30 to 40 pages and will not exceed 50 pages.

**Abstract:** Maximum is 250 words in total (including keywords and article classification).

**Keywords:** The maximum number of keywords is 4.

**References:** References to other publications must be in **APA** style and carefully checked for completeness, accuracy and consistency.

**A master thesis should follow the following guidelines:**

Font type: Times New Roman, running text font size 12, heading text font size 14 Bold, Paragraph spacing 12 pts, line spacing 1.5, uniformity in bullets and numbering, Uniformity in labelling picture /images /graphs / tables etc. APA style in references must be followed.



The report should have the following contents in case of empirical research. It may vary in case of theoretical/conceptual research work.

- Title Page
- Declaration by Student
- Certificate from Supervisor
- Acknowledgement
- Abstract
- List of Tables
- List of Figures
- Table of Contents

### Chapters:

- 1) Introduction
- 2) Literature Review
- 3) Research Methodology
- 4) Data Analysis
- 5) Result & Discussion
- 6) Findings & Recommendations
- 7) Conclusion
- 8) References
- 9) Annexure

### Text Book:

1. C.R.Kothari, Research Methodology , New Age International, New Delhi

### Reference Book:

1. Malhotra, Naresh; Market Research, Prentice Hall of India

### CO-PO & PSO Correlation

Course Name: Dissertation work												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2			2		2	2	3		2

<b>CO2:</b>	2	2	2	1	2		2	2		2	2	
-------------	---	---	---	---	---	--	---	---	--	---	---	--

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Performance Management Systems</b>	<b>Course Code:</b>	<b>HRM-B 601</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The course provides students the opportunity to draw upon and enhance their professional knowledge learned and applied throughout their coursework and allows them to reflect upon this body of knowledge. This course will also permit the students to combine their prior professional knowledge, career planning, and mentoring experiences to formulate a final action plan for a lifelong commitment to learning, career, and socially responsible behavior.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Define the outline of the core objectives of performance management.
CO2	Relating the key stages of performance management cycle and differentiate between performance management and performance appraisal.
CO3	Determine the organizations performance management process.
CO4	Apply different approaches of talent management.

### Syllabus:

#### Unit-I

Overview of Performance: Concept, characteristic, role and significance of performance; performance appraisal vis- à-vis performance management, process

## School of Management

---

of performance management; performance management and strategic planning linkages.

### **Unit-II**

Performance Planning and goal setting, performance and training, performance feedback coaching and counselling.

### **Unit-III**

Performance Management framework: Definition and coverage, reason for undertaking PM, PM Process, Diagnosis and Bench marking, Setting Performance standards, Performance measurement, Review of performance, Rewarding Performance through Financial and Non-Financial aspects. Understanding different components of compensation packages like fringe benefits, perks, incentives and retirement plans.

### **Unit-IV**

Performance Management Techniques: Guiding, Coaching, Counselling, Balanced Scorecard, Pay for performance, Training & Development, Mentoring.

### **Unit-V**

Performance Management Strategy: Reward based performance management, Career based performance management, Team based performance management, Culture based performance management, Measurement based performance management, Competency based performance management, Leadership based performance management.

### **Text Books:**

1. Cardy, Robert L., Performance Management: Concepts, Skills and Exercise, PHI, New Delhi.
2. Aguinis, Herman, Performance Management, Pearson Education, Inc. Kandula,

### **Reference Book:**

1. Rao, T.V., Performance Management and Appraisal Systems, Response Bank, New Delhi.

### **CO-PO & PSO Correlation**

<b>Course Name: Performance Management Systems</b>		
	<b>Program Outcomes</b>	<b>PSOs</b>

Course Outcome	1	2	3	4	5	6	7	8	1	2	3	4
<b>CO1:</b>	2	1		2				2	3	2		2
<b>CO2:</b>			2				2			2	3	
<b>CO3:</b>	1		1			2		1				
<b>CO4:</b>	2	1			1		2		2		2	3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Compensation and Benefits Analysis</b>	<b>Course Code:</b>	<b>HRM-B 602</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course is designed to promote understanding of issues related to the compensation or rewarding human resources in the corporate sector, public services and other forms or organizations and to impart skills in designing, analyzing and restructuring reward management systems, policies and strategies.

**Course outcomes:** After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand Compensation System and its designing for cost effectiveness.
CO2	Understand the strategic compensation system applying various tools and techniques for effective decision making to achieve organizational objective.
CO3	Gain skills and knowledge necessary to measure and manage the performance linked with compensation.

CO4	Ability to correct failures in a compensation system through various compensation laws and institution/machineries.
-----	---

### **Syllabus:**

#### **Unit-I**

Overview of compensation: Meaning, Importance of compensation, Elements of compensation, Factors influencing Effective compensation, Compensation process, Designing Compensation System, Strategic Compensation System. Wage concepts: Minimum, Fair and Living wage; Compensation Philosophies, Conceptual and theoretical understanding of economic theory.

#### **Unit-II**

Employee satisfaction and motivational issues in Compensation; Executive Compensation; Differentials; Internal and External Equity in Compensation system.

#### **Unit-III**

Performance management framework: Definition and coverage, reason for undertaking PM, PM Process, Diagnosis and Bench marking, Setting Performance standards, Performance measurement, Review of performance, Rewarding Performance through Financial and Non- Financial aspects. Understanding different components of compensation packages like fringe benefits, perks, incentives and retirement plans.

#### **Unit-IV**

Laws relating to Workmen Compensation: Workmen's compensation Act, Minimum Wages act, Payment of Wages act, Payment of bonus act, Provident fund act, Equal Remuneration Act.

#### **Unit-V**

Institution/machineries related to Reward system: Wage boards, pay commission. Government, public and private sector compensation, Wage and productivity: Concepts and regulations.

#### **Text Books:**

1. Bhattacharya, Compensation Management, ISBN: 9780195698374, Oxford University Press

## School of Management

2. P.R.N. Sinha, "Industrial Relations, Trade Unions & labour Legislations", Pearson Education.
3. P.S. Rao, "Personnel & Human Resource Management", Himalaya Publishing house.
4. Kanchan Bhatia, "Compensation Management", Himalaya Publication House.

### Reference Books:

1. C.B. Memoria. "Dynamic of Industrial Relations in India" Himalaya Publishing House
2. Performance Appraisal and Compensation Management: A Modern Approach, Dewakar Goel, PHI
3. Compensation Management in a Knowledge - based World, 10/e, Richard I. Henderson, Pearson Education

### CO-PO & PSO Correlation

Course Name: Compensation & Benefits Analysis												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2			3			2	2	2		
CO2:	3	2	2		2		2	2		2	2	
CO3:	3	3	2	2	2	2	2	2			2	2
CO4:	2	3	2		2	3	2	2		2	2	2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Sales &amp; Distribution Management</b>	<b>Course Code:</b>	<b>MKT-B 601</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** The reason of learning of this course is to expose the students to get the knowledge of salesmanship and train them to face the challenge of sales. The students will learn the techniques of selling.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understanding of the various roles, responsibilities and policies of sales function.
CO2	Understanding to manage, motivate and lead sales force.
CO3	Ability to design and implement various channel strategies.
CO4	Plan and implement an effective sales strategy for their organizations.
CO5	Framing policies and plan for sales organization and channels.

### **Syllabus:**

#### **Unit-I**

Concept of sales, evolution of sales department, objectives of sales management, sales executive as a coordinator, types of personal selling objectives, analysing market potential, market indexes.

#### **Unit-II**

Organising sales effort- Nature of sales management position, function of sales executive, relationship with managers, compensation for sales executive. Sales organization- Purpose of sales organization, setting up a sales organization, sales organizational structure.

#### **Unit-III**

Sales force management- Recruiting sales personnel-sources of sales force recruitment, recruiting effort, organisation for recruitment, selecting sales force, planning sales training programs, evaluation sales training programs.

#### **Unit-IV**

Motivating sales personnel- Motivational help from management, need gratification & motivation, motivation and leadership, motivation and communication. Compensating sales personnel- Requirements of a good sales compensation plan, devising a sales compensation plan, types of compensation plans, fringe benefits.

#### **Unit-V**

Controlling the sales effort- Sales budget- purpose of sales budget, content, budgetary process. Quotas-Objectives, types and administering the sales quotas.

## School of Management

---

Sales territories- Concept of sales territory, reason for establishing sales territories, setting sales territories, assigning the sales personnel to territories.

### **Text Book:**

1. R.R.Still, E.W. Cundiff & N.A.P. Govoni, Sales Management, Pearson, 5th Edition,2014.

### **References Books:**

1. T.K.Panda & S. Sahadev, Sales and Distribution Management, Oxford, 2nd Edition, 2014.
2. K.Havaldar& V.Cavale , Sales and Distribution Management, McGrawHill,2011.

### **CO-PO & PSO Correlation**

<b>Course Name: Sales &amp; Distribution Management</b>												
<b>Course Outcomes</b>	<b>Program Outcomes</b>								<b>PSOs</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CO1:</b>	1		2	2		1		2	3			2
<b>CO2:</b>	1	2			1	2				3	2	
<b>CO3:</b>	1	2			1	2	2			3	2	
<b>CO4:</b>	2	1			1	1		1	3	2		
<b>CO5:</b>	1		2	2		1		2		2	2	2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Advertising and Brand Management</b>	<b>Course Code:</b>	<b>MKT-B 602</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		



## School of Management

---

**Course Description:** This course appraises the students about the concepts, techniques for developing an effective advertising and sales promotion program keeping pace with the ever-changing consumer behaviour.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Describe the concepts, nature and trends of advertising and understand the working of modern advertising agency.
CO2	Apply the various advertising model in the development of an overall advertising and promotional plan.
CO3	Demonstrate how product planning and development concepts may be applied to marketing strategy.
CO4	Analyze and evaluate the product portfolio of various firms to develop effective promotional plan.

### **Syllabus:**

#### **Unit-I Introduction**

Definition, objectives, Functions and classification of advertising, Advertising Agency: Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

#### **Unit-II Advertising as communication**

Advertising versus other forms of mass communication, planning the communication program, the communication mix, building of advertising program: Creative Strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

#### **Unit-III Product**

Basic concept, product planning and development: New Product Development process, Research techniques used in the process, Product development strategies: Idea generation, Concept testing, Concept evaluation, Product testing, Pre-test Marketing and Test Marketing, Launching strategies for new product.

#### **Unit-IV**

## School of Management

---

Product lifecycle Management, Product Portfolio Analysis and Management, Product line Management, Industrial Products and Services, Consumer Products & Services (Durables & FMCG), Marketing and Management of information products and services.

### Text Books:

1. Varma Harsh. V, Brand Management, Excel Books.
2. T. K. Panda-Building Brands in Indian Market-Excel

### Reference Books:

1. Lehman Donald, Winer Russell, Product Management, TMH.
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI

### CO-PO & PSO Correlation

Course Name: Advertising & Brand Management												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2				2			2
CO2:	1	2			2		2	2	2	2	2	
CO3:			3		1		2		3	3		2
CO4:		2			1				2			3

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Investment</b>	<b>Course Code:</b>	<b>FIN-B 601</b>

	<b>Management II</b>		
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course will familiarize the students with the concepts of Security Analysis.

**Course outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand basics of investment management-risk and return.
CO2	Understand asset pricing models.
CO3	Analyzing stocks fundamentally and technically.
CO4	Analyzing investment in bonds.

### **Syllabus:**

#### **Unit-I**

Review of Markowitz model, efficient frontier, optimal portfolio with a risk-free asset, efficient diversification with many risky assets, Capital asset pricing model, assumptions, implications of assumptions, market portfolio, market risk premium, beta, security market line, alpha stock.

#### **Unit-II**

CAPM and the single index model, Arbitrage Pricing theory, multifactor model, Fama-French Model, Using CAPM and multifactor models for investment decision making, Efficient Market Hypothesis, forms of market efficiency, tests for each form.

#### **Unit-III**

Fundamental analysis of stock, Economy and industry analysis, financial statement analysis and equity valuation, Technical analysis, assumptions, charts – line, OHLC, candlesticks, Candlestick analysis: three candle pattern, moving

## School of Management

---

average, SMA, EMA, MACD, momentum oscillators, RSI, stochastic indicator, Williams %R, money-flow index, Bollinger bands, Dow theory, Rate of change, Head and Shoulders, Triangles.

### Unit-IV

Bond valuation, Yield to maturity, current yield, clean price and dirty price, Yield curve, term structure of interest rates, types of bonds.

Use of spreadsheet should be encouraged, wherever possible.

### Text Books:

1. Bodie, Kane & Marcus – Investments, McGraw-Hill Publications.
2. Reilly & Brown - Investment Analysis and Portfolio Management – Cengage Publications.

### Reference Books:

1. Sharpe, Alexander & Bailey – Investments- Prentice Hall of India.
2. Sharpe, W. F. (1964). Capital asset prices: A theory of market equilibrium under conditions of risk. The journal of finance, 19(3), 425-442.

### CO-PO & PSO Correlation

Course Name: Investment Management II												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	1	1	1	2	2	2	3	3	2	3
CO2:	3	2			1	3		1	3	2	3	2
CO3:	3	2	1			2	2	2	3	2	2	3
CO4:	3	3		1		2		1	3	3	2	2

**Note:**1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Financial derivatives</b>	<b>Course Code:</b>	<b>FIN-B 602</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course offers lectures and case studies to impart teaching and learning to familiarize the students on various tools and techniques of risk management through financial derivatives instruments.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the use of financial derivatives instruments to reduce the risk.
CO2	Determine the type of traders in the derivative market and the purpose of participation in the market.
CO3	Apply the concepts of options trading strategies in the derivatives market.
CO4	Analyze the option pricing model to calculate the real option upfront premium.
CO5	Evaluate the hedging schemes prevailing in the derivative market.

### **Syllabus:**

#### **Unit-I Introduction**

Meaning and purpose of derivatives. Forward contracts, future contracts, options, swaps and other derivatives, Types of traders, Trading future contracts, specification of the future contracts, operation of margins, settlement and regulations. Source of Financial Risk: Credit vs market, default risk, foreign exchange risk, interest rate risk, purchasing power risk, etc. Systematic and non-systematic risk.

#### **Unit-II Future and Forward**

## School of Management

---

Hedgers and speculation, Future contracts, Future markets-cleaning house, margins, trading future positions and taxation, Future prices and spot prices, Forward prices vs future prices, Future vs Options.

### Unit-III Options and Option Pricing

Options: Types of options, option trading, margins, valuation of options, Binomial Option Pricing Modal, Black Scholes model for all options, Valuation of put options, Index options, option market-exchange traded options, over and counter options, quotes, trading, margins, clearing, regulation, Future prices and spot prices, Forward prices vs future prices. Future vs options.

### Unit-IV Managing Market Risk

Hedging Schemes- delta hedging, theta, gamma, relationship in delta, theta and gamma, Vega and Roth, Mechanics of interest rate swaps, Currency swaps and its valuation, Credit risk and swaps.

#### Text Books:

1. Rajiv Srivastava: Derivatives and Risk Management, Oxford University Press
2. Financial Derivatives: S.L.Gupta, PHI

#### Reference Books:

1. Marshall John F and V.K.Bansal: Financial Engineering- A complete guide to Financial innovation, Prentice hall inc. New Delhi.
2. Chance.Don M. An introduction to Derivatives, Dryden Press. International Edition.

### CO-PO & PSO Correlation

Course Name: Financial Derivatives												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1			1			2			3
CO2:		2			2				2			
CO3:		2	1				2		2		3	
CO4:	1			2		1		3		2		
CO5:		2			1				3			2

**Note:** 1: Low 2.: Moderate 3: High

<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Entrepreneurial Marketing</b>	<b>Course Code:</b>	<b>FBM-B 601</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course aims to introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services, to apply marketing theory and concepts to family businesses, to use marketing concepts to make a Business Decision and to improve familiarity with current challenges and issues in marketing.

**Course Outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcome</b>
CO1	Understand the basics of entrepreneurship marketing and using marketing to create a new business.
CO2	Identify the application of various marketing techniques to enhance entrepreneurial marketing.
CO3	Explain the importance of segmentation, targeting and positioning for creating the competitive market and customer development.
CO4	Evaluate the entrepreneurial marketing mix for developing the new firm's marketing and sales capabilities.

### **Syllabus:**

#### **Unit-I Introduction to Entrepreneurial Marketing**

## School of Management

---

Using marketing to create a new business with radically new product ideas, developing your business model, Products don't sell, solutions do, beyond stereotypes

### **Unit-II Identifying an application and market**

Identifying Entrepreneurial Opportunities, Innovation and Technology, Viral Marketing, Ambush Marketing, Guerilla Marketing, Digital Marketing, Search Engine Marketing, Mobile Marketing and Database Marketing.

### **Unit-III Segmentation, Targeting and Positioning**

Segmentation, Positioning, Adoption, diffusion, and understanding lead customers (pioneers and early adopters), Competitive and market considerations, the customer development process.

### **Unit-IV Entrepreneurial Marketing Mix**

Entrepreneurial Pricing, entrepreneurial sales and distribution, Entrepreneurial promotions, Developing a marketing and sales Programme, Entrepreneurial Pricing and Distribution, Entrepreneurial Service Marketing, B2B Marketing, Small firm Entrepreneurship. The role of sales in customer development, developing the new firm's marketing and sales capabilities.

#### **Text Books:**

1. Entrepreneurial Marketing by E.J. Nijssen, Routledge
2. Marketing by Grewal and Levy, 4th Edition, Mc Graw Hill Education

#### **Reference Book:**

1. Philip Kotler and Kevin Lane Keller, "Marketing Management", 15th Edition, Pearson Education.

### CO-PO & PSO Correlation

Course Name: Entrepreneurial Marketing												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1	3		2		3	2	2	
CO2:		1					3	1	2	2		3
CO3:	3				1		2		2		3	
CO4:			3				2		3			2

**Note:** 1: Low 2.: Moderate 3: High



<b>Programme:</b>	<b>BBA</b>	<b>Semester:</b>	<b>VI</b>
<b>Name of the Course:</b>	<b>Managing Finance in Family Businesses</b>	<b>Course Code:</b>	<b>FBM-B 602</b>
<b>Credits:</b>	<b>4</b>	<b>No of Hours:</b>	<b>4 Classes/Week</b>
<b>Max Marks:</b>	<b>100</b>		

**Course Description:** This course will introduce the students to manage the finance of their business through cash management techniques, tax planning and current asset management.

**Course outcomes:** After completion of the course students will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
CO1	Understand the basic concepts and compute the Income Tax.
CO2	Understand the nature of working capital management and discover the optimal working capital mix.
CO3	Evaluate the different sources of short term and long term finance with along with the cost capital.
CO4	Evaluate the market risks and understand the Inventory management process.

**Syllabus:**

## School of Management

---

### **Unit-I Introduction**

Sources of finance, long term and short-term finance, Cost of financing, Preparation of subsidiary books, cash book, Petty cash book, Preparation of bank reconciliation statement.

### **Unit-II Income Tax**

Basic concepts: income, Agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Residential status of all person, and its effect on tax incidence. Exempted income under section 10 (in relation to individuals). Computation of income under the heads: Salaries, Income from house property, Income from capital gains.

### **Unit-III Working Capital Management**

Working Capital Management: Management of Cash -Preparation of Cash Budgets (Receipts and Payment Method only); cash management technique (Lock box, concentration banking), Determination of Working Capital. Determining Financing Mix of Working Capital.

### **Unit-IV Managing Market Risk**

Receivables Management –Objectives; Credit Policy, Cash Discount, Ageing Analysis; Costs -Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) -ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model).

### **Text Books:**

1. Dr.Vinod K.Singhania and Dr.Monica Singhania; Students guide to Income Tax, Taxmann Publications.
2. M.Y. Khan and P.K. Jain (2014). Financial Management: Text Problem and Cases, (7th edition). Tata McGraw Hill Publishing Co. Ltd.

### **Reference Books:**

1. J.V. Horne and J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hal.

2. Girish Ahuja and Ravi Gupta; Systematic Approach to Income Tax: Bharat Law House.

### CO-PO & PSO Correlation

Course Name: Managing Finance in Family Businesses												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1				2		1			2		3
CO2:			3	3		3			2		3	
CO3:	3	2							3		3	
CO4:						2		3		2		2

**Note:** 1: Low 2.: Moderate 3: High