

# **GURU KASHI UNIVERSITY**



## **Bachelor of Business Administration/ Hons. (BBA) Interdisciplinary (Annexure-IV)**

**Session: 2025-26**

**Faculty of Management & Commerce**

**Graduate Attributes of the Programme (Undergraduate): -**

| <b>Type of learning outcomes</b>                                                        | <b>The Learning Outcomes Descriptors</b>                                                                                                                  |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Graduates should be able to demonstrate the acquisition of:                             |                                                                                                                                                           |
| Learning outcomes that are specific to disciplinary/interdisciplinary areas of learning | Analyze Business Environments – Evaluate the impact of economic, legal, and technological factors on business operations and decision-making.             |
|                                                                                         | Apply Strategic Thinking – Develop problem-solving and decision-making skills to address complex business challenges and opportunities.                   |
|                                                                                         | Integrate Interdisciplinary Knowledge – Synthesize concepts from management, finance, marketing, and technology to drive business success.                |
|                                                                                         | Demonstrate Ethical and Leadership Skills – Critically assess business practices and apply ethical reasoning in leadership and managerial roles.          |
| Generic learning outcomes                                                               | Develop the ability to analyze complex situations, evaluate information critically, and apply logical reasoning to solve real-world problems effectively. |
|                                                                                         | Demonstrate strong written, verbal, and interpersonal communication skills while working collaboratively in diverse and interdisciplinary teams.          |
|                                                                                         | Apply ethical principles and demonstrate awareness of social, cultural, and environmental responsibilities in personal and professional decision-making.  |



**Programme Learning outcomes:** An Undergraduate Certificate is awarded to students who have demonstrated the achievement of the outcomes located at level 4.5:

| <b>Element of the Descriptor</b>                                                                       | <b>Programme learning outcomes relating to Undergraduate Certificate</b>                                                   |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| The graduates should be able to demonstrate the acquisition of:                                        |                                                                                                                            |
| Knowledge and understanding                                                                            | Demonstrate fundamental business concepts, theories, and principles.                                                       |
|                                                                                                        | Understand industry-specific technical knowledge and its practical applications.                                           |
|                                                                                                        | Analyze business challenges using critical thinking and problem-solving approaches.                                        |
|                                                                                                        | Interpret data, market trends, and financial information to support decision-making.                                       |
| General, technical, and professional skills required to perform and accomplish tasks                   | Effective communication and teamwork abilities in a professional setting.                                                  |
|                                                                                                        | Proficiency in using digital tools, business software, and analytical techniques.                                          |
|                                                                                                        | Time management and organizational skills for project execution.                                                           |
| Application of knowledge and skills                                                                    | Ability to apply learned concepts to real-world business scenarios through projects, case studies, and internships.        |
| Generic learning outcomes                                                                              | Demonstrate adaptability, lifelong learning, and self-improvement through continuous skill development.                    |
| Constitutional, humanistic, ethical, and moral values                                                  | Exhibit ethical decision-making, social responsibility, and integrity in business practices.                               |
| Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset | Develop an entrepreneurial mindset, problem-solving skills, and job-readiness to succeed in dynamic business environments. |
| Credit requirements                                                                                    | The Undergraduate Certificate in Business Administration requires the completion of 48 credits.                            |
| Entry requirements                                                                                     | Successful completion of high school (12 <sup>th</sup> grade) or an equivalent qualification.                              |



**Program Structure**

| SEMESTER - I                     |                                        |                  |    |   |   |                |      |      |             |
|----------------------------------|----------------------------------------|------------------|----|---|---|----------------|------|------|-------------|
| Course Code                      | Course Title                           | Types of Courses | L  | T | P | No. of Credits | Int. | Ext. | Total Marks |
| BBA1100                          | Principles of Management               | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA1101                          | Business Economics-I                   | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA1102                          | Business Mathematics                   | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA1103                          | Entrepreneurship Setup & Launch        | ESE              | 0  | 0 | 4 | 2              | 30   | 70   | 100         |
| BBA1104                          | Leadership and Team Dynamics           | MDSC             | 3  | 0 | 0 | 3              | 30   | 70   | 100         |
| VAC0002                          | Human Values and Professional Ethics   | VAC              | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA1105                          | Business Communication and Soft Skills | AEC              | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| Minor (Any one of the following) |                                        |                  |    |   |   |                |      |      |             |
| BBA1106                          | Financial Services & Market            | Minor            | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA1107                          | International Business Relations       |                  |    |   |   |                |      |      |             |
| Total Credit                     |                                        |                  | 21 | 0 | 4 | 23             | 240  | 560  | 800         |



| SEMESTER - II                    |                                      |                 |    |   |   |                |      |      |             |
|----------------------------------|--------------------------------------|-----------------|----|---|---|----------------|------|------|-------------|
| Course Code                      | Course Title                         | Types of Course | L  | T | P | No. of Credits | Int. | Ext. | Total Marks |
| BBA2150                          | Financial Accounting for Managers    | Core            | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA2151                          | Business Economics-II                | Core            | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA2152                          | Human Resource Management            | Core            | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA2153                          | E-Commerce Practices                 | SEC             | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA2154                          | E-Commerce Practices (Lab)           | SEC             | 0  | 0 | 2 | 1              | 30   | 70   | 100         |
| BBA2155                          | Sustainable Business Practices       | MDSC            | 3  | 0 | 0 | 3              | 30   | 70   | 100         |
| VAC0001                          | Environment Education                | VAC             | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA2156                          | Language Skills: Listening &Speaking | AEC             | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA2159                          | Entrepreneurship & Marketing Basics  | ESE             | 0  | 0 | 4 | 2              | 30   | 70   | 100         |
| Minor (Any one of the following) |                                      |                 |    |   |   |                |      |      |             |
| BBA2157                          | Information Technology               | Minor           | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA2158                          | Enterprise Resource Planning         |                 |    |   |   |                |      |      |             |
| Total Credit                     |                                      |                 | 23 | 0 | 6 | 26             | 300  | 700  | 1000        |



**Programme learning outcomes:** An Undergraduate Diploma is awarded to students who have demonstrated the achievement of the outcomes located at level 5:

| <b>Element of the Descriptor</b>                                                                       | <b>Programme learning outcomes relating to Undergraduate Diploma</b>                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The graduates should be able to demonstrate the acquisition of:                                        |                                                                                                                                                                                                                |
| Knowledge and understanding                                                                            | Demonstrate an in-depth understanding of business concepts, principles, and industry best practices.                                                                                                           |
|                                                                                                        | Analyze and evaluate complex business problems using data-driven insights.                                                                                                                                     |
|                                                                                                        | Apply theoretical knowledge to real-world scenarios in a dynamic business environment.                                                                                                                         |
|                                                                                                        | Understand emerging trends, digital transformation, and their impact on business strategies.                                                                                                                   |
| Skills required to perform and accomplish tasks                                                        | Advanced communication, leadership, and teamwork skills in professional settings.                                                                                                                              |
|                                                                                                        | Proficiency in analytical tools, business software, and data interpretation for decision-making.                                                                                                               |
|                                                                                                        | Problem-solving and critical thinking abilities to drive innovation and efficiency.                                                                                                                            |
| Application of knowledge and skills                                                                    | Ability to implement learned concepts in business operations, strategic planning, and entrepreneurial ventures.                                                                                                |
| Generic learning outcomes                                                                              | Demonstrate adaptability, self-motivation, and continuous professional development.                                                                                                                            |
| Constitutional, humanistic, ethical, and moral values                                                  | Exhibit integrity, ethical business conduct, and a sense of corporate social responsibility.                                                                                                                   |
| Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset | Develop a problem-solving mindset, entrepreneurial spirit, and industry-relevant skills for a competitive job market.                                                                                          |
| Credit requirements                                                                                    | The Undergraduate Diploma in Business Administration requires the completion of 92 credits.                                                                                                                    |
| Entry requirements                                                                                     | Completion of high school (12th grade in Commerce) or an equivalent qualification and completion of one year (2 semesters) of Bachelor of Business Administration/ Bachelor of Business Administration (Hons.) |



| Semester III                 |                                                                          |                  |    |   |   |                |      |      |             |
|------------------------------|--------------------------------------------------------------------------|------------------|----|---|---|----------------|------|------|-------------|
| Course Code                  | Course Title                                                             | Types of Courses | L  | T | P | No. of Credits | Int. | Ext. | Total Marks |
| BBA3200                      | Marketing Management                                                     | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA3201                      | Business Law                                                             | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA3202                      | Organization Behaviour                                                   | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA3203                      | Psychology for Managers                                                  | Minor            | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA3205                      | Cross Culture Management                                                 | MDSC             | 3  | 0 | 0 | 3              | 30   | 70   | 100         |
| BBA3206                      | Proficiency in English                                                   | AEC              | 2  | 0 | 0 | 2              | 30   | 70   | 100         |
| BBA3209                      | Operations and Scale                                                     | ESE              | 0  | 0 | 4 | 2              | 30   | 70   | 100         |
| SEC (Choose any one subject) |                                                                          |                  |    |   |   |                |      |      |             |
| BBA3204                      | Stock Market Operations                                                  | SEC              | 2  | 1 | 0 | 3              | 30   | 70   | 100         |
| BBA3207                      | Disaster Risk Reduction and Management: Skills for Safety and Resilience |                  | 2  | 0 | 2 |                |      |      |             |
| BBA3208                      | Basics of Cyber Security                                                 |                  | 3  | 0 | 0 |                |      |      |             |
| Total Credit                 |                                                                          |                  | 22 | 0 | 0 | 22             | 240  | 560  | 800         |



| <b>SEMESTER - IV</b> |                                     |                         |           |          |          |                       |             |             |                    |
|----------------------|-------------------------------------|-------------------------|-----------|----------|----------|-----------------------|-------------|-------------|--------------------|
| <b>Course Code</b>   | <b>Course Title</b>                 | <b>Types of Courses</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>No. of Credits</b> | <b>Int.</b> | <b>Ext.</b> | <b>Total Marks</b> |
| BBA4250              | Financial Management                | Core                    | 4         | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA4251              | Production & Operation Management   | Core                    | 4         | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA4252              | Quantitative Techniques             | Core                    | 4         | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA4253              | Banking & Insurance Law             | Minor                   | 2         | 0        | 0        | 2                     | 30          | 70          | 100                |
| BBA4254              | Integrated Cargo Logistics          | VOC                     | 4         | 0        | 0        | 4                     | 30          | 70          | 100                |
| IKS0012              | Outreach of Indian Knowledge System | VAC                     | 2         | 0        | 0        | 2                     | 30          | 70          | 100                |
| BBA4255              | Speaking and Professionalism        | AEC                     | 2         | 0        | 0        | 2                     | 30          | 70          | 100                |
| BBA4256              | Organic Growth                      | ESE                     | 0         | 0        | 4        | 2                     | 30          | 70          | 100                |
| <b>Total Credit</b>  |                                     |                         | <b>22</b> | <b>0</b> | <b>0</b> | <b>22</b>             | <b>240</b>  | <b>560</b>  | <b>800</b>         |



**Programme learning outcomes:** The Bachelor's degree is awarded to students who have demonstrated the achievement of the outcomes located at level 5.5:

| Element of the Descriptor                                                                              | Programme learning outcomes relating to Bachelor Degree                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The graduates should be able to demonstrate the acquisition of:                                        |                                                                                                                                                                                                                            |
| Knowledge and understanding                                                                            | Develop a comprehensive understanding of business theories, models, and global industry trends.                                                                                                                            |
|                                                                                                        | Critically analyze complex business challenges using research-based insights and data interpretation.                                                                                                                      |
|                                                                                                        | Apply interdisciplinary knowledge to strategic decision-making and problem-solving in various business domains.                                                                                                            |
|                                                                                                        | Understand the impact of technological advancements, sustainability, and innovation on business operations.                                                                                                                |
| General, technical and professional skills required to perform and accomplish tasks                    | Strong leadership, teamwork, and communication skills for effective professional interactions.                                                                                                                             |
|                                                                                                        | Technical proficiency in business analytics, financial tools, and digital transformation strategies.                                                                                                                       |
|                                                                                                        | The ability to manage projects, optimize processes, and drive business performance.                                                                                                                                        |
| Application of knowledge and skills                                                                    | Ability to implement theoretical concepts in real-world business environments through research, case studies, internships, and entrepreneurial ventures.                                                                   |
| Generic learning outcomes                                                                              | Demonstrate critical thinking, adaptability, and a lifelong learning approach for continuous professional growth.                                                                                                          |
| Constitutional, humanistic, ethical, and moral values                                                  | Exhibit integrity, ethical leadership, and social responsibility in personal and professional decision-making.                                                                                                             |
| Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset | Develop problem-solving abilities, innovation-driven thinking, and job-ready competencies to excel in competitive markets.                                                                                                 |
| Credit requirements                                                                                    | The Bachelor's Degree in Business Administration requires the completion of 136 credits.                                                                                                                                   |
| Entry requirements                                                                                     | Successful completion of high school (12th grade in Commerce) or an equivalent qualification and completion of 2 Years (Four semesters) of Bachelor of Business Administration/Bachelor of Business Administration (Hons.) |

| <b>SEMESTER - V</b> |                                 |                         |          |          |          |                       |             |             |                    |
|---------------------|---------------------------------|-------------------------|----------|----------|----------|-----------------------|-------------|-------------|--------------------|
| <b>Course Code</b>  | <b>Course Title</b>             | <b>Types of Courses</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>No. of Credits</b> | <b>Int.</b> | <b>Ext.</b> | <b>Total Marks</b> |
| BBA5300             | Project Management              | Core                    | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA5301             | Management Accounting           | Core                    | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA5302             | Management Information System   | Core                    | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA5303             | Total Quality Management        | Minor                   | 2        | 0        | 0        | 2                     | 30          | 70          | 100                |
| BBA5304             | Retailing Strategies            | VOC                     | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA5305             | Internship                      | Skill Based             | 0        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA5306             | AI Automation & Finance mastery | ESE                     | 0        | 0        | 4        | 2                     | 30          | 70          | 100                |
| <b>Total Credit</b> |                                 |                         | 18       | 0        | 0        | 22                    | 210         | 490         | 700                |



| <b>SEMESTER - VI</b>                           |                              |                         |          |          |          |                       |             |             |                    |
|------------------------------------------------|------------------------------|-------------------------|----------|----------|----------|-----------------------|-------------|-------------|--------------------|
| <b>Course Code</b>                             | <b>Course Title</b>          | <b>Types of Courses</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>No. of Credits</b> | <b>Int.</b> | <b>Ext.</b> | <b>Total Marks</b> |
| BBA6350                                        | Operation Research           | Core                    | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA6351                                        | Business Environment         | Core                    | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA6352                                        | Corporate Strategy           | Core                    | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| BBA6353                                        | Export-Import Documentation  | Minor                   | 2        | 0        | 0        | 2                     | 30          | 70          | 100                |
| BBA6354                                        | Packaging Operations         | VOC                     | 4        | 0        | 0        | 4                     | 30          | 70          | 100                |
| IKS0002                                        | Indian Education             | VAC                     | 2        | 0        | 0        | 2                     | 30          | 70          | 100                |
| BBA6355                                        | Cyber Security in Modern Era | AEC                     | 2        | 0        | 0        | 2                     | 30          | 70          | 100                |
| <b>Total Credit</b>                            |                              |                         | 22       | 0        | 0        | 22                    | 210         | 490         | 700                |
| <b>Total Credits after 3<sup>rd</sup> Year</b> |                              |                         | 128      | 0        | 10       | 137                   | 1440        | 3360        | 4800               |

\*Note:- The total credits includes 4 credits of the Internship.



**Programme learning outcomes:** The Bachelor's degree is awarded to students who have demonstrated the achievement of the outcomes located at level 6:

| <b>Element of the Descriptor</b>                                                    | <b>Programme learning outcomes relating to Bachelor Degree</b>                                                                                                                    |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The graduates should be able to demonstrate the acquisition of:                     |                                                                                                                                                                                   |
| Knowledge and understanding                                                         | Gain a comprehensive understanding of advanced concepts in business management, leadership, finance, supply chain management, research methodologies, and digital transformation. |
|                                                                                     | Develop in-depth knowledge in cost accounting, taxation, corporate strategy, and research-based decision-making.                                                                  |
|                                                                                     | Understand interdisciplinary linkages between business, technology, and social responsibility.                                                                                    |
|                                                                                     | Critically evaluate emerging trends in global business and technological disruptions affecting industries.                                                                        |
|                                                                                     | Apply ethical and sustainable business practices in decision-making and policy formulation.                                                                                       |
| General, technical and professional skills required to perform and accomplish tasks | Analytical and strategic skills to interpret financial data, assess risks, and drive business growth using data-driven insights.                                                  |
|                                                                                     | Expertise in business analytics tools, research methodologies, and professional communication for academic and business reporting.                                                |
|                                                                                     | Leadership, teamwork, and event management skills while effectively handling corporate branding, media, and crisis communication.                                                 |
| Application of knowledge and skills                                                 | Apply theoretical concepts to real-world business challenges, utilizing analytical, technical, and strategic decision-making skills across various industries.                    |
| Generic learning outcomes                                                           | Develop problem-solving, critical thinking, and adaptability skills essential for lifelong learning and professional growth.                                                      |
| Constitutional, humanistic, ethical, and moral values                               | Uphold ethical decision-making, social responsibility, and inclusivity while adhering to constitutional and moral principles in business and society.                             |
| Employability and job-ready skills, and entrepreneurship skills and                 | Possess industry-relevant skills, leadership qualities, and an entrepreneurial mindset to excel in corporate roles or launch their own ventures.                                  |



|                                    |                                                                                                                                                                                                                              |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| capabilities/qualities and mindset |                                                                                                                                                                                                                              |
| Credit requirements                | The Bachelor's Degree(Hons.) in Business Administration requires the completion of 184 credits.                                                                                                                              |
| Entry requirements                 | Successful completion of high school (12th grade in Commerce) or an equivalent qualification and completion of three years (6 semesters) of Bachelor in Business Administration/ Bachelor in Business Administration (Hons.) |



| SEMESTER - VII (Hons.)                           |                                          |                  |    |   |   |                |      |      |             |
|--------------------------------------------------|------------------------------------------|------------------|----|---|---|----------------|------|------|-------------|
| Course Code                                      | Course Title                             | Types of Courses | L  | T | P | No. of Credits | Int. | Ext. | Total Marks |
| BBA7400                                          | Strategic Leadership                     | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA7401                                          | Financial Risk Management                | Core             | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA7402                                          | Digital Transformation and Innovation    | Practicum Course | 0  | 0 | 8 | 4              | 30   | 70   | 100         |
| BBA7403                                          | Data Privacy and Protection              | VOC              | 3  | 1 | 0 | 4              | 30   | 70   | 100         |
| BBA7404                                          | Event Management                         | VOC              | 3  | 1 | 0 | 4              | 30   | 70   | 100         |
| Discipline Elective-I (Any one of the following) |                                          |                  |    |   |   |                |      |      |             |
| BBA7405                                          | Business Analysis and Data Visualization | DSE-I            | 4  | 0 | 0 | 4              | 30   | 70   | 100         |
| BBA7406                                          | Emotional Intelligence at Work           |                  |    |   |   |                |      |      |             |
| Total Credit                                     |                                          |                  | 18 | 2 | 8 | 24             | 180  | 420  | 600         |

| SEMESTER - VIII (Hons.)                            |                                                 |                  |     |   |    |                |      |      |             |
|----------------------------------------------------|-------------------------------------------------|------------------|-----|---|----|----------------|------|------|-------------|
| Course Code                                        | Course Title                                    | Types of Courses | L   | T | P  | No. of Credits | Int. | Ext. | Total Marks |
| BBA8450                                            | Entrepreneurship and Innovation                 | Core             | 4   | 0 | 0  | 4              | 30   | 70   | 100         |
| BBA8451                                            | Principles of Taxation                          | Core             | 4   | 0 | 0  | 4              | 30   | 70   | 100         |
| BBA8452                                            | Strategic Management                            | Core             | 4   | 0 | 0  | 4              | 30   | 70   | 100         |
| BBA8453                                            | Proficiency in MS Office                        | Practicum Course | 0   | 0 | 8  | 4              | 30   | 70   | 100         |
| Discipline Elective-II (Any one of the following)  |                                                 |                  |     |   |    |                |      |      |             |
| BBA8454                                            | Strategic Communication in Business and Society | DSE-II           | 4   | 0 | 0  | 4              | 30   | 70   | 100         |
| BBA8455                                            | Supply Chain and Logistics Management           |                  |     |   |    |                |      |      |             |
| Discipline Elective-III (Any one of the following) |                                                 |                  |     |   |    |                |      |      |             |
| BBA8456                                            | Fashion Retail and Visual Merchandising         | DSE-III          | 4   | 0 | 0  | 4              | 30   | 70   | 100         |
| BBA8457                                            | Food Entrepreneurship and Start-Up Culture      |                  |     |   |    |                |      |      |             |
| Total Credit                                       |                                                 |                  | 20  | 0 | 8  | 24             | 180  | 420  | 600         |
| Total credits after 4 <sup>th</sup> year           |                                                 |                  | 166 | 2 | 26 | 185            | 1800 | 4200 | 6000        |

**Semester - I**

|                                               |          |          |          |            |
|-----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Principles of Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1100</b>                   | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the theories, principles, concepts and essentials of management.
2. Evaluate managerial actions such as planning, organizing and controlling for effective results.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Create a new concepts of business ethics to improve goodwill of business enterprise.

**Course Content****Unit-I****14 Hours**

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management, Building effective Communication System Management by Exception (MBE). Decision making and its process.

**Unit-II****17 Hours**

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentalization: Departmentalization on various basis. Authority: types, responsibility and accountability. Delegation: steps in delegation, obstacles to delegation and their elimination

**Unit-III****16 Hours**

Staffing: manpower management, factors affecting staffing, job design. The selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

**Unit-IV****13 Hours**

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

**Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, inquiry-based learning, Group discussion, Active participation

### **Suggested Readings**

- Koontz, Harold & Weihrich, Heinz (2018). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M. 2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi
- Robbins, S.P., & DeCenzo, A.D. (2019). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M.K. & Sapre S.A. (2019). *Great Ideas in Management*. Orient Paperbacks, India
- Carpenter, M.A., Bauer, T., Erdogan, B., & Short, J. (2018). *Principles of management*. Washington, DC: Flat World Knowledge.



|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Economics-I</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1101</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to

1. Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
2. Measure the price elasticity of demand, understand the determinants of elasticity, and apply the concepts of price, cross, and income elasticity of demand.
3. Understand and estimate production function and Law of Diminishing Marginal Utility.
4. Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each mode

### **Course Content**

#### **Unit-I**

**17 Hours**

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross-elasticity. Use of elasticity for analyzing demand, demand estimation, demand forecasting, and demand forecasting of new products. Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

#### **Unit-II**

**14 Hours**

Production Function: Production function, Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

#### **Unit-III**

**16 Hours**

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation



Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

#### **Unit-IV**

**13 Hours**

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

#### **Transection Mode**

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

#### **Suggested Readings**

- *K.K .Dewett, Modern Economic Theory, S. Chand Publication*
- *D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publication*
- *Peterson and Lewis, Managerial Economic, Prentice Hall of India*
- *Gupta, Managerial Economics, TataMcGraw Hills*
- *Geetika, Managerial Economics, Tata McGraw Hills*
- *D.N. Dwivedi, Managerial Economic, Vikas Publications*
- *Froeb, Managerial Economics, Cengage Learning*
- *Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.*
- *Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition.*
- *Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.*
- *Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.*
- *Shapiro, Macro Economics, Galgotia Publications.*
- *H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.*
- *G.S Gupta, Managerial Economics, Tata McGraw Hill.*

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Mathematics</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1102</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

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

1. Demonstrating the ability to calculate values of determinants and solve linear equations using matrix inversion method and Cramer's rule
2. Applying differentiation to find maxima and minima of functions of one and two variables, along with solving applied optimization problems using Lagrangean Multiplier
3. Reflect the mathematical functions, limits, continuity, and integration methods, as well as applying these concepts to find areas and consumer's and producer's surplus
4. Applying compound interest and annuities concepts to solve problems related to present value, discounted value, and valuation of loans and debentures.

### **Course Content**

#### **Unit-I**

**15 Hours**

Matrices and Determinants: Definition of a Matrix. Types of Matrices, Algebra of Matrices, Properties of Determinants; Calculation of Values of Determinants up to Third Order, Ad-Joint of a Matrix, Elementary Row or Column Operations, Inverse of a Matrix, Linear Equations Solutions using Matrix Inversion Method and Cramer's Rule, Leontief Input Output Model (Open Model Only).

#### **Unit-II**

**15 Hours**

Linear equations Having Unique Solutions and Involving Not More Than Three Variables. Differentiation –Idea of Simple Derivative of different Functions (excluding trigonometric function). Maxima and Minima of Functions of One Variable, two variables (Applied optimization problems and constraint optimization problems involving not more than one constraint using Lagrangean Multiplier)

#### **Unit-III**

**15 Hours**

Basic Calculus: Mathematical Functions and their types (Linear, Quadratic, Polynomial, Exponential, Logarithmic, and Logistic Function). Concept of Limit and Continuity of a Function. Advanced Calculus: Integration as an anti-derivative process, Standard forms, Methods of Integration- by substitution, by parts, by use of partial functions, Definite integration Finding areas in simple cases, consumer's and producer's surplus.

#### **Unit-IV**

**15 Hours**

Compound Interest and Annuities: Certain different types of interest rates; Concept of present value, discounted value, and amount of a sum; Type of annuities; Present value, discounted value, and amount of an annuity, including the case continuous compounding; Valuation of simple loans and debentures; Problems relating to sinking funds.

#### **Transaction Mode**

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brainstorming, Role-play Demonstration, Project-based learning, Team Teaching

#### **Suggested Readings**

- *Dowling, E.T. Mathematics for Economics. London: McGraw Hill.*
- *Holden. Mathematics for Business and Economics. New Delhi: Macmillan India.*
- *Kapoor, V.K. Business Mathematics. Delhi: Sultan Chand & Sons.*
- *Chiang Fundamental Methods of Mathematical Economics, 3rd edition, McGraw-Hill*
- *Zill, D. G., & Wright, W. S. Mathematics for Business and Social Sciences. McGraw-Hill Education.*



|                                                        |          |          |          |            |
|--------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Entrepreneurship Setup and Launch</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>CourseCode:BCM1103</b>                              | <b>0</b> | <b>0</b> | <b>4</b> | <b>02</b>  |

### **Course Outcomes**

**Total Hours: 30**

After completion of this course, the learner will be able to:

1. Analyze personal strengths and local problems to frame a workable business opportunity and justify why it can create value.
2. Evaluate business path options and create a clear offer for a defined customer with a practical outreach plan.
3. Synthesize results from early pitching and customer insights to refine the offer and improve responses or earnings.
4. Design and run a micro-hustle plan that shows ethical values and consistent execution while tracking earnings and next steps.

### **Course Content**

#### **UNIT I**

**07 Hours**

Entrepreneurship foundations including what entrepreneurship means and who can be an entrepreneur, local entrepreneur examples, self-awareness for entrepreneurship through strengths interests and struggles, and a value map to convert a life skill or problem into a simple opportunity, plus an overview of five business paths to judge local fit and personal interest.

#### **UNIT II**

**09 Hours**

Opportunity selection and first market action including choosing one path, generating a basic business idea, writing a clear offer with one customer reach method, taking first action through a message post pitch or sale, documenting the outcome, and peer reflection to identify what to improve next.

#### **UNIT III**

**07 Hours**

Iteration and customer understanding including improving and trying again to aim for first earnings, identifying the target customer through simple interviews or observation, extracting customer needs insights, and improving one part of the offer using feedback on product delivery messaging or interaction.

#### **UNIT IV**

**09 Hours**

Entrepreneurial values and consistency including resilience honesty and effort in action, completing earning tasks with consistency tracking, recording total earnings and resilience moments, and writing a simple continuation habit or support system to keep the micro-hustle going.



## Transaction Mode

The course will be delivered through the Punjab Startup mobile app using a task-based learning approach.

## Suggested Readings

- Reis, E. (2011). *The lean startup*. New York: Crown Business, 27, 2016-2020.
- Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. K & S Ranch. Inc, California. PubMed Abstract OpenURL.
- Oliveira, M. A. Y., & Ferreira, J. J. (2011). *Business Model Generation: A handbook for visionaries, game changers and challengers*.
- Maurya, A. (2012). *Running Lean*, Sebastopol: O'Reilly Media Inc.
- Audia, P. G., & Rider, C. I. (2014). *Entrepreneurs as organizational products revisited*. In *The psychology of entrepreneurship* (pp. 145-162). Psychology Press.



|                                                   |          |          |          |            |
|---------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Leadership and Team Dynamics</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1104</b>                       | <b>3</b> | <b>0</b> | <b>0</b> | <b>03</b>  |

**Total Hours: 45**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the history of leadership and current leadership theories.
2. Explain how leadership models are put into practice personally, locally, and globally.
3. Discuss the knowledge of developing leadership abilities.
4. Describe the concept of Strategic Leadership and ethical leadership.
5. Explain the composition, formation, and development of teams.

### **Course Content**

#### **Unit-I**

**10 Hours**

Leadership: Meaning, definitions, Skills and Roles of a leader, analysis of leadership theory; Leadership traits and ethics: Personality traits and leadership, Leadership attitudes, ethical leadership, Leadership behavior and motivation, contingency leadership. Understanding the inspiration, dilemmas, and issues in becoming a leader.

#### **Unit –II**

**11 Hours**

Leadership theories and styles, charismatic and transformational leadership, team leadership, organizational Leadership, strategic leadership, Leadership for creating high-performance culture, Leadership development through self-awareness and self-discipline, Development through education, experience and mentoring, Succession, Evaluation of leadership development efforts, leadership communication.

#### **Unit –III**

**11 Hours**

Strategic leadership, ethical leadership, the leader as social architect-creating vision and strategic direction, shaping culture and values, designing and leading a learning I.K.G. Punjab Technical University MBA Batch 2018 onwards organization, leading change, spiritual foundations of personal effectiveness, the habits of highly effective people.

#### **Unit –IV**

**13 Hours**

Team composition, formation, and development-Team Performance and Motivation- Team Conflict and Leadership-Team Decision Making, Discovering the interpersonal orientation through FIRO-B, Experiential

learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari window, communication skills, Negotiation skills and strategies for team building, , team morale, conflict resolution in teams, competitive vs collaborative behavior, developing collaboration.

### **Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor-mentee

### **Suggested Readings**

- *Richard L.Hughes (2018), Leadership, McGraw-Hill. ed. 8*
- *Bass, B.M. (1973) Leadership, Psychology and Organizational Behaviour, Greenwood Pub Group.*
- *Northouse, P.G.(2018) Leadership - Theory and Practice, Sage Publications.*
- *Purohit, S. & Nayak, S. (2003) Enhancing Personal Effectiveness: Training Instruments for Students, Teachers and Parents, Tata McGraw-Hill.*
- *Tannenbaum, R., Weschler, I.R. and Hansen, J. (2015) Leadership and Organization: A Behavioral Science Approach, McGraw-Hill*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                                           |          |          |          |            |
|-----------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Human Values and Professional Ethics</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: VAC0002</b>                               | <b>2</b> | <b>0</b> | <b>0</b> | <b>2</b>   |

**Total Hours: 30**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the essence of Indian ethos, cultural values and ethical principles derived from scriptures, integrating self-exploration with scientific inquiry.
2. Analyze human values, self-awareness and ethical decision-making by distinguishing between perspectives, ideologies and universal moral principles.
3. Evaluate constitutional values, global responsibilities and the role of ethics in citizenship while promoting inclusivity and social welfare.
4. Develop essential life skills, stress management techniques and holistic well-being through mindfulness, self-discipline and personality development.

### **Course Content**

#### **Unit-I**

**07 Hours**

INTRODUCTION TO INDIAN ETHOS: Meaning of ethos and cultural essence of India, Scriptures as the base of the Indian Knowledge System (IKS), Integrating the two methodologies: interiorization process for self-exploration and exterior scientific pursuit for the prosperity of world, The Law of Karma and Nishkama Karma (The Law of action and selfless action), Practical: Five hours of Yoga practice per week, Ethics through Music and Indian Poetry, Community Engagement

#### **Unit-II**

**08 Hours**

HUMAN VALUES AND ETHICS: Knowing the Self and the universal values that we stand for. This is self-enquiry & self-discovery, Background conversations and deep listening, recognizing the assumptions that we make, the biases we have and the implications for ethical action. Self-identity: distinguishing and embracing oneself (and others) four profiles (inner potential, social, professional, personality), Distinguish ideology, perspectives beliefs from embodying values. Practical: Self discovery, self enquiry and Mindfulness, Yama & Niyama of Ashthang Yoga

**Unit-III****07 Hours**

CONSTITUTIONAL VALUES, GLOBAL RESPONSIBILITY & SKILLS FOR YOUTH: Values embedded in the Preamble of the Indian Constitution, Integration of Human Rights and duties. Principles and responsibilities: as citizens of India, towards global environment, Loksangraha and VasudhaivaKutumbakam, Conscious Full Spectrum Response model. Distinguishing judgement from discernment, Practical: Development of concentration among students through music, fine arts, mathematics, sports, yoga and mindfulness

**Unit-IV****08 Hours**

INTEGRATED PERSONALITY AND WELL-BEING The three gunas (qualities of sattva—purity and harmony, rajas —activity and passion, tamas —darkness and chaos), the four antah-karanas (inner instruments) and panch kosha (five sheaths), Stress management, Oneness, non-duality and equanimity, Physical, mental, social and spiritual well-being. Practical: Talks on importance of the Ayurvedic concept of well-being and nutrition, sports activities.

**Suggested Readings**

- Mahadevan, B., Bhat, V.R. and Nagendra, P.R.N. 2022. *Introduction to Indian Knowledge System*. Delhi: PHI.
- *Human Values and Professional Ethics* by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010.
- Kashyap, Subhash C. 2019. *Constitution of India. A handbook for students*. New Delhi: National Book Trust.
- Dr. Awadesh Pradhan, *MahamanakeVichara*". (B.H.U., Vanarasi 2007)
- Harold Koontz & Heinz Weihrich, *Essentials of Management*, Tata McGraw Hill.
- Lama, D. 2012. *Beyond Religion: Ethics for a Whole World*. India: Harper Collins.
- *Shrimad Bhagavad-Gita (Part of the Mahabharata)*. 1994. Gorakhpur: Gita Press. Swami Harshananda. 2000. *The Birds' Eye View of the Vedas*. Bangalore: Ramakrishna Math.
- Fontaine, D. K., Rushton, C. H. and Sharma, M. 2013. *Cultivating Compassion and Empathy*. In: M. Plews-Ogan and G. Beyt (Eds.), *Wisdom Leadership in academic Health Science Centers- Leading Positive Change*. London: Radcliffe Publishing.
- Blanchard, Kenneth and Peale, Norman Vincent. 1988. *The Power of Ethical Management*. New York: William Morrow and Company, Inc.
- Gandhi, Mohandas Karamchand. 1971. *Pathway to God* compiled by MS Deshpande. Ahmedabad: NavajivanMudranalaya, Navjivan Trust.
- Gardner, H. 2006. *Five Minds for the Future*. Boston: Harvard Business



School Press.

- Rodriguez, S. and Juvva, S. 2018. *Embodying Universal Values and Ethical Leadership in Higher Education: Creating Change Agents for Social Transformation*. In B. Chatterjee, A. Banerji and P. Arya (Eds.). *Resolution to Resolve: Sustainability Practices in Industry and Education*. New Delhi: Bloomsbury
- [ISBN: 978-938-74-7168-9]
- Sharma, M. 2017. *Radical Transformational Leadership: Strategic Action for Change Agents*. Berkeley, US: North Atlantic Books.

**Web Sources:**

- <https://www.holy-bhagavad-gita.org/>
- <https://iksindia.org/>
- NPTEL Course: Exploring Human Values: Visions of Happiness and Perfect Society

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                                             |          |          |          |            |
|-------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Communication and Soft Skills</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1105</b>                                 | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

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

1. Evaluate the importance of effective communication in the business world.
2. Develop written communication skills, including drafting effective emails, memos, and business letters.
3. Develop essential soft skills, including time management, teamwork, and leadership.
4. Apply critical thinking and problem-solving skills to realWorld scenarios

### **Course Content**

#### **Unit-I**

**08 Hours**

Business Communication and Soft Skills: Importance of business communication and soft skills, Types of communication in business, Developing interpersonal communication skills. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

#### **Unit-II**

**07 Hours**

Basic Models of Communication, 7C's of Effective Business Communication. Written Communication in Business: Principles of Effective Writing in Business, Types of business writing, Business writing techniques

#### **Unit-III**

**08 Hours**

Oral Communication in Business: Developing effective presentation skills, public speaking techniques and best practices, and Communication strategies for effective meetings.

#### **Unit-IV**

**07 Hours**

Soft Skills in Business: Essential soft skills for Success in the workplace, Time management and productivity techniques, Teamwork, and leadership skills.

**Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

**Suggested Readings**

- Guffey, M. E., & Loewy, D. *Business communication: Process & product*. Cengage Learning.
- Atkinson, J. W. *The art and science of leadership*. Routledge.
- Covey, S. R. *The 7 Habits of Highly Effective People: Powerful lessons in personal change*. Simon and Schuster.
- Carnegie, D. *How to Win Friends and Influence People*. Simon and Schuster.
- DuBrin, A. J. *Leadership: Research findings, practice, and skills*. Cengage Learning.
- Covey, S. R. *The speed of trust: The one thing that changes everything*. Simon and Schuster.



|                                                     |          |          |          |            |
|-----------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Financial Services&amp; Market</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1106</b>                         | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Develop a comprehensive understanding of the structure, participants, and functions of the financial services industry, including banks, investment firms, and insurance companies.
2. Analyze financial markets, including stock markets, bond markets, and foreign exchange markets.
3. Apply the concepts of code of conduct and self-regulation in entrepreneurial business of merchant banking.
4. Evaluate the regulatory environment of financial services.

### Course Content

#### Unit-I

**08 Hours**

Financial Services Nature & types; Regulatory Environment of Financial Services; Marketing of Financial Services. Merchant Banking: Role, Services provided by merchant banks, SEBI Regulations.

An overview of Financial Markets in India. Money Market: Indian Money Market's composition and structure; Recent trends in India Money Market.

#### Unit-II

**08 Hours**

Capital Market: Security Market (a) New issue market, (b) Secondary market; Functions and role of Stock Exchange; Listing procedure and legal requirements. Stock Exchange-

National Stock Exchange and Bombay Stock Exchange.

Credit Rating: Significance, Types, Rating Methodology, Drawbacks, and SEBI regulations for credit rating. Credit Rating Agencies in India: CRISIL, ICRA & CARE lease financing: Types and basis, present scenario in India.

#### Unit-III

**07 Hours**

Mutual Funds: types, Risks involved in Mutual Funds, Registration of Mutual

Funds, Trustees, Asset Management. Housing Finance: types, procedure for loan and disbursement, housing finance market in India, Companies and custodian.

VentureCapital:Characteristics,SEBIGuidelines,VentureCapitalFunds in India;factoring:characteristics&forms.

#### Unit-IV

**07 Hours**

Factoring in India, forfeiting: Concept, sequence of operations in forfeiting, in India, Consumer Finance: growth & present scenario in India Call money market: participation, location, volume of call loans, call rates, recent developments. Treasury bill market, Commercial Bill market - bills of exchange. Depository: Concept, depository participants, functioning of depository systems, Demat, Remat, process of switching over to depository systems, benefits, depository systems in India.

#### Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation, Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case Analysis, Panel Discussions, Group Discussions, Brainstorming, Mentor Mentee, Quiz, Open talk

#### Suggested Readings

- Eugene F. Brigham, Michael C. Ehrhardt (2015) *Financial Management: Theory & Practice (15th Edition)*. Cengage Publications. New Delhi
- Saunders Anthony & Cornett Marcia Million. (2019). *Financial Markets and Institution 3rd Edition*. Tata McGraw-Hill Education Private Limited.
- Bhole L.M. (2019). *Financial Institutions and Markets*. Tata McGraw-Hill Publishing Company Limited.
- Srivastava R.M. 2018. *Management of Indian Financial Institutions*. Himalaya Publishing House. Mumbai.
- Khan M.Y. 2017. *Indian Financial System*. 5th Edition. Tata McGraw-Hill Publishing Company Limited, New Delhi.

|                                                       |          |          |          |            |
|-------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: International Business Relations</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA1107</b>                           | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours 30**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. To know and understand foreign affairs & global issues with the international business system.
2. To introduce various regional groupings and their contributions to the strengthening of international relations.
3. To know about the various dispute settlement machineries involved in international relations.
4. To know at length about the socio-cultural and trade relation.

### **Course Content**

#### **Unit-I**

**06 Hours**

Overview of International Relations :Meaning, scope, objective and principles of international relations, Economic Relations Socio –Cultural Relations, Legal Relations, Political Relations

#### **Unit-II**

**08 Hours**

Regional Economic Integration & their current Practices: European Union [EU] & their current Practices; Brexit its reasons and implications. North Atlantic Free Trade Agreement [NAFTA] & their current Practices. South Asian Association for Regional Co-operation [SAARC] & their current Practices. SAARC Preferential Trading Arrangement [SAPTA] & their current Practices. Brazil, Russia, India, China, and South Africa (BRICS) & their current Practices

#### **Unit-III**

**07 Hours**

Legal Relations: WTO provisions relating to preferential treatment of developing Countries. Implications of WTO about General Agreement on Trade in Services [GATS]. Trade Related Intellectual Property Rights [TRIPs]. Trade Related Investment measures [TRIMs]. Commodity Agreement.

**Unit-IV**

**09 Hours**

Socio-Cultural Relations and Trade Relations: Social Structure – Dualism in Indian Society and Problem of uneven income distribution. Culture and workplace Religious and ethical systems. Cultural sensitivity and Acclimatisation to global Culture. Instruments of Trade Policy, Tariffs, Subsidies, Quotas, Dumping – Meaning and Antidumping policies.

**Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

**Suggested Readings**

- *International Business –Competing in the Global Market place* Charles Hill, Arun Kumar Jain , TATA McGraw Hill New Delhi
- *International Economics – W.Charles Sawyer, Richard L. Sprinkle, Prentice Hall India New Delhi*
- *The Global Business Environment Text & cases.* Tayeb, Monis H Taxmann New Delhi
- *Indian Foreign Trade* Raj Agrawa Sage Publication, New Delhi



## Semester II

|                                                        |          |          |          |            |
|--------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Financial Accounting for Managers</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2150</b>                            | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Evaluate the operations of organizations through management accounting techniques
2. Analyze the costing systems, cost management systems, budgeting systems and performance measurement systems
3. Create balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
4. Determine the costs and benefits of different conventional and contemporary costing systems

### Course Content

#### **UNIT I 16 Hours**

Financial Accounting- concept, significance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods). Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments.

#### **UNIT II 14 Hours**

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis. Tools of Financial Analysis: trend analysis, common size statements, comparative statements

#### **UNIT III 14 Hours**

Ratio analysis, fund flow and cash flow statements, Applications of ratio analysis. (With additional information). Financial Statement, significance and Limitations of Financial Statement.

#### **UNIT IV 16 Hours**

Responsibility Accounting; Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.



### **Transaction Mode**

Group discussion, Active participation, Brainstorming, Demonstration, Project-based learning, Team Teaching, Mentor-mentee, Quiz, Open talk, Question, One minute

### **Suggested Readings**

- *Jain, S.P&Narang, K.I(2002).FinancialAccounting.KalyaniPublisher, NewDelhi*
- *MaheshwariS.N.,MaheshwariCASHaradK&MaheshwariDr.SunilK(2018).AnIntroductiontoAccountancy.VikasPublishingHouse*
- *Mukherjee&Hanif(2019).FundamentalsofAccounting.TataMcGrawHill, New Delhi*
- *Bragg, M. Steven(2006).Accountingcontrolbestpractices.JohnWiley&SonsPublishing*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                            |          |          |          |            |
|--------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Economics-II</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2151</b>                | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Explain the concept of national income and its measurement using different approaches.
2. Describe the underlying theories of demand and supply of money in an economy.
3. Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.
4. Interpret macroeconomic issues like money, inflation and unemployment.

### **Course Content**

#### **Unit I**

**17 Hours**

National Income: Measuring National Income. Problems in the measurement of National Income. Theories of Money: Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity

Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

#### **Unit II**

**15 Hours**

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. – Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

#### **Unit III**

**15 Hours**

Business cycle: Meaning, types and phases. Monetary, Fiscal and Income policy – Meaning and instruments. Multiplier: Concept, Features and Leakages. Foreign trade multiplier.

#### **Unit IV**

**13 Hours**

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–Financial Administration: Finance Commission.

**Transection Mode**

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

**Suggested Readings**

- Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
- Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
- Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
- Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
- Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.



|                                                |          |          |          |            |
|------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Human Resource Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2152</b>                    | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the human resource management process and its importance to organizational effectiveness.
2. Evaluate performance of workforce and further provide attractive opportunities to boost motivation of the employees
3. Evaluate and implement the employee training and development programs.
4. Estimate the research and analytical skills by using both human and technological resources.

### **Course Content**

#### **UNIT I 12 Hours**

Nature, scope, role and importance of HRM. HRM: New trends in HRM due to globalization, deregulation and technological advancements. HRM in India.

#### **UNIT II 15 Hours**

Job analysis: steps in analyzing job and methods of collecting job analysis information.

Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

#### **UNIT III 14 Hours**

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process. Placement and Induction.

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning.

#### **UNIT IV 19 Hours**

Performance Appraisal – Types, methods, limitations and problems, ethics, Potential Appraisals Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change the control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods. Wage and salary administration.

### **Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

### **Suggested Readings**

- Rao V.S.P.(2019). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (2018). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2018). *Human Resource Management*. Pearson Education
- K. Aswathappa (2019). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

A handwritten signature in blue ink, consisting of a stylized 'V' or 'S' shape with a horizontal line extending to the right.

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: E-Commerce Practices</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2153</b>               | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the concepts and technologies used in e-commerce.
2. Examine different e-commerce business models and evaluate their effectiveness.
3. Design and implement effective e-commerce strategies for businesses.
4. Analyse emerging trends and technologies in e-commerce.

### **Course Content**

#### **UNIT I**

**07 Hours**

E-commerce: Definition of e-commerce, History and development of e-commerce, – E-commerce v/s Traditional Commerce- E-Business & E-Commerce Types of e-commerce business models, the role of technology in e-commerce. Impacts, Challenges & Limitations of E-Commerce

#### **UNIT II**

**08 Hours**

E-commerce Business Strategies: Developing an e-commerce strategy, Website design and usability, E-commerce marketing and advertising, Business models of E-Commerce

#### **UNIT III**

**08 Hours**

E-commerce Security and Legal Issues: Online security and privacy, E-commerce payment systems, Legal and ethical issues in e-commerce, Intellectual property and copyright. Solutions to security issues – Biometrics – Types of biometrics

#### **UNIT IV**

**07 Hours**

Emerging Trends in E-commerce: Mobile commerce, social commerce, Virtual reality commerce, Future trends in e-commerce, Regulatory framework of E-commerce

### **Transaction Mode**

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

### **Suggested Readings**

- *Laudon, K. C., & Traver, C. G. E-commerce. Pearson Education Limited.*
- *Turban, E., & King, D. Electronic commerce: A managerial and social networks perspective. Springer.*
- *Rayport, J. F., & Jaworski, B. J. Introduction to e-commerce. McGraw-Hill Education.*
- *Chaffey, D. E-business and e-commerce management: Strategy, implementation and practice. Pearson Education Limited*
- *Kalakota, R., & Whinston, A. B. Electronic commerce: A manager's guide. Routledge.*
- *Lee-Kelley, L., & Sanzogni, L. E-commerce and entrepreneurship: Theory and practice. Routledge.*



|                                                 |          |          |          |            |
|-------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: E-Commerce Practices (Lab)</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2154</b>                     | <b>0</b> | <b>0</b> | <b>2</b> | <b>01</b>  |

**Total Hours:15**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Identify the major categories and trends of e-commerce applications.
2. Learn the essential processes of an e-commerce system.
3. Understand the main technologies behind e-commerce systems and how these technologies interact.
4. Learn the various marketing strategies for an online business and various electronic payment.

### **Course Content**

#### **UNIT – I**

**05 Hours**

Electronic Commerce-Framework, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications. Consumer Oriented Electronic commerce.

#### **UNIT - II**

**04 Hours**

Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, electronic wallets, Inter Organizational Commerce EDI, EDI Implementation, Intra Organizational Commerce - Work Flow, Automation Customization and internal Commerce, Supply chain Management.

#### **UNIT – III**

**03 Hours**

Corporate Digital Library - Document Library, digital Document types, corporate Data Warehouses.

Web marketing strategies, Communicating with Different Market Segments, Beyond Market. Electronic Marketplaces and Portals.

#### **UNIT – IV**

**03 Hours**

Revenue Models-Types, Web Catalog Revenue Models, Digital content revenue models, Revenue Models in Transition-Revenue strategy issues, Creating an effective business presence online, website usability, Virtual Communities, Mobile Commerce, Online Auctions.

**Transaction Mode**

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

**Suggestion Reading**

- *Frontiers of electronic commerce- Kalakata, Whinston, Pearson(UNITS 1,2,3)*
- *E-Business by Gary P.Schneider-Cengage India Learning(UNITS 4)*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                                     |          |          |          |            |
|-----------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Sustainable Business Practices</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2155</b>                         | <b>3</b> | <b>0</b> | <b>0</b> | <b>03</b>  |

**Total Hours: 45**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the relationship between business, environment, and human development, along with global sustainable business models.
2. Examine key concepts like natural capital, public goods, environmental externalities, and their impact on trade, industry, jobs, and consumption.
3. Develop policies and strategies for sustainable business management, stakeholder engagement, and regulatory compliance.
4. Understand international policies, global development frameworks, and their influence on sustainable business practices.

### **Course Content**

#### **UNIT I**

**12 Hours**

Sustainable Business Management, Business, Environmental and Human Development, Rationale and Benefits of Sustainable Business, Global Business Models

#### **UNIT II**

**12 Hours**

Sustainable Business Concepts, Natural Capital and Public Goods, Environmental Externalities, Sustainable Business Trends, Trade, Industry, Jobs, Consumption

#### **UNIT III**

**11 Hours**

Planning, Policy and Sustainable Governance, Sustainable Business Strategies, Key Sectors, Policy Assessment, Stakeholders Engagement, Policy and Regulatory Tools

#### **UNIT IV**

**10 Hours**

International Policies, International Policy Developments, Global Development Framework

### **Transaction Mode**

Group discussion, Experiential learning, Brainstorming, Active participation, Flipped teaching

**Suggested Readings:**

- *John Elkington – Cannibals with Forks: The Triple Bottom Line of 21st Century Business*
- *Andrew Savitz – The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success*
- *Edward Barbier – A Global Green New Deal: Rethinking the Economic Recovery*
- *Herman E. Daly – Beyond Growth: The Economics of Sustainable Development*
- *Stefan Schaltegger, Roger Burritt & Holger Petersen – An Introduction to Corporate Environmental Management: Striving for Sustainability*
- *Paul Hawken, Amory Lovins & L. Hunter Lovins – Natural Capitalism: Creating the Next Industrial Revolution*
- *Wayne Visser – The Age of Responsibility: CSR 2.0 and the New DNA of Business*
- *Ashford, N. A. & Hall, R. P. Technology, globalization, and sustainable development transforming the industrial state. (Routledge, 2019).*
- *Jeanrenaud, S., Jeanrenaud, J.-P. & Gosling, J. Sustainable business: a one planet approach. (Wiley & Sons in 2017)*
- *Molthan-Hill, P. The business students guide to sustainable management: Principles and Practice. (Greenleaf, 2014).*



|                                            |          |          |          |            |
|--------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Environment Education</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: VAC0001</b>                | <b>2</b> | <b>0</b> | <b>0</b> | <b>2</b>   |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Grasp the concept of Environmental Science, its components, types of natural resources, their distribution, and usage, with a focus on India.
2. Discuss the factors impacting biodiversity loss and ecosystem degradation in India and the world.
3. An overview of Contemporary Environmental Issues i.e National and Global efforts to address climate change adaptation and mitigation.
4. To understand environmental laws for monitoring pollution.
5. Principles guiding human responsibility toward the environment.
6. Toxic chemicals and analytical methods for monitoring environmental pollutants.

### **Course Content**

#### **Unit I 06 Hours**

Human – Environment Interaction, Natural Resources, and Sustainable Development. The man-environment interaction: Humans as hunter-gatherers; Mastery of fire; Origin of agriculture; Emergence of city-states; Great ancient civilizations and the environment, Indic Knowledge and Culture of sustainability; Middle Ages and Renaissance; Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global environmental change. Environmental Ethics and emergence of environmentalism: Anthropocentric and eco-centric perspectives (Major thinkers); The Club of Rome- Limits to Growth; UN Conference on Human Environment 1972; World Commission on Environment and Development and Rio Summit. Natural resources: Definition and Classification. Microbes as a resource; Status and challenges. Environmental impact of over-exploitation, issues and challenges; Water scarcity and Conflicts over water. Mineral resources and their exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation. Energy resources: Sources and their classification. Implications of energy use on the environment. Introduction to sustainable development: Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

**Unit II 06 Hours**

Biodiversity Conservation and Environmental Issues. Biodiversity as a natural resource; Levels and types. Biodiversity in India and the world; Biodiversity hotspots; Species and ecosystem threat categories. Major ecosystem types in India, their services, classification, significance and characteristics of forests, wetlands, grasslands, agriculture, coastal and marine; Threats to biodiversity and ecosystems: Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change. Major conservation policies: in-situ and ex-situ approaches; National and International Instruments for biodiversity conservation; the role of traditional knowledge, community-based conservation; Gender and conservation. Environmental issues and scales: micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena. Pollution: Types of Pollution- air, noise, water, soil, thermal, radioactive ;municipal solid waste, hazardous waste; transboundary air pollution; acid rain; smog. Land use and Land cover change: land degradation, deforestation, desertification, urbanization. Biodiversity loss: past and current trends, impact. Global change: Ozone layer depletion; Natural Disasters – Natural and Man-made (Anthropogenic).

**Unit III 08 Hours**

Environmental Pollution, Health, Climate Change: Impacts, Adaptation and Mitigation. Definition of pollution; Point and non-point sources. Air pollution: sources, Impacts, Primary and Secondary pollutants; Criteria pollutants- carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter and sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; National Ambient Air Quality Standards. Water pollution: Sources; River, lake and marine pollution, groundwater pollution, impacts ; Water quality parameters and standards. Soil pollution: sources and pollutants. Solid and hazardous waste, its impacts. Noise pollution: Definition, Unit of measurement, sources, noise standards; adverse impacts. Thermal and Radioactive pollution: Sources and impacts. Climate change: natural variations in climate due to greenhouse gas emission- past, present & future. Structure of atmosphere. Projections of global climate change with special reference to temperature, rainfall, climate variability and extreme events; Importance of 1.5 °C and 2.0 °C limits to global warming; Climate change projections for the Indian sub-continent. Impacts, vulnerability and adaptation to climate change: Observed impacts of climate change on ocean

and land systems; Sea level rise, changes in marine and coastal ecosystems; Impacts on forests, natural ecosystems, animal species, agriculture, health, urban infrastructure; the concept of vulnerability and its assessment; Adaptation vs. resilience; Climate-resilient development; Indigenous knowledge for adaptation to climate change. Mitigation of climate change: Synergies between adaptation and mitigation measures; Green House Gas (GHG) reduction vs. sink enhancement; Concept of carbon intensity, energy intensity and carbon neutrality; National and international policy instruments for mitigation, decarbonizing pathways and net zero targets for the future; Energy efficiency measures; Carbon capture and storage, National climate action plan and Intended Nationally Determined Contributions (INDCs); Climate justice.

#### **Unit IV 10 Hours**

Environment Management, Treaties and Legislation. Introduction to environmental laws and regulation: Article 48A, Article 51A (g) and other environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control. Environmental management system: ISO 14001 Concept of Circular Economy, Life cycle analysis; Cost-benefit analysis Environmental audit and impact assessment; Environmental risk assessment Pollution control and management; Waste Management-Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme. Bilateral and multilateral agreements on international co-operation of instruments; conventions and protocols; binding and nonbinding measures; Conference of the Parties (COP) Major International Environmental Agreements:- Convention on Biological Diversity (CBD); Cartagena Protocol on Biosafety; Nagoya Protocol on Access and Benefit-sharing; Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); Ramsar Convention on Wetlands of International Importance; United Nations Convention to Combat Desertification (UNCCD); Vienna Convention for the Protection of the Ozone Layer; Montreal Protocol on Substances that Deplete the Ozone Layer and the Kigali Amendment; Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal; Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade; Stockholm Convention, Minamata Convention, United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement; India's status as a party to major conventions Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act,

2002; The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006; Noise Pollution (Regulation and Control) Rules, 2000; Industry-specific environmental standards; Waste management rules; Ramsar sites; Biosphere reserves; Protected Areas; Ecologically Sensitive Areas; Coastal Regulation Zone; Production and consumption of Ozone Depleting substances, Green Tribunal; Some landmark Supreme Court judgements Major International organisations and initiatives: United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme.

### **Suggested Readings**

- Chahal, M. K. (2024). *Environmental Science and Hazards Management (Ecology and Risk Management)*, ISBN:978-93-6440-586-7.
- Baskar, S. and Baskar, R. (2009). *Natural Disasters (Earth's Processes & Geological Hazards)*, ISBN: 978-81-7806-168-9.
- Tiefenbacher, J (ed.) (2022), *Environmental Management - Pollution, Habitat, Ecology, and Sustainability*, Intech Open, London. 10.5772/
- Kanchi Kohli and Manju Menon (2021) *Development of Environment Laws in India*, Cambridge University Press.
- Bhagwat, Shonil (Editor) (2018) *Conservation and Development in India: Reimagining Wilderness*, Earthscan Conservation and Development, Routledge.
- Manahan, S.E. (2022). *Environmental Chemistry (11th ed.)*. CRC Press. <https://doi.org/10.1201/9781003096238>.
- William P. Cunningham and Mary A. (2015) *Cunningham Environmental Science: A Global Concern*, Publisher (Mc-Graw Hill, USA)
- Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>
- Theodore, M. K. and Theodore, Louis (2021) *Introduction to Environmental Management*, 2nd Edition. CRC Press.
- Ministry of Environment, Forest and Climate Change (2019) *A Handbook on International Environment Conventions & Programmes*. <https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf>



|                                                                |          |          |          |            |
|----------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Language Skills: Listening &amp; Speaking</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2156</b>                                    | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Understand and correctly pronounce different sounds in English.
2. Adapt language based on various social and professional situations.
3. Participate confidently in group discussions and interviews.
4. Write clear paragraphs, make effective notes, and draft professional letters/emails.

### **Course Content**

#### **Unit I 06 Hours**

Sounds of English (Text: English Language Skills: A Practical Approach, Cambridge).

#### **Unit 2 06 Hours**

Language Use in Various Situations (Text: English Language Skills: A Practical Approach, Cambridge).

#### **Unit 3 08 Hours**

Art of Public Speaking: Group Discussion and Interview

#### **Unit 4 10 Hours**

Writing: Paragraph Writing, Note-Making and Letter/E-mail Writing

#### **Transaction Mode**

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

#### **Suggested Readings**

- *"English Language Skills: A Practical Approach" – Cambridge (Prescribed Text)*

- *"Effective Communication Skills" by Kulbhushan Kumar*
- *"Public Speaking for Success" by Dale Carnegie*
- *"Cambridge English Pronouncing Dictionary" by Daniel Jones*

A handwritten signature in blue ink, consisting of a large, stylized loop with a small 'V' or checkmark-like shape inside it.

|                                                              |          |          |          |            |
|--------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Entrepreneurship &amp; Marketing Basics</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2159</b>                                  | <b>0</b> | <b>0</b> | <b>4</b> | <b>02</b>  |

**Course Outcomes****Total Hours: 30**

After completion of this course, the learner will be able to:

1. Analyze customer needs and market context, then select suitable digital marketing channels and justify the choice using campaign examples and basic evaluation criteria.
2. Evaluate WhatsApp community marketing and AI-assisted content options by assessing engagement signals, content fit, and ethical use, then refine a weekly content plan to improve trust and response.
3. Synthesize social media strategy, competitor insights, content pillars, and trust-led tactics to build a lead-generation workflow, and recommend follow-up actions to convert leads into sales.
4. Design and defend an integrated growth plan that combines a trend or viral campaign with offline BTL execution, including targets, promotion steps, performance metrics, and learning-based.

**Course Content****UNIT I****07 Hours**

Marketing Fundamentals: meaning and scope of marketing, marketing as a practical life skill, study of Indian marketing campaigns, types of digital marketing, choosing suitable digital channels for a business, generating and validating marketing ideas, shortlisting the best idea with revenue logic, reflection and quiz-based assessment.

**UNIT II****09 Hours**

WhatsApp Community Marketing and AI Content Creation: creating and naming a WhatsApp community, drafting invite and welcome messages, inviting users, community engagement methods, weekly content calendar for the community, soft-selling through community, designing a community-only offer and a simple monthly sales plan, introduction to content marketing, selecting content for awareness and revenue goals, using AI tools to generate content ideas, creating an AI-based brand video, creating and posting an AI poster, prompt-based blog writing and sharing, reflection and quiz-based assessment.

**UNIT III****07 Hours**

Social Media Marketing and Trust-led Marketing: social media marketing concepts and formats, competitor research and gap identification,



development of content pillars, preparation of weekly social media calendar and channel link submission, trust building using testimonials and social proof, identifying customer problems using open-ended questions, 3 to 5 day solution content sprint with user follow-ups, lead generation tracking, conversion of leads into sales through soft-selling and follow-up, reflection and quiz-based assessment.

#### **UNIT IV**

**09 Hours**

Viral or Trend Marketing and BTL or Offline Marketing: concept of virality and why content gets shared, analysis of viral campaigns, designing and finalizing viral campaigns with targets, creating launch creatives and messages, cross-posting on social media and community, promotion in groups and forums, measuring performance and recording final metrics, basics of BTL marketing, selecting an offline tactic, designing offline brand poster and offer or pitch, pitch practice and feedback, execution in local market with at least 10 customer pitches, contact collection for community invites, closing at least one sale, tracking offline metrics, reflection and quiz-based assessment.

#### **Transaction Mode**

The course will be delivered through the Punjab Startup mobile app using a task-based learning approach.

#### **Suggested Readings**

- Chase, R. B., Jacobs, F. R., & Aquilano, N. J. (2006). *Operations management for competitive advantage*.
- Kotler, P., & Keller, K. L. (Latest edition). *Marketing Management*. Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (Latest edition). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
- Godin, S. (2008). *Tribes: We Need You to Lead Us*. Portfolio.
- Berger, J. (2013). *Contagious: Why Things Catch On*. Simon & Schuster.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. Wiley.
- Handley, A. (Latest edition). *Everybody Writes*. Wiley.
- Cialdini, R. B. (Latest edition). *Influence: The Psychology of Persuasion*. Harper Business.



|                                             |          |          |          |            |
|---------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Information Technology</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2157</b>                 | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assess the impact of information technology on firms
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

### **Course Content**

#### **UNIT I**

**06 Hours**

Computer & Control Panel: Explorer, Drives and Installing New Hardware. Exercise on MS Word: Document Creation & Editing, Printing, Table and Mail Merge. Exercise on MS Excel: Creating Work book, Printing and Chart.

#### **UNIT II**

**08 Hours**

Internet Browsing & E-mail: Internet Explorer, Browsing Site, Creating Email Address and Compose / Attachment /Signature. Web Site & Search Engine: Google.com, India Results.com and Other Important Sites. Application of Information Technology.

#### **UNIT III**

**06 Hours**

MS Access: Creating database, adding, deleting and moving records. Querying: creating, saving and editing. Creating and using forms, creating and printing reports.

#### **UNIT IV**

**10 Hours**

HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, and homepage. Exercise on MS PowerPoint: Crating Presentation, Animation and Slide Show. Web Designing in HTML, Internet Surfing.

#### **Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

### **Suggested Readings**

- *McKeown, P. (2015). Information technology and the networked economy.*
- *Miller. (2018). Data and Network Communication. Vikas Publishing House. New Delhi*
- *Turban, E., Rainer, R. K., & Potter, R. E. (2019). Introduction to information technology (p. 550). New York, NY: John Wiley & Sons.*
- *Lucas, H. C. (2020). Information technology for management. McGraw-Hill.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a loop, followed by a horizontal line.

|                                                         |          |          |          |            |
|---------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Enterprise Resource Planning (ERP)</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA2158</b>                             | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Evaluate re-engineering concepts in ERP system implementations, demonstrating critical thinking skills.
2. Apply process mapping techniques to analyze business processes in ERP implementations.
3. Analysis of ERP life cycle steps and activities.
4. Design effective ERP implementation strategies.

### **Course Content**

#### **UNIT I**

**08 Hours**

Enterprise Resources Planning: Evolution of ERP-MRP and MRP II - problems of system islands need for system integration and interface-early ERP Packages - ERP products and Markets - opportunities and problems in ERP selection and implementation; ERP implementation identifying ERP benefits team formation Consultant Intervention-Selection ERP - Process of ERP implementation.

#### **UNIT II**

**07 Hours**

Managing changes in IT organization -Preparing IT infrastructure- Measuring benefits of ERP - Integrating with other systems. The emergence of reengineering concept- concept of business process rethinking of processes identification of re-engineering need-preparing for re-engineering implementing change-change management - BPR & ERP.

#### **UNIT III**

**07 Hours**

Supply Chain Management: The concept of value chain differentiation between ERP and SCM- SCM for customer focus- need and specificity of SCM. SCM scenario in India-products and markets of Shel-issue in selection and implementation of SCM solution -CRM solutions.

#### **UNIT IV**

**08 Hours**

E- Business: Introduction to 1-Net Technologies-Evolution of E-Commerce, EDI, and E-Business - business opportunities basic and advanced business models on internet- internet banking and related technologies- security and privacy issues- technologies for E-Business. Future and Growth of E Business.

#### **Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

#### **Suggested books:**

- *Langenalter, A. Gary, "Enterprise Resources Planning and Beyond" St. Lucie Press, USA, 1st Edition, 2000*
- *Alexis, Leon, "ERP Demystified." Tata McGraw Hill, 1st Ed., 2000 Mary Sumner, Enterprise Resource Planning, Pearson Education (2010)*
- *Mahadeo Jaiswal and Ganesh Vanapalli, "Textbook of Enterprise Resource Planning" Macmillan Publishers India, 2005*
- *S Parthasarathy, "Enterprise Resource Planning- Managerial & Technical Perspective" New Age International, 2007*



**Semester III**

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Marketing Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3200</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze the information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Analyze the role of marketing channels and identifying major channel alternatives.

**Course Content****UNIT I****18 Hours**

Marketing: Concepts-production, product, selling, marketing & societal marketing. Marketing environment –marketing management and its environment. Marketing Communications, The Marketing Communication Process, The Promotion Mix, Factors Guiding The Selection Of Promotion Mix, Advertising And Its Objectives, Developing The Advertising Campaign; Sales Promotion And Its Objectives, Tools Of Sales Promotion, Public Relations And Major Tools; Events And Experiences. Personal Selling: Nature And Process, Direct Marketing Emerging Trends And Issues In Marketing: Rural Marketing, Societal Marketing, Ethics in Marketing, Direct and Online Marketing, Green Marketing, Retail Marketing.

**UNIT II****14 Hours**

Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior. Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4Ps of products & 7Ps of services, components & factors affecting

### UNIT III

**15 Hours**

Product decisions: new product development process, and product lifecycle. Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

### UNIT IV

**13 Hours**

Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

### Transaction Mode

Cooperative learning, Inquiry-based learning, Group discussion, Active participation, Mentor-mentee, Quiz, Open talk, Panel Discussions

### Suggested Readings

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2018). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2018). *Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (2018). *Companion Encyclopedia of Marketing*. Cengage Learning EMEA

Marketing A



|                                   |          |          |          |            |
|-----------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Law</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3201</b>       | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Understand the legal frameworks that govern businesses, including contract laws and corporate laws.
2. Apply the business laws to ensure smooth functioning of the organizations.
3. Develop strategies for mitigating legal risks and ensuring compliance with relevant laws and regulations.
4. Acquire and exhibit an understanding of Law of Sale of Goods and Negotiable Instruments Act.

### **Course Content**

#### **UNIT I**

**13 Hours**

Business Law: Nature, scope, and significance of business law. Contract Law: Essential elements of a contract and its Types. Offer and Acceptance. Consideration.

#### **UNIT II**

**13 Hours**

Freeconsent and capacity of parties. Legality of Object. Performance and dischargeof contract.Remediesforbreachofcontract. Contract of Bailment. ConceptofAgencyandvarioustypes ofmercantileagents.

#### **UNIT III**

**17 Hours**

LawofPartnership:natureofpartnership,rightsanddutiesofapartner.Dissolutio nofapartnership. Law of Sale of Goods: essentials for contract of sale. Conditionsand warranties.Impliedwarranties– CaveatEmptor.TransferofOwnership. RightsofUnpaysellerandotherremedialmeasures.

#### **UNIT IV**

**17 Hours**

Negotiable Instruments Act: negotiable instrument. Promissory note, bill of exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability. Dishonor of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque. Hundis. The Consumer Protection Act 1986: Features, Grievance redressed machinery.

### **Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

### **Suggested Readings**

- *Kapoor, N.D. (2019). Business Law. Sultan Chand & Sons, New Delhi*
- *Kapoor, N.D., (2018). Elements of Business Law. Sultan Chand & Sons (P) Ltd.*
- *Sharma, Mukesh. Chawla, K.C. & Sareen, V.K. (2018). Mercantile Law. Kalyani Publishers*
- *Kuchhal, M.C. & Kuchhal Vivek. (2018). Business Law. Sultan Chand & Sons (P) Ltd. India.*
- *Bulchandani, K.R. (2018). Business Law. Himalaya Publishing House, India.*
- *Chawla, Garg, and Sareen. (2019). Mercantile Law. 7th Ed. Kalyani Publisher*



|                                             |          |          |          |            |
|---------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Organisation Behaviour</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3202</b>                 | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Evaluate the fundamental concepts and theories of organizational behavior.
2. Analyze individual and group behavior within organizations.
3. Evaluate the impact of organizational structure and culture on behavior
4. Develop strategies for managing individuals and groups within organizations.

### **Course Content**

#### **UNIT I**

**14 Hours**

Organizational Behaviour: an overview of the Field of organizational behavior, History and Evolution of organizational behavior, Key theoretical frameworks in organizational behavior, and the Role of organizational behavior in managing people within Organizations. Organisational Behaviour Models

#### **UNIT II**

**15 Hours**

Individual Behaviour: Factors Affecting Individual Behaviour, Models of Individual Behaviour

Personality: Meaning, Characteristics, Determinants, and Theories of Personality

Perception: Nature & Importance, Perception Process, Perceptual Errors, and Distortions.

Attitudes and Values: Components, Sources, and Measurement of Attitudes. Concept, Sources, and Types of Values.

#### **UNIT III**

**14 Hours**

Motivation: Meaning and Importance of Motivation, Theories of Motivation, Morale.

Inter-Personal Behaviour and Transactional Analysis (TA).

Group Behaviour: Communication in the workplace, Team dynamics, and effectiveness Leadership: Definition, Importance, Leadership Styles, Models and Theories of Leadership.

#### **UNIT IV**

**17 Hours**

Conflict resolution and negotiation, Power and politics in organizations, Diversity, and inclusion in the workplace

Organizational Culture and Change: Organizational culture and its impact on behavior, Managing and changing organizational culture

Types of organizational change, Resistance to change and overcoming it, Leading and managing organizational change

### **Transaction Mode**

Cooperative Teaching, Demonstration, blended learning, Group discussion, Active participation

### **Suggested Readings**

- Robbins, S. P., Judge, T. A., & Vohra, N. *Organizational Behavior*. Pearson.
- Khanka S.S. *Organisational Behaviour*. S.Chand & Co., New Delhi .
- Shajahan S. & Shajahan Linu. *Organizational Behaviour*. New Age International Publishers, New Delhi
- McShane, S. L., & Von Glinow, M. A. *Organizational Behavior*. McGraw-Hill.
- Colquitt, J. A., LePine, J. A., & Wesson, M. J. *Organizational Behavior: Improving Performance and Commitment in the Workplace*. McGraw-Hill.
- Johns, G., & Saks, A. M. *Organizational behaviour: Understanding and managing life at work*. Pearson Canada.
- Senge, P. M. *The fifth discipline: The art and practice of the learning organization*. Random House.



|                                              |          |          |          |            |
|----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Psychology for Managers</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3203</b>                  | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Analyze components, sources, and measurement of attitudes, as well as understand individual behavior and its influencing factors
2. Evaluate theories of motivation, perception, and learning, and their applications in the workplace
3. Assess theories of personality and their applications, understand interpersonal behavior and group dynamics, and analyze diversity and cross-cultural issues
4. Apply effective communication, leadership theories, conflict resolution strategies, and stress management techniques in management

### **Course Content**

#### **UNIT I**

**07 Hours**

Psychology for Managers: Basic principles and concepts of psychology, Attitudes, and Values: Components, Sources and Measurement of Attitudes. Concept, Sources, and Types of Values, Individual Behaviour: Introduction and Meaning, Factors Affecting Individual Behaviour, Models of Individual Behaviour

#### **UNIT II**

**08 Hours**

Motivation, Perception, and Learning: Theories of motivation and their applications in the workplace. Perception: Nature & Importance, Perception Process, Perpetual Errors and Distortions, Perception and its influence on managerial decision-making. Learning, and its relevance to employee training and development, Theories of Learning.

#### **UNIT III**

**08 Hours**

Personality and Social Behavior: Theories of personality and their applications in the workplace, Determinants of personality. Inter-Personal Behaviour and Transactional Analysis (TA)

Social behavior in organizations and group dynamics, Diversity and cross-cultural issues in the workplace

#### **UNIT IV**

**07 Hours**

Applying Psychological Principles in Management: Effective communication and leadership, Leadership Styles, Models and Theories of Leadership, Types of Conflict, Conflict resolution and negotiation, Stress management and employee well-being

#### **Transaction Mode**

Cooperative learning, Inquiry-based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

#### **Suggested Readings**

- *Baron, R. A., & Greenberg, J. Behavior in Organizations: Understanding and Managing the Human Side of Work. Pearson Education.*
- *Luthans, F., & Youssef, C. M. Positive psychological capital in the workplace: A critical reflection. Journal of Organizational Behavior, 38(3), 387-392.*
- *Maslow, A. H. A theory of human motivation. Simon and Schuster.*
- *Robbins, S. P., Coulter, M., DeCenzo, D. A., & Woods, M. Management. Pearson Education.*
- *Schneider, B., & Barbera, K. M. The Oxford Handbook of Organizational Climate and Culture. Oxford University Press.*
- *Selye, H. The stress of life. McGraw-Hill Education.*



|                                              |          |          |          |            |
|----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Stock Market Operations</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3204</b>                  | <b>2</b> | <b>1</b> | <b>0</b> | <b>03</b>  |

**Total Hours: 45**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Understand financial markets and securities.
2. Apply basic investment principles and analysis techniques.
3. Utilize technical analysis and grasp market efficiency concepts.
4. Develop trading strategies and practice risk management.

### **Course Content**

#### **UNIT I**

**10 Hours**

Introduction to Stock Markets and Investment Basics: Overview of financial markets and types of securities. Introduction to stocks and equities, Basic investment principles, risk, and return concepts

#### **UNIT II**

**11 Hours**

Fundamental Analysis and Valuation: Understanding financial statements (Income Statement, Balance Sheet, Cash Flow Statement). Ratio analysis (liquidity, profitability, solvency, efficiency), Company valuation methods (DCF, P/E ratio, P/B ratio)

#### **UNIT III**

**11 Hours**

Technical Analysis and Market Efficiency: Introduction to technical analysis. Chart patterns, moving averages, and trend analysis. Support and resistance levels, indicators (RSI, MACD, Stochastic), Efficient Market Hypothesis (EMH) and behavioral finance concepts

#### **UNIT IV**

**13 Hours**

Trading Strategies and Risk Management: Types of trading strategies (day trading, swing trading, value investing). Position sizing, portfolio allocation, and risk management, Stop-loss and take-profit strategies, hedging techniques

### **Transaction Mode**

Lectures and Presentations, Hands-on Trading Simulations, Interactive Discussions and Case Studies, Hands-on Trading Simulations, Guest Speakers, Mock Trading Competitions, Interactive Self-Paced Learning.

### **Suggested Readings**

- *"Security Analysis" by Benjamin Graham and David Dodd*
- *"The Intelligent Investor" by Benjamin Graham*
- *"Technical Analysis of the Financial Markets" by John J. Murphy*
- *"A Random Walk Down Wall Street" by Burton G. Malkiel*
- *Financial news sources (Bloomberg, CNBC, Financial Times)*
- *Online trading platforms for practical exercises and simulations*
- *Khan, M.Y, Financial System, (Tata McGraw Hill: New Delhi)*
- *2. Machiraju, Indian Financial System (Vikas: New Delhi)*
- *Depository Operations (Module) Workbook by National Stock Exchange of India Ltd.*
- *Financial Markets: Beginners (Module) by National Stock Exchange of India Ltd.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'D' shape with a horizontal line extending to the right.

|                                               |          |          |          |            |
|-----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Cross Culture Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3205</b>                   | <b>3</b> | <b>0</b> | <b>0</b> | <b>03</b>  |

**Total Hours: 45**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Understand the importance of the influence of national culture on business culture.
2. Learn about value orientations and dimensions.
3. Assess culture and leadership, culture and strategy, cultural change in organizations.
4. Understand cross cultural team management.
5. Learn the aspects of working with international teams and multiple cultures and management of conflicts

### **Course Content**

#### **UnitI**

**11 Hours**

Introduction: Determinants of Culture, Facets of Culture, Levels of Culture, National Cultural Dimensions in the Business Context, The Influence of National Culture on Business Culture. Business Cultures: East and West.

#### **UnitII**

**10 Hours**

Cultural Dimensions and Dilemmas: Value Orientations and Dimensions, Reconciling Cultural Dilemmas, Culture and Styles of Management: Management Tasks and Cultural Values.

#### **UnitIII**

**11 Hours**

Culture and Organizations: Culture and Corporate Structures, Culture and Leadership, Culture and Strategy, Cultural Change in Organizations, Culture and Marketing, Cultural Diversity. Culture and Communications: Business Communication across Cultures.

#### **UnitIV**

**13 Hours**

Barriers to Intercultural Communication, Negotiating Internationally. Cross Cultural Team Management: Working with International Teams, Group Processes During International Encounters, Conflicts and Cultural Difference,

Understanding and Dealing with Conflicts, Developing Intercultural Relationships.

### **Transaction Mode**

Cooperative learning, Inquiry-based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

### **Suggested Readings**

- *Marie-Joelle Browaeys, Roger Price: Understanding Cross-Cultural Management, Pearson, 4e, 2019.*
- *David C. Thomas: Cross Cultural Management, Sage Publications, 4e, 2017.*
- *Nigel Holdon, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2012.*
- *Parissa Haghirian: Multinational and Cross-Cultural Management, Routledge, 2012.*
- *Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell, 2015.*
- *Jerome Dumetz, Cross-cultural Management Textbook: Lessons from the world*
- *leading experts in cross-cultural management, Create Space Independent Publishing Platform; Student edition (September 5, 2012), Oakland, USA.*



|                                             |          |          |          |            |
|---------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Proficiency in English</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3206</b>                 | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Strengthen the foundational skills in grammar, vocabulary, and sentence structure.
2. Improve fluency, pronunciation, and coherence in spoken and written English.
3. Apply English proficiency in professional contexts including group discussions, interviews, and presentations.
4. Demonstrate confidence in academic, social, and business communication using correct and context-appropriate English.

### **Course Content**

#### **UNIT I**

**07 Hours**

Overview of sentence structure, tenses, subject-verb agreement, articles, prepositions, active-passive voice, and direct-indirect speech. Error identification and correction. Sentence transformation and basic punctuation rules. Contextual grammar practice through short texts and real-life communication.

#### **UNIT II**

**08 Hours**

Word formation (prefixes, suffixes, root words), synonyms-antonyms, phrasal verbs, idioms, collocations, and commonly confused words. Functional language use in situations like requesting, apologizing, giving opinions, agreeing/disagreeing, and asking for clarification. Vocabulary enhancement through reading tasks and games.

#### **UNIT III**

**08 Hours**

Listening comprehension exercises using podcasts, audio clips, interviews, and lectures. Practicing pronunciation, stress, rhythm, and intonation. Role plays, JAM (Just A Minute), mock interviews, and oral presentations. Participating in group

discussions, expressing opinions clearly and logically, and giving structured feedback.

#### **UNIT IV**

**07 Hours**

Reading comprehension strategies: skimming, scanning, and inference. Reading short articles, ads, emails, and reports. Writing professional emails, memos, and formal letters. Paragraph writing, précis writing, notice/report writing, and business correspondence formats.

#### **Transaction Mode**

Interactive lectures, worksheets, audio-visual listening tasks, reading circles, peer editing, mock interviews, debates, and lab-based communication exercises.

#### **Suggested Readings**

- *Raymond Murphy. (2019). English Grammar in Use (Intermediate). Cambridge University Press.*
- *Wren & Martin. High School English Grammar and Composition. S. Chand.*
- *Rizvi, M. A. (2017). Effective Technical Communication. McGraw Hill Education.*
- *Kaul, A. (2015). Business Communication. PHI Learning.*
- *BBC Learning English (Online Portal) – <https://www.bbc.co.uk/learningenglish>*



|                                                                                               |          |          |          |            |
|-----------------------------------------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title:</b> Disaster Risk Reduction and Management: Skills for Safety and Resilience | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3207</b>                                                                   | <b>2</b> | <b>0</b> | <b>2</b> | <b>3</b>   |

**Total Hours: 45**

**Course Outcomes:** At the end of the course, students will be able to:

1. Identify hazards, vulnerabilities and risks at individual, institutional and community levels.
2. Outline the legal and institutional frameworks of DRR in India and globally.
3. Demonstrate life-saving skills, emergency communication, disaster response and risk mitigation techniques.
4. Utilize and implement basic tools and technologies for risk assessment, preparedness and resilience-building.
5. Prepare disaster management plans and design community awareness activities, or prototypes in regional/local contexts.

### **Course Content**

#### **UNIT-I**

**5 hours**

#### **Understanding Disaster Risk Reduction and Management:**

- Basic concepts and terminology: Hazard, Vulnerability, Capacity, Exposure, Disaster, Risk, Disaster Management & Disaster Risk Reduction.
- Hazard profile of India: Regional profile.
- Disaster Management Cycle: Mitigation, preparedness, response, relief, recovery, rehabilitation.
- Policy and legal frameworks: DM Act 2005, DM Amendment Act 2025, National Policy, State-specific Acts; PM 10 Points agenda.
- International frameworks: Sendai Framework, Paris Agreement, SDGs.
- Role of Institutions in DRR (overview only): NDMA, NIDM, IMD, CWC, GSI, BIS, ISRO, INCOIS, SDMA, DDMA, NDRF.
- Case studies of different disasters in India: Lessons learned (minimum 2).

#### **UNIT-II**

**5 hours**

#### **Preparedness, Mitigation and Response Planning**

- Framework for Developing Disaster Management Plans.
- Hazard, Vulnerability, Capacity and Risk (HVCR) Assessment tools and techniques: Transect walk, Hazard mapping, Prob-

lem tree, Chapatti diagram etc.

- Mitigation and Preparedness: Evacuation planning, mock drills, tabletop exercises; disaster-specific mitigation, Crowd Management techniques.
- Basics of Incident Response System (IRS).
- Role of emergency forces: NDRF, SDRF, police, fire services, armed forces, NCC, NSS.
- Planning for more vulnerable groups.
- Emerging technologies: Drones, digital literacy, mobile apps (GIRI tool, SAFAR, Meghdoot, UMANG, Sachet, CWC Flood Alerts, IMD, BIS, IHIP), social media for DRR.
- Basics of safe construction and structural & nonstructural audit exercise (safety of home/ college buildings).
- Funding mechanisms for disasters in India.
- Emergency Communication Network.

### UNIT-III

**5 hours**

#### Life-Saving Skills

- First Aid in disasters: Golden hour concept, CPR, wounds, choking, burns, fractures, animal bites (snake/dog/rabid), heat-related illnesses, triaging, stampede.
- Household and personal preparedness and protection: 72-hour emergency kit, safe food storage, water purification, ORS use, water sanitation and hygiene (WASH) and Infection Prevention Control (IPC) practices, Basic Sign Language.
- Search and Rescue methods.
- Fire safety and electrical/gas/LPG safety: Causes, prevention, fire extinguisher demonstration, indigenous methods (Natural first-aid remedies- aloe vera, turmeric, coconut oil, salt solution); traditional risk-reduction practices.
- Disaster-specific response: Floods, landslides, earthquakes, CBRN emergencies, pandemics, drowning, lightning, gas leakage, cyclone, heatwave, coldwave.
- Psychosocial support in DRR; Steps for implementing psychological first aid and its importance.
- Public health preparedness: Public health impacts of various disasters, Prevention of post-disaster water-borne and vector-borne diseases.

### UNIT-IV

**30 hours**

#### Field Exposure and Community Engagement

- Field visits: District Emergency Operations Centre, State Disaster Response Force/ National Disaster Response Force units, fire stations, State Emergency Operations Center, hazard-prone communities, heat-prone areas (flood-prone village, fire-vulnerable urban slum).
- Practical exposure: Mock drills, demonstrations and simula-



tions (multi-hazard, evacuation, earthquake, flood); interaction with responders and officials (Aapda Mitras, National Cadet Corps/National Service Scheme/Nehru Yuva Kendra Sangathan, Red Cross).

- Community Engagement projects: Street plays (nukkad natak), awareness campaigns, DRR clubs (institute and community level clubs), Information, Education and Communication material (podcasts, videos, comics, photo essays, posters, Knowledge exchange webinars).
- Environmental hazards: Youth/community participation (tree plantation, soil conservation).
- Project/assignment: Preparation of institutional/household DM plan in local language; budget-friendly multi-disaster survival kit prototype; reflective field report, youth-led community engagement projects and creation of IEC/digital communication materials.
- Multidisciplinary integration: Links with local governments, HEIs, youth/adolescent networks.
- Activities for mitigating disaster risks: Increasing green cover, plantation and knowledge of human anatomy.
- Interaction with: State, district, gram panchayat level officials, DRR helpline numbers, and knowledge of physical resources required and available locally; interview /session with disaster survivors.

#### **Transactional Mode**

Lecture, Seminar, e-Team Teaching, e-Tutoring, Dialogue, Peer Group Discussion, Mobile Teaching, Self-Learning, Collaborative Learning and Cooperative Learning

#### **Books/Handbooks**

1. Sphere Handbook for humanitarian response standards. Link: <https://spherestandards.org/handbook/>
2. Health emergency and disaster risk management framework (Health EDRM), WHO.

Link:

<https://www.who.int/publications/i/item/9789241516181>

|                                               |          |          |          |            |
|-----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title:</b> Basics of Cyber Security | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA3208</b>                   | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b>   |

**Total Hours: 45**

**Course Learning Outcomes:** After completing all the units, students will be able to:

- 1) the concept of Cyber security and issues and challenges associated with it.
- 2) the cybercrimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.
- 3) appreciate various privacy and security concerns on online Social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.
- 4) the basic concepts related to E-Commerce and digital payments. They will become familiar with various digital payment modes and related cyber security aspects, RBI guidelines and preventive measures against digital payment frauds.

### **Course Content**

#### **Unit-I: Introduction to Cyber security 8 Hours**

Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

#### **Unit-II: Cyber crime and Cyber law 12 Hours**

Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organisations dealing with Cyber crime and Cyber security in India, Case studies.

#### **Unit-III: Social Media Overview and Security 12 Hours**

Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.

**Unit-IV:**E - Commerce, Digital PaymentsDigital DevicesSecurity, Tools and Technologies for Cyber Security**13 Hours**

Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorised banking transactions. Relevant provisions of Payment Settlement Act,2007,End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices, Significance of host firewall and Anti-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

**Suggested Readings: -**

1. Cyber Crime Impact in the New Millennium, by R. C Mishra , Author Press. Edition 2010.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3. Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13th November, 2001)
4. Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.

5. Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
6. Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition,  
Wiley India Pvt. Ltd.
7. Fundamentals of Network Security by E. Maiwald, McGraw Hill.

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a horizontal line extending to the right.

**Semester IV**

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Financial Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA4250</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Analyze objectives of financial management and sources of finance.
2. Understand the pattern of fund requirement and associated risk through financial planning.
3. Apply the concept of cost of capital to determine the cost of various sources of finance.
4. Evaluate various theories of dividend and capital structure to allocate funds to the most attractive investment opportunity.

**Course Content****UNIT I****17 Hours**

Financial Management: Scope, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions.

Profit Maximization vs. Wealth Maximization, Time Value of Money. Sources of Finance.

**UNIT II****14 Hours**

Capital Budgeting: Meaning, importance and various techniques; Payback methods; Post Payback period; Rate of return method; Net Present value method, Internal rate of return method; Profitability index method.

**UNIT III****16 Hours**

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares. Cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates.

**UNIT IV****13 Hours**

Capital Structure: Significance and Approaches, NI approach; NOI approach; MM approach; Traditional approach. Dividend Decision: Scope, types, and Approaches.

**Transaction Mode**

Cooperative learning, inquiry-based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

**Suggested Readings**

- *Pandey, IM. (2018). Financial Management. Vikas Publishing House.*
- *Chandra, Prasanna. (2019). Financial Management. Tata McGraw-Hill Publishing.*
- *Hampton, John J. (2020). Financial Decision-making. Prentice Hall of India Ltd., New Delhi*
- *Khan, M. Y& Jain, PK (2019). Financial Management and Policy. Tata McGraw-Hill Company Ltd, New Delhi*
- *James, Van Horn & Dhamija, Sanjay. (2018). Financial Management and Policy. Pearson Education India*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'J' shape with a horizontal line extending to the right.

|                                                            |          |          |          |            |
|------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Production &amp; Operation Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA4251</b>                                | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Analyze various production processes to identify inefficiencies and opportunities for improvement.
2. Evaluate capacity planning, inventory management and factors in decision making.
3. Examine supply chain dynamics and their impact on production and operations.
4. Evaluate and mitigate operational risks, including supply chain disruptions and resource shortages

### **Course Content**

#### **UNIT I 15 Hours**

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout.

#### **UNIT II 15 Hours**

Capacity planning.

Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification.

#### **UNIT III 13 Hours**

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.

#### **UNIT IV 17 Hours**

Basic concepts of maintenance management and preventive management. Statistical

quality control and acceptance sampling. Latest Concepts: JIT, computer aided manufacturing, TQM and ISO quality systems. Emerging concepts of operational management: flow charts, PERT, CPM, Location, Layout

### **Transaction Mode**

Group discussion, Active participation, Brain storming, Demonstration, Project-based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

### **Suggested Readings**

- Chase, R.B., Aquilano, N.J., & Jacobs, F.R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2019). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2018). *Operation Management*. McGraw Hill Education
- Chary, S.N. (2018). *Production and operations management*. McGraw Hill Education.

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                              |          |          |          |            |
|----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Quantitative Techniques</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA4252</b>                  | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Apply fundamental mathematical concepts to solve business-related problems.
2. Analyze statistical data to make informed business decisions.
3. Use mathematical models for optimization and decision-making in business scenarios.
4. Interpret and apply statistical methods for business forecasting and analysis.

### **Course Content**

#### **UNIT I**

**14 Hours**

Fundamentals of Business mathematics, Set theory, Complex numbers and algebra of complex numbers, Permutations and combinations.

#### **UNIT II**

**15 Hours**

Matrices, types of matrices, operation on matrices, transpose of matrices, symmetric and skew-symmetric of matrix. Determinants, Inverse of matrices Binomial theorem, Interest- simple interest, compound interest.

#### **UNIT III**

**13 Hours**

Fundamentals of Business statistics, Measure of central tendency, Measure of dispersion

#### **UNIT IV**

**18 Hours**

Correlation: Karl person coefficient of correlation, Rank of Correlation Regression, Probability, Probability Distribution.

### **Transaction Mode**

Lectures, tutorials, and hands-on workshops. Problem-solving sessions and case studies. Group projects and presentations. Practical application of mathematical and statistical software.

### **Suggested Readings**



- *Anderson, D. R., Williams, T. A., & Cochran, J. J. (2020). Statistics for business & economics. Cengage Learning.*
- *Levine, D. M., & Stephan, D. F. (2022). Even You Can Learn Statistics and Analytics: An Easy to Understand Guide. Addison-Wesley Professional.*
- *Black, K. (2010). business statistics for contemporary decision making 6th edition.*
- *Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2000). Business research methods (Vol. 6). Fort Worth, TX: Dryden Press.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a loop, followed by a horizontal line.

|                                                  |          |          |          |            |
|--------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Banking &amp; Insurance Law</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA4253</b>                      | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. To expose the student to the theory and overview of the banks and its Management
2. To impart knowledge regarding insurance companies and its significance
3. To familiarize students with latest Acts, technology and trends in banking and insurance.
4. To enable the students to acquire knowledge about basics of Banking and Insurance

### **Course Contents**

#### **UNIT I**

**07 Hours**

Meaning and definition of Banking - Origin and development of banking  
Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank - RBI – Functions - Emerging trends in banking.

#### **UNIT II**

**06 Hours**

Types and Functions of Banks. Commercial Banks, Cooperative Banks, Regional Rural Banks, Agriculture and Rural Development Banks, Development Banks, Universal Banking ADRs and GDRs, EXIM Bank and their Functions.

#### **UNIT III**

**08 Hours**

Commercial Banking Operations: Payment and settlement system- new age clearing and new age payment, RTGS, SWIFT, NTGS, KYC Norms and Anti-Money Laundering, FEMA.

Negotiable Instruments: An overview of -Endorsements, Cheques: Payment and collection, Bills of Exchange and Promissory Notes. Loans and Advances, Priority sector lending. Innovations in Banking: E-banking, Mobile banking.

#### **UNIT IV**

**09 Hours**

Insurance: Definition & nature, its scope and significance, Indian Insurance Industry, Salient features of IRDA Act, Life insurance: Annuities,

Measurement of risk and Morality Table. Need of insurance-insurance as a social security tool - Insurance and economic development-principles of insurance.

### **Transaction Mode**

Group discussion, Active participation, Brainstorming, Demonstration, Project-based learning, Team Teaching, Mentor-mentee, Quiz, Open talk, Question, One minute

### **Suggested Readings**

- *Principles and Practices of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.*
- *Mishra M.N., Life Insurance Corporation of India, Vol. I, II, III – Raj Books, Jaipur.*
- *Legal and Regulatory Aspects of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.*
- *MC Gaeg, K.P.Singh, Insurance: Fundamentals, Environment & Procedures Bodla, Published by Deep & Publications Pvt.Ltd. New Delhi.*
- *On-line resources to be used if available as reference material*  
<http://egazette.nic.in/WriteReadData/2020/222114.pdf>
- *On-line Resources* <https://www.irdai.gov.in/>



|                                                 |          |          |          |            |
|-------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Integrated Cargo Logistics</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA4254</b>                     | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Learn about airport functions, security, and future challenges in ground operations.
2. Understand aviation terminology, aircraft types, air routes, and cargo handling processes.
3. Learn shipment planning, documentation, customs clearance, and cargo operations.
4. Gain insights into seaports, shipping processes, container management, and documentation.

### **Course Content**

#### **Unit I**

**14 Hours**

Ground Operations: Understanding Airports – History - Air Transport System – Functions – Customers – Standardization – Management – Airside - Terminal Area - Landside Operations – Security - Civil Aviation - Aircraft operator's security program - Security v/s Facilitation - Training and awareness – Rescue and firefighting - Issues and challenges - future of airports - ICAO security manual.

#### **Unit II**

**14 Hours**

Introduction to Air Cargo: Aviation and airline terminology - IATA areas Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes & Ports - codes – Hub & Spoke – Process Flow

#### **Unit III**

**16 Hours**

Air Freight Forwarding: Air freight Exports and Imports - SLI – Shipment Planning – Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) - Customs clearance – Air Cargo Rates and Charges – TACT - cargo operations - Communication – Sales & Marketing – Consignee controlled

cargo – Sales leads – Routing Instructions DGR – Handling  
COD shipments – POD.

#### **Unit IV**

**16 Hours**

Introduction to Ocean Freight Forwarding: Seaports - Type of Ships - Shipping Lines - Hub & Spoke- Vessel Operations - Process flow - Advices – Booking – Containers – Container numbering – Operations - Volume Weight calculations - Shipment Planning basics - FCL - Documentation - Bill of Lading basics – MBL - HBL – Invoicing - LCL – CY – CFS

#### **Transaction Mode**

Cooperative learning, Inquiry-based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

#### **Suggested Readings:**

- *Air transport logistics by Simon Taylor (Hampton)*
- *Air freight : operations, marketing and economics / (by) Peter S. Smith ( Faber)*
- *Carriage of goods by sea / John F. Wilson (Harlow: Longman)*
- *Containerization / (by) J.R. Whittaker (Hemisphere; Wiley)*
- *Airports; some elements of designs and future development- John Walter wood*
- *Ocean Freights and Chartering by Cyril Frederick Hardy Cufley (Adlard Coles Nautical)*
- *Fundamental of air transport management by P.S.Senguttavan.*
- *Oxford ATLAS-OXFORD PUBLISHING*
- *Aviation century: wings of change- A global survey- Ratandeepsingh-jain book*

|                                                          |          |          |          |            |
|----------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Outreach of Indian Knowledge System</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: IKS0012</b>                              | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

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

1. Understand to Gain knowledge about the historical development, philosophical roots, and interdisciplinary nature of the Indian Knowledge System (IKS), including its contributions to science, mathematics, medicine, and arts.
2. Analyze the traditional wisdom in fields like Ayurveda, Yoga, Astronomy, Metallurgy, and Linguistics, and how they have influenced both ancient and modern scientific advancements.
3. Examine the impact of Indian knowledge on global civilizations, including its contributions to trade, education, and cultural exchange, and how it shaped modern intellectual traditions.
4. Development the relevance of IKS in the modern world, including its role in sustainable development, environmental conservation, and its integration into contemporary education, research, and innovation.

### **Course Content**

#### **UnitI**

**7 Hours**

Introduction The outreach of the Indian Knowledge System beyond Indian boundaries forms the ancient times.

#### **UnitII**

**8 Hours**

Outreach to East, Southeast, Central and Southeast Asia of Indian phonetic script, decimal value place system-based arithmetic, algebra, astronomy and calendar, medical pharmacopeia, architecture, methods of making iron and steel, cotton textiles, etc.

#### **UnitIII**

**8 Hours**

The transmission of Indian linguistics, knowledge of plants, iron and steel metallurgy, textiles and dyeing, shipbuilding, etc., to Europe in the 17th/18th/19th centuries.

#### **Unit IV**

**7 Hours**

Current global outreach of Ayurveda, History, merits and demerits, characteristics, future impacts of Yoga and Indian Fine Arts.

### **Transactional Mode**

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

### **Suggested Readings**

- Dharampal (1995). *The Beautiful Tree: Indigenous Indian Education in the Eighteenth Century*. Biblia Impex.
- Michel Danino (2010). *The Lost River: On the Trail of the Sarasvati*. Penguin India.
- Pingree, D. (1978). *The Astronomical Works of Brahmagupta*. Journal of the American Oriental Society.
- Sastry, T. A. (2008). *Indian Traditional Knowledge: Opportunities for Sustainable Development*. Indian Journal of Traditional Knowledge.
- P.P. Divakaran (2018). *The Mathematics of India: Concepts, Methods, Connections*. Hindustan Book Agency.
- Kapil Kapoor & Avadhesh Kumar Singh (2005). *Indian Knowledge Systems*. D.K. Printworld.



|                                                   |          |          |          |            |
|---------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Speaking and Professionalism</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA4255</b>                       | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Develop effective business communication skills by mastering resume writing, application letters, testimonials, and business correspondence.
2. Understand and analyze communication processes including objectives, media, barriers, and professional documentation such as agendas and minutes.
3. Enhance interpersonal and personal skills through self-concept evaluation, self-management techniques, and improving reading, problem-solving, and time management skills.
4. Master public speaking and career development techniques, including delivering structured speeches, participating in group discussions, and handling interviews confidently.

### **Course Content**

#### **Unit I**

**7 Hours**

Fundamentals of Business Communication: Introduction to business communication: importance, objectives, media, and barriers. Writing skills: application letters, resume writing, testimonials, and references. Types of business letters: trade inquiries, execution of orders, sales and circular letters, bank and agency correspondence. Duties of a company secretary, preparation of agenda and minutes.

#### **Unit II**

**8 Hours**

Interpersonal & Personal Skill Development: Interpersonal skills: components of self-concept, factors affecting self-concept, and self-management techniques. Forms of interpersonal relationships, competencies, and techniques for enhancing interpersonal skills. Personal skill development: reading, problem-solving, creativity, listening, and time management skills. Stress management: sources of stress, coping strategies, and personality development.

#### **Unit III**

**7 Hours**

Public Speaking & Career Development. Public speaking: presentation skills, overcoming stage fear, structuring speeches. Group discussions: types, effective participation strategies, and evaluation. Job interviews: types of



interviews, preparation strategies, and common do's & don'ts. Resume writing and job applications: structuring, formatting, and customization.

#### **UnitIV**

**7 Hours**

Workplace Ethics & Professionalism. Understanding workplace culture and ethics: behavior, expectations, and work environment. Professional etiquette: workplace conduct, telephone, and email etiquette. Non-verbal communication: body language, personal appearance, facial expressions, posture, and gestures. Stress management in professional settings.

#### **Transactional Mode:**

Classroom Lectures, Interactive Sessions, PPTs, Tutorials, Group Discussions, Case Studies, Role-plays, and Mock Interviews.

#### **Suggested Readings:**

- Chauhan, Gajendra Singh & Sharma, Sangeeta. *Soft Skills: An Integrated Approach to Maximize Personality* (2016).
- Mitra, Barun K. *Personality Development and Soft Skills* (2014).
- Gallagher, Kevin. *Skills Development for Business and Management Students* (2012).
- Cheema, D. S. *Personality Development (Mastering Soft Skills)* (2007).



## Semester V

|                                         |          |          |          |            |
|-----------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Project Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA5300</b>             | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Understand the effective organizational leadership & skills for managing projects, teams & stakeholders.
2. Examine the personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas.
3. Analyze the systematic process to select and screen a business idea write a business plan.
4. Evaluate the concepts related to entrepreneurship such as entrepreneur, functions, development programs, motivation; rural and small-scale enterprise.

### Course Contents

#### Unit I

**13 Hours**

Objectives of Project Management- Importance of Project Management- Types of Projects Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility Steps in feasibility study.

#### Unit II

**17 Hours**

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource Allocation.

#### Unit III

**14 Hours**

Setting a base line- Project management Information System – Indices to monitor progress. Importance of Contracts in projects- Teamwork in Project Management -Attributes of a good project team – Formation of effective teams – stages of team formation.

#### Unit IV

**16 Hours**

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports Guidelines for closeout reports. E-markets and their role in

Project management- Risk management Environmental Impact Assessment.  
Case studies in Project management.

**Transactional Mode:** Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

**Suggested Readings**

- Chandra, P. (2018). *Projects: Preparation, Appraisal, Budgeting and Implementation*. Tata McGraw, New Delhi
- Desai, V. (2018). *Project Management and Entrepreneurship*. Himalaya Publishing House.
- Fyffe, D.S. (2019). *Project Feasibility Analysis*. John Wiley and Sons.

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                            |          |          |          |            |
|--------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Management Accounting</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA5301</b>                | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Acquire knowledge and understanding of nature, purpose and scope of managerial information.
2. Analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques
3. Examine the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
4. Apply management accounting tools for the purposes like budgetary control; pricing; cost allocation; performance evaluation.

### **Course Content**

#### **UNIT I**

**17 Hours**

Management Accounting: Nature, Objectives, Scope and Functions of Management Accounting, Utility of Management Accounting, Role of Management Accounting in decision making; Management Accounting Tools; Advantages and Limitations of Management Accounting.

#### **UNIT II**

**14 Hours**

Financial Statements: Concept, Nature, Objectives, Types, Limitations of Financial Statements; Analysis and Interpretation of Financial Statements. Methods of Financial Statements Analysis- Fund Flow Analysis: Concept, Sources and Uses of Funds

#### **UNIT III**

**16 Hours**

Funds Flow Statement, Applications and Managerial uses of Funds Flow Analysis, Statement of Changes in working Capital, Funds Flow Statements. Cash Flow Analysis: Indian Accounting Standard – 3, Cash Flow Statement. Comparative Statements, Common size statements, and Trend analysis

#### **UNIT IV**

**13 Hours**

Ratio analysis: Classification of Ratios, Profitability ratios, Turnover ratios, Liquidity ratios, Solvency ratios; applications of ratio analysis. Calculation

and interpretation of the ratios; Advantage of Ratio Analysis; Limitations of Accounting Ratios.

### **Transaction Mode**

E-Monitoring, flipped teaching, Gamification, Role Play, Case based Teaching, Case Analysis, Dialogue, Panel Discussions, Group Discussions

### **Suggested Readings**

- *Drury, C. (2018). Cost and management accounting. Cengage Learning.*
- *Fleischman, R., & McLean, T. (2020). Management accounting: Theory and practice. Routledge.*
- *Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, M. S. K. (2021). Principles of Management Accounting. Sultan Chand & Sons*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                                    |          |          |          |            |
|----------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Management Information System</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA5302</b>                        | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Investigate an impact of information technology on firms.
3. Examine the role of information technology and information system in business.
4. Create a working knowledge of concepts and terminology related to information technology

### **Course Content**

#### **UNIT I**

**16 Hours**

Significance, Evolution, MIS Support for Programmed and Non- Programmed Decision Making, Model of Decision Making. MIS- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required Channel features and concept of Distributed database.

#### **UNIT II**

**17 Hours**

Data bases Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, Group decision support system. Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa. Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, and Expert Systems.

#### **UNIT III**

**14 Hours**

Artificial intelligence: Uses of Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Applications of AI in MIS. Executive information system. System implementation Strategies and process; System Evaluation and Maintenance

#### **UNIT IV**

**13 Hours**

Applications: cross –functional MIWS; ERP; CRM; SCM; Transaction Processing system; Business intelligence, supply chain management, Business Process management. Information system for strategic advantage, strategic role for information system, breaking business barriers, Business process reengineering, improving business qualities.

### **Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

### **Suggested Readings**

- Goyal, D. P. (2021). *Management Information Systems: Managerial Perspectives*. Vikas Publishing House.
- Davis, G. B., & Olson, M. H. (2019). *Management information systems: Conceptual foundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2016). *Management information systems (Vol. 6)*. McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (2018). *Managing management information systems*. Toronto: Lexington Book.
- Laudon, K. C. (2017). *Management information systems: Managing the digital firm*. Pearson Education India



|                                               |          |          |          |            |
|-----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Total Quality Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA5303</b>                   | <b>2</b> | <b>0</b> | <b>0</b> | <b>02</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Analyze the principles and concepts of Total Quality Management.
2. Examine and apply TQM tools and techniques
3. Develop skills for quality leadership and teamwork
4. Apply TQM principles in organizational contexts

### **Course Contents**

#### **Unit I**

**07 Hours**

Quality concepts and stakeholder concerns for building and construction; Evolution of modern concept of Quality management process approach; Quality assurance & control. Quality management system and ISO 9000:2000 requirements; Need for ISO 9000 – ISO 9001-2008

#### **Unit II**

**09 Hours**

Quality System – Elements, Documentation, Quality Circles. Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – Introduction - Definition of quality - Need for quality - Evolution of quality - Dimensions of product and service quality - Definition of TQM concepts of TQM – Principles of TQM - TQM Framework Barriers to TQM – Benefits of TQM – Cost of Quality. TQM Implementation in manufacturing and service sectors and ISO 22000. Quality system standards for construction elements; Inspections & tests; Quality management tools; Practical aspects of quality control of building projects. Good practices and managerial responsibilities.

#### **Unit III**

**07 Hours**

New quality management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types. Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork

#### **Unit IV**

**07Hours**

Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier

partnership – Partnering, Supplier selection, Supplier Rating. TQM Framework – Contributions of Deming, Juran, and Crosby, Barriers to TQM

**Transactional Mode:**

Cooperative learning, inquiry-based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brainstorming

**Suggested Readings**

- *Kapferer, J. N. (2018). The new strategic brand management: Creating and sustaining brand equity long term. Kogan Page Publishers.*
- *Kapferer, J. N. (2019). Strategic brand management: new approaches to creating and evaluating brand equity. Simon and Schuster.*
- *Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). Brand Management: Mastering Research, Theory and Practice. Routledge.*
- *Varley, R. (2017). Retail product management: buying and merchandising. Routledge.*
- *Majumdar, R. (2017). Product management in India. PHI Learning Pvt. Ltd.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Retailing Strategies</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA5304</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Gain insights into the evolution, challenges, and opportunities in retailing, including ethical and security concerns.
2. Learn to analyze retail customers, optimize store locations, and enhance value through effective retail formats and customer relationship strategies.
3. Explore merchandise management, pricing strategies, store design, and multi-channel retailing for effective business growth.
4. Learn about supply chain management, financial planning, inventory control, and store operations to drive profitability and efficiency.

### **Course Content**

#### **UNIT I**

**14 Hours**

Retailing Environment: An overview: Introduction, Evolution & Challenges of Retailing; Types of Retailers and Ethical & Security Issues in Retail, Retailing in other countries, opportunity in Retailing, multichannel retailing.

#### **UNIT II**

**17 Hours**

Strategic Retail Planning: Strategic Retail Planning Process; Understanding the Retail Customer; Delivery value through retail formats; Role of Customer services and Relationship Marketing in Retail, Retail location & Site decision. Retail buying. Retail Market Segmentation, Evaluating Areas for locations.

#### **UNIT III**

**16 Hours**

Retail Mix: Product Merchandise; Pricing decisions in retailing; Promotion & Communication Mix in Retail and Multi-channel retailing, managing retail services; Category management; Merchandise management process overview, considerations in setting up retail prices; Store design objectives.

#### **UNIT IV**

**13 Hours**

Retail Operations: Supply chain management & vendor relation's role in Retail; Management of Human Resources; Financial Management Issues in Retail; The strategic profit model, the profit path; Store operations - size & place allocation, Store Maintenance, Inventory Management; FDI in Retailing.

**Transactional Mode:**

Cooperative learning, inquiry-based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brainstorming

**Suggested Readings:**

- *Berman & Evans: Retail Management, Practice Hall.*
- *Levy & Wertz: Retailing Management, Irwin.*
- *Dunne, Lusch&Gahle: Retailing, South Western.*
- *Dairs& Ward: Managing Retail Consumption, John Wiley & Sons.*
- *C. Bajaj: Retail Management, Oxford Publication.*
- *S. Pradhan: Retailing Management, Tata McGraw Hill.*
- *R. Varley: Retail Management, Mohammed Rafiq Palgrave Macmillan.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                 |          |          |          |            |
|---------------------------------|----------|----------|----------|------------|
| <b>Course Title: Internship</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA5305</b>     | <b>0</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Course Learning Outcomes:** After completing all the units, students will learn:

1. Apply practical work experience in their field of study and theoretical knowledge in real-world situations.
2. Connect with experienced professionals in their field and learn about job opportunities and gain insights into the industry.
3. Apply theoretical knowledge gained in their academic studies to real-world situations and understand the practical implications of their academic knowledge.
4. Gain exposure to various industries and understand the different career paths available to them in their field of study.

### **Course Content**

The Internship course is a 4-week program designed to provide students with hands-on experience working in a professional environment, allowing them to apply their knowledge and skills to real-world situations. Through this program, students shall get the opportunity to work with experienced professionals and gain exposure to various industries, developing their communication, time management, and teamwork skills.

**Note:** The students will collect NOC from the university before going to the internship.

### **Transaction Mode**

Peer Demonstration, Field Visit, Role Play, Apprenticeship

### **Evaluation Criteria**

- First Week Attendance and Report is taken from the industry where internee joins: 10 Marks
- Second Week Attendance and Report is taken from the industry where internee joins: 10 Marks
- Third Week Attendance and Report is taken from the industry where internee joins: 10 Marks
- Fourth Week Attendance and Report is taken from the industry where internee joins: 10 Marks

- Internship completion certificate duly stamped and signed by the industry where internee joins: 20 Marks
- Viva Voce (Department will hold it with one external expert): 20 Marks
- Submission of Training report: 20 Marks

A handwritten signature in blue ink, consisting of a large, stylized loop with a small 'V' or checkmark-like shape inside it.

**Semester VI**

|                                         |          |          |          |            |
|-----------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Operation Research</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA6350</b>             | <b>4</b> | <b>0</b> | <b>0</b> | <b>4</b>   |

**Total Hours: 60**

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

1. Familiarize themselves with the Operations Management concepts
2. Introduce various optimization techniques with a managerial perspective
3. Facilitate the use of Operations Research techniques in managerial decisions.
4. Apply the techniques of path problems in real-life situations.

**Course Content****UNIT I****17 Hours**

Introduction to Operations Research - Process Planning - Plant Location - Plant Layout - Introduction to Production Planning.

**UNIT II****14 Hours**

Stages of Development of Operations Research- Applications of Operations Research. Limitations of Operations Research- Introduction to Linear Programming- Graphical Method- Simplex Method - Duality.

**UNIT III****16 Hours**

Transportation Problem- Assignment Problem - Inventory Control - Introduction to Inventory Management - Basic Deterministic Models - Purchase Models - Manufacturing Models with and without Shortages.

**UNIT IV****13 Hours**

Shortest Path Problem - Minimum Spanning Tree Problem - CPM/PERT - Crashing of a Project Network. UNIT- V Game Theory- Two Person Zero-sum Games -Graphical Solution of (2 x n) and (m x 2) Games - LP Approach to Game Theory.

**Transaction Mode**

Problem-solving learning, Case Analysis, Cooperative Teaching, Inquiry-based learning, Visualization, Group discussion, Active participation

**Suggested Readings**

- *Kanishka Bedi, Production & Operations Management, Oxford, Newdelhi, 2007*
- *Panneerselvam, R, Operations Research, Prentice-Hall Of India, New Delhi, 2002.*
- *G.Srinivasan, Operations Research, PHI Learning, Newdelhi,2010*
- *Tulsian& Pandey, QUANTITATIVE TECHNIQUES, Pearson, Newdelhi, 2002*
- *Vohra, Quantative Techniques In Management, Tata Mcgrawhill, Newdelhi, 2010*



|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Environment</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA6351</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>4</b>   |

**Total Hours: 60**

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

1. Evaluate the concept, factors of the business environment and five-year plans of India.
2. Analyze the political, social, economic, technological and other configurations that support cross-border trade.
3. Apply the micro and macro indicators for analyze the current state of affairs for the Indian Economy.
4. Examine the impact of monetary and fiscal policies and pertinent legislation for industries.

### **Course Content**

#### **UNIT I**

**14 Hours**

Components and overview of Business Environment, Micro and Macro Environment. Concept of Business Cycle, techniques of scanning the business environment.

#### **UNIT II**

**17 Hours**

Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.

#### **UNIT III**

**16 Hours**

Economic Environment: Concept and Salient features of various economic systems, New Industrial policy and industrial licensing, new economic policies. Aspects of economic reforms and its effect on business, Emerging Economies.

#### **UNIT IV**

**13 Hours**

Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest EXIM policy, Competition Law, Consumer Protection Act 1986, Right to Information Act 2005.

International environment: Balance of payments / trade, foreign direct investment and collaboration, international economic institutions - WTO, UNCTAD, IMF, European Union (EU)

### **Transaction Mode**

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

### **Suggested Readings**

- *Craig, T., & Campbell, D. (2018). Organizations and the business environment. Routledge.*
- *Aswathappa, K. (2019). Essentials of business environment. Himalaya Publishing House.*
- *Palmer, A., & Hartley, B. (2018). The business environment. McGraw-Hill.*
- *Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2018). The strategy-focused organization: How balanced scorecard companies thrive in the new business environment. Harvard Business Press.*
- *Schiffer, M., & Weder, B. (2019). Firm size and the business environment. World Bank Publications.*



|                                         |          |          |          |            |
|-----------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Corporate Strategy</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA6352</b>             | <b>4</b> | <b>0</b> | <b>0</b> | <b>4</b>   |

**Total Hours: 60**

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

1. Acquire the knowledge of Strategic research - identifying, gathering, and verifying
2. Improve expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses within the organization (i.e., perform a situation/SWOT analysis).
3. Develop aptitude of recommending specific, detailed courses of action relative to stated facts exhibiting strategic management knowledge and judgment.
4. Understand the importance of ethical principles and organizational values (i.e., organizational culture) within the context of making socially responsible management choices.

### **Course Content**

#### **UNIT I**

**13 Hours**

Strategic management: introduction, nature; scope, need, strategic decision making. Mission; objectives: need for explicit mission, components of mission statement, formulation of mission; objectives and their specificity.

#### **UNIT II**

**17 Hours**

Scanning the environment: external; internal environment scanning, Techniques of environment. Scanning- SWOT, ETOP, PEST, QUEST. Industry analysis: Porter's five forces model, BCG matrix, GE 9 cell matrix, Hofer's model

#### **UNIT III**

**14 Hours**

Internal analysis: value chain analysis. Strategy formulation; choice: Porter's Generic strategy alternatives; Corporate level strategies-stability, expansion, retrenchment, combination. Strategy variations

#### **UNIT IV**

**16 Hours**

Social responsibility of business: Implementation; Control: Behavioral aspects. Strategy evaluation; control- concept, techniques of strategic evaluation and control.

### **Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

### **Suggested Readings**

- Jouch& Gluick, “Strategic Management & Business Policy”, Mcgraw hill 3/e
- Wheelen& Hunger, “Strategic Management & Business Policy”, (Pearson education 8/e) Pearce
- & Robinson: Strategic Management AITBS
- Azhar Kazmi, “Business Policy”, Tata McGraw Hill
- Reference Books:
- Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J.C. Spender
- “Strategic Management Concepts” by Robert E Hoskisson and Michael A Hitt.

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                                 |          |          |          |            |
|-------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title:Export-Import Documentation</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA6353</b>                     | <b>2</b> | <b>0</b> | <b>0</b> | <b>2</b>   |

**Total Hours: 30**

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

1. Acquire an understanding of policy, procedures and documentation relating to foreign trade operations.
2. Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
3. Evaluate concept in custom clearance concepts with functioning of global trade.
4. Analyze diversity and multicultural perspectives when making business decisions

### **Course Content**

#### **UNIT I**

**10 Hours**

Documentation Framework, Exim Documentation. International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement. Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP). Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

#### **UNIT II**

**11 Hours**

Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures. Role of Clearing and Forward Agents; Excise Clearance of cargo. Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo. Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

#### **UNIT III**

**11 Hours**

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives.Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System, Freight, and Structure.

## UNIT IV

**13 Hours**

Containerization and other developments, International Agreements and Conferences on Sea Transport. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation. Air Transport: International setup, Freight structure.

### Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

### Suggested Readings

- Johnson, T. E., & Bade, D. (2021). *Export/import procedures and documentation*. Amacom.
- Bade, D. (2015). *Export/import procedures and documentation*. Amacom.
- Weiss, K. D. (2017). *Building an import/export business*. John Wiley & Sons.



|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Packaging Operations</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA6354</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>4</b>   |

**Total Hours: 60**

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

1. Knowledge to differentiate packaging and packing
2. Overview of types of packaging
3. Basic understanding of packing considerations
4. An understanding of different materials used for packing
5. Proficiency in managing the economics of packaging

### **Course Content**

#### **Unit I**

**17 Hours**

Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging. Difference, Types of packing: for Storage, Overseas Shipment, Inland Transportation, Packaging for Product content Protection, Test of packaging: Mechanical, Climatic & Lab test, International Care labeling code, Packaging cost.

#### **Unit II**

**14 Hours**

Packaging Types, Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging, Shrink packaging, Identification codes, bar codes, and electronic data interchange (EDI), Universal Product Code, GS1 Standards, package labels, Symbols used on packages and labels; Heavy, Medium and small Packaging, Active packaging, Child-resistant packaging, Pilfer/Tamper Evident/Proof Packaging, Product Packaging compatibility, Pharma Packaging, Food Packaging, Electronic goods Packaging, FMCG packaging, Heavy Engineering Goods/Equipment Packaging.

#### **Unit III**

**16 Hours**

Packing Considerations: Protection, Convenience, Environment, Use/Re-use Cost and Competition, Packing as a systems approach to Logistics, Transport/Storage Requirements: Physical, Chemical Environmental, Biological Nature of the Products, Packing as Protection Against Hazards, Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use,

environmental factors, Packaging for Marketing and Visual Appeal, Biodegradation, Recycling: Glass, Plastic & Paper Reuse, Sustainable packaging, Waste management.

#### **Unit IV**

**13 Hours**

Packaging/Packing Materials & Components: Various Materials/Metals, Flexible, Folding, Insulated, Corrugated Packing Materials- Packing materials: Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet- Security printing- Stretch wrap -Time temperature indicator- Tinplate. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry, Packaging Demands of Industrial Users, Technology Trends in Packaging Industry, Aseptic processing, Authentication, Automatic identification and data capture, Blow fill seal, Blow moulding, Containerization, Electronic article surveillance, Graphic Design, Induction sealing, Plastic welding, Printing.

#### **Transaction Mode**

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

#### **Suggestion Readings**

- Calver, G. 'What Is Packaging Design', Rot vision.
- Dean, D. A. 'Pharmaceutical Packaging Technology' Taylor & Francis.
- McKinley, A. H. 'Transport Packaging', IoPP.
- Scott Boylston Designing Sustainable Packaging, Lawrence King.
- Soroka, W 'Fundamentals of Packaging Technology', IPP.

|                                       |          |          |          |            |
|---------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Indian Education</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: IKS0002</b>           | <b>2</b> | <b>0</b> | <b>0</b> | <b>2</b>   |

**Total Hours: 30**

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

1. Understand the Indian Education Pre-Vedic and Post Vedic Period
2. Critically analyse the Paravidhya and Apravidhya in Indian education
3. Examine the methods of Vedas, Jainism and Bhodhsim Education
4. Development the curriculum according to Vedas, Jainism and Bhodhsim

### **Course Content**

#### **UnitI**

**7 Hours**

Religion and Philosophy in India: Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy – Vedanta and Mimansa school of Philosophy

#### **UnitII**

**7 Hours**

Paravidya: Relation between God and Self and Aparavidya: Vedas, Vedangas, Rituals, Astronomy, Ithihasas, Puranas, Ethics and Military sciences etc.

#### **UnitIII**

**8 Hours**

Methods of teaching: Vedic Education: - Saravana, Manana, Nididhyasana and Intuition/revelation Jainism – Matigyan, saruti Gyan, Avvidhiyagyan, Man: Paryav, Kaveleye

Bhodhsim- Direct and application Method, Lecture Method, Practice Method, Knowledge through conversation, Questioner answer Method

#### **UnitIV**

**8 Hours**

Vedas- Mantel Development, Physical Development and Seprulity development, Jainism- Dravye, Astikay and Anistakay

Bhodhsim- four Arya Truth (Shabad Vidhya, Chikitasya Vidhya and Shilpasan Vidhya, Hetu Vidhya and Adhyatam Vidhya

### Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

### Suggested Readings

- Chaudhuri, Kirti N.: *Trade and Civilisation in the Indian Ocean*, CUP, Cambridge, 1985.
- Malekandathil, Pius: *Maritime India: Trade, Religion and Polity in the Indian Ocean*, Primus Books, Delhi, 2010.
- McPherson, Kenneth: *The early Maritime Trade of the Indian Ocean*, in: *ib.: The Indian Ocean: A History of People and The Sea*, OUP, 1993, pp. 16-75.
- Christie, J.W., 1995, *State formation In early Maritime Southeast Asia*, BTLV
- Christie, J.W., 1999, *The Banigrama in the Indian Ocean and the Java sea during the early*
- *Asian trade boom, Communarute'smaritimes de l'oceanindien*, Brepols
- De Casparis, J.G., 1983, *India and Maritime Southeast Asia: A lasting Relationship*, Third
- *Sri Lanka Endowment Fund Lecture.*
- Hall, K.R., 1985, *Maritime Trade and State development in early Southeast Asia*,
- Honolulu. Walters, O.W., 1967, *Early Indonesian Commerce*, Ithaca.
- Baladev Upadhyaya, *SamskrtaŚāstrom ka Itihās*, Chowkhambha, Varanasi, 2010.
- D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., *A Concise History of Science in India*, 2nd Ed., Universities Press, Hyderabad, 2010.
- Chakravarti, Ranabir: *Merchants, Merchandise & Merchantmen*, in: Prakash, Om (ed.): *The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture in Indian Civilization*, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012

|                                                  |          |          |          |            |
|--------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Cybersecurity in Modern Era</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA6355</b>                      | <b>2</b> | <b>0</b> | <b>0</b> | <b>2</b>   |

**Total Hours: 30**

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

1. Gain a foundational understanding of cyberspace, internet infrastructure, web technology, and key cyber security challenges.
2. Learn about different types of cybercrimes, cybercriminal tactics, legal frameworks, and organizations addressing cyber threats.
3. Explore social media platforms, privacy concerns, content regulations, and best practices for secure online interactions.
4. Develop skills in device security, password management, firewall configuration, anti-virus management, and safe internet practices.

### **Course Content**

#### **UNIT I**

**06 Hours**

Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World Wide Web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security

#### **UNIT II**

**08 Hours**

Classification of cyber-crimes, Common cyber-crimes- cyber-crime targeting computers and mobiles, cyber-crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber-crimes, Remedial and mitigation measures, Legal perspective of cyber-crime, IT Act 2000 and its amendments, Cyber-crime and offences, Organisations dealing with Cyber-crime and Cyber security in India.

#### **UNIT III**

**08 Hours**

Introduction to Social Networks. Types of Social-media, social media platforms, social media monitoring, Hashtag, Viral content, social media

marketing, social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media.

#### **UNIT IV**

**08 Hours**

End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third-party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Ant-virus, Wi-Fi security, Configuration of basic security policy and permissions.

#### **Transactional Mode**

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

#### **Suggested Readings:**

- *Pankaj Agarwal – Cyber Security & Cyber Laws*
- *Nina Godbole & Sunit Belapure – Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives*
- *Sunit Belapure – Cyber Forensics and Cyber Crime Investigation*
- *Mark Ryan & Keith Martin – Introduction to Cyber Security*
- *Debra Littlejohn Shinder & Michael Cross – Scene of the Cybercrime: Computer Forensics Handbook*
- *Dhiren R. Patel – Information Security: Theory and Practice*
- *Ravi Kumar & Rajiv Ranjan – Cyber Security and Ethical Hacking*



**Semester VII (Hons.)**

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Strategic Leadership</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7400</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 30**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the differences between leadership and management.
2. Apply strategic leadership theories and models in organizational settings.
3. Evaluate the role of emotional intelligence in leadership effectiveness.
4. Analyze global leadership challenges and ethical decision-making.

**Course Content****UNIT I****16 Hours**

Introduction to Strategic Leadership: Leadership vs. Management, Key Differences. Leadership theories: Trait, Behavioral, Contingency, Transformational, and Transactional. Strategic leadership competencies and decision-making styles. The role of emotional intelligence in leadership.

**UNIT II****14 Hours**

Strategic Planning and Vision: Vision, mission, and goal-setting in strategic leadership. The strategic planning process and leader's role. Leading through change: Kotter's and Lewin's change models. Leadership failure and success stories.

**UNIT III****14 Hours**

Leadership in Innovation and Crisis: Leading innovation and managing disruptions. Crisis leadership and building organizational resilience. Developing high-performance teams. Conflict resolution strategies and

power dynamics.

#### **UNIT IV**

**16 Hours**

Global and Ethical Leadership: Corporate social responsibility (CSR) and ethical leadership. Diversity, equity, and inclusion in leadership roles. Cross-cultural leadership competencies. Case studies on leadership in global organizations.

#### **Transaction Mode**

Case studies, group discussions, role play, leadership assessments, expert talks.

#### **Suggested Readings**

- Northouse, P. G. (2018). *Leadership: Theory and Practice*. Sage.
- Yukl, G. (2013). *Leadership in Organizations*. Pearson.
- Goleman, D. (2005). *Emotional Intelligence*. Bantam.

A handwritten signature or mark in blue ink, consisting of a large loop and a smaller loop, possibly representing a stylized 'V' or a signature.

|                                                |          |          |          |            |
|------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Financial Risk Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7401</b>                    | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes** After completion of this course, the learner will be able to:

1. Understand types of financial risks in business.
2. Apply tools to measure and manage market, credit, and operational risks.
3. Analyze hedging strategies using financial derivatives.
4. Evaluate risk management frameworks in financial institutions.

### **Course Content**

#### **UNIT I**

**16 Hours**

Introduction to Financial Risk: Types of financial risks – market, credit, liquidity, operational, legal. Risk management objectives, process, and risk appetite. Regulatory environment for risk management – Basel norms.

#### **UNIT II**

**14 Hours**

Measurement and Analysis of Risk: Quantifying market risk (VaR, sensitivity analysis), credit risk (credit scoring, default probability), and operational risk (risk mapping). Risk modeling approaches and simulations.

#### **UNIT III**

**14 Hours**

Risk Mitigation Tools and Techniques: Hedging instruments – forwards, futures, options, swaps. Risk diversification, insurance, and credit derivatives. Interest rate risk and currency risk management.

#### **UNIT IV**

**16 Hours**

Risk Governance and Strategy: Enterprise Risk Management (ERM) framework. Role of Chief Risk Officer (CRO) and risk committees. Case studies in financial risk failures and best practices in banking and corporate finance.

#### **Transaction Mode**

Financial modeling exercises, derivative market simulations, case study analysis, guest lectures.

#### **Suggested Readings**

- Hull, J. C. (2015). *Risk Management and Financial Institutions*. Wiley.

- *Rejda, G. E. (2014). Principles of Risk Management and Insurance. Pearson.*
- *Crouhy, M., Galai, D., & Mark, R. (2013). The Essentials of Risk Management. McGraw Hill.*

A handwritten signature in blue ink, consisting of a large, stylized loop with a smaller loop inside it, and a short horizontal line extending to the right.

|                                                            |          |          |          |            |
|------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Digital Transformation and Innovation</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7402</b>                                | <b>0</b> | <b>0</b> | <b>8</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the role of digital technologies in transforming business models.
2. Explore digital innovation strategies used in modern organizations.
3. Apply digital tools and frameworks in practical, project-based contexts.
4. Evaluate the impact of digital disruption on industries, operations, and customer experience.

### **Course Content**

#### **UNIT I**

**16 Hours**

Introduction to Digital Transformation: Definition, scope, and significance in the 21st-century economy. Evolution from IT enablement to transformation. Key drivers of digital disruption: cloud computing, AI, IoT, blockchain, big data. Difference between digitization, digitalization, and digital transformation.

#### **UNIT II**

**14 Hours**

Strategic Approaches to Digital Innovation: Digital business models (platforms, subscription, freemium). Design thinking and agile innovation. Technology adoption models. Industry 4.0 and smart manufacturing. Innovation ecosystems and digital value creation.

#### **UNIT III**

**14 Hours**

Digital Tools, Platforms, and Practices: Hands-on exposure to tools such as Trello, Slack, Notion, Google Workspace, and CRM/ERP systems. Understanding APIs and system integrations. Case study projects on digital transformation in sectors like retail, finance, logistics, and education.

#### **UNIT IV**

**16 Hours**

Challenges and Ethics in Digital Transformation: Resistance to change, legacy system integration, cybersecurity risks. Digital privacy, AI ethics, data misuse, and regulatory frameworks (e.g., GDPR). Capstone project – developing a mini digital transformation roadmap for a business idea.

### **Transaction Mode**

Workshops, simulation-based learning, hands-on software use, real-life case presentations, group digital projects.

### **Suggested Readings**

- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading Digital: Turning Technology into Business Transformation*. Harvard Business Review Press.
- Rogers, D. (2016). *The Digital Transformation Playbook*. Columbia Business School Publishing.
- Schwab, K. (2017). *The Fourth Industrial Revolution*. Penguin.



|                                                  |          |          |          |            |
|--------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Data Privacy and Protection</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7403</b>                      | <b>3</b> | <b>1</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60****Learning Outcomes**

After completion of this course, the learner will be able to:

1. Understand the principles and laws governing data privacy.
2. Identify privacy risks and implement protection measures.
3. Evaluate ethical and legal aspects of data use.
4. Apply data security best practices in personal and professional contexts.

**Course Content****UNIT I** **16 Hours**

Foundations of Data Privacy: Definition of data privacy and its importance in the digital economy. Personal data vs. sensitive data. Historical evolution of data protection. Digital footprints and data ethics. Introduction to privacy by design and default.

**UNIT II** **14 Hours**

Data Protection Laws and Frameworks: Overview of major privacy regulations – GDPR, India's Digital Personal Data Protection Act (DPDPA), HIPAA, CCPA. Key concepts – consent, lawful processing, data subject rights, data fiduciary, data processor. Enforcement mechanisms and penalties.

**UNIT III** **14 Hours**

Data Governance and Security: Role of data protection officers (DPOs), data classification, access controls, encryption, and anonymization. Cybersecurity basics: firewalls, malware, phishing, and multi-factor authentication. Organizational policies and compliance checklists.

**UNIT IV** **16 Hours**

Emerging Issues and Case Studies: AI and algorithmic bias, surveillance capitalism, big data misuse. Cross-border data flows and localization debates. Major data breach case studies (Facebook-Cambridge Analytica, Equifax, Aadhaar). Building a privacy-first organization: challenges and recommendations.

**Transaction Mode**

Policy analysis, privacy risk assessment simulations, mock audits, case study debates, legal brief writing.

**Suggested Readings**

- *Solove, D. J., & Schwartz, P. M. (2020). Information Privacy Law. Wolters Kluwer.*
- *Gellman, R., & Dixon, P. (2021). Online Privacy: A Reference Handbook. ABC-CLIO.*
- *India Digital Personal Data Protection Act (2023) – Official Gazette.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'W' shape with a long horizontal stroke extending to the right.

|                                       |          |          |          |            |
|---------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Event Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7404</b>           | <b>3</b> | <b>1</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the concepts and planning process of event management.
2. Learn budgeting, marketing, logistics, and risk management in events.
3. Design and manage corporate, cultural, educational, and social events.
4. Develop project management and teamwork skills through event simulations.

### **Course Content**

#### **UNIT I 16 Hours**

Introduction to Event Management: Types of events – corporate, social, cultural, academic, MICE (Meetings, Incentives, Conferences, Exhibitions). Role of event managers and agencies. Event lifecycle and objectives. Client brief, theme development, and feasibility analysis.

#### **UNIT II 14 Hours**

Event Planning and Budgeting: Event logistics – venue selection, equipment, catering, transport, accommodation. Budget preparation – fixed and variable costs, vendor management, negotiation skills. Event timelines and task allocation.

#### **UNIT III 14 Hours**

Event Marketing and Promotion: Branding and promotional strategies for events. Social media campaigns, influencer outreach, and PR. Ticketing systems, sponsorship acquisition, and stakeholder engagement. Audience engagement pre-, during-, and post-event.

#### **UNIT IV 16 Hours**

Risk Management and Evaluation: Legal permissions, insurance, health and safety. Crisis management and contingency planning. Post-event reporting and success evaluation. Practical project – plan and present a mock event proposal.

**Transaction Mode**

Live event simulations, group project work, fieldwork, presentations, vendor interviews, event audits.

**Suggested Readings**

- *Van der Wagen, L., & White, L. (2018). Event Management: For Tourism, Cultural, Business, and Sporting Events. Cengage.*
- *Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). Events Management. Routledge.*
- *Shone, A., & Parry, B. (2013). Successful Event Management: A Practical Handbook. Cengage.*

A handwritten signature or mark in blue ink, consisting of a large, stylized loop with a small 'V' or checkmark-like shape inside it.

|                                                               |          |          |          |            |
|---------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Business Analysis and Data Visualization</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7405</b>                                   | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the role of business analysis in decision-making.
2. Apply techniques for data exploration, visualization, and storytelling.
3. Use analytical tools like Excel, Power BI, and Tableau.
4. Interpret visual reports for strategic decisions.

### **Course Content**

#### **UNIT I 16 Hours**

Introduction to Business Analysis: Role, scope, and lifecycle. Data-driven decision-making process. Overview of descriptive, diagnostic, predictive, and prescriptive analytics.

#### **UNIT II 14 Hours**

Data Sources and Preparation: Types of data – structured and unstructured. Data cleaning, transformation, and integration. Introduction to business databases and data warehouses.

#### **UNIT III 14 Hours**

Data Visualization Techniques: Visual encoding principles, dashboard creation, charts (line, bar, pie, scatter, heat maps). Data storytelling and best practices in design and communication.

#### **UNIT IV 16 Hours**

Tools and Applications: Hands-on with Excel (pivot tables, lookups, charts), Power BI, and Tableau. Industry applications – finance, marketing, HR, operations. Capstone case study on business decision using visual analytics.

#### **Transaction Mode**

Lab sessions, live projects, software tutorials, data storytelling presentations.

#### **Suggested Readings**

- Few, S. (2009). *Now You See It: Simple Visualization Techniques for*



*Quantitative Analysis. Analytics Press.*

- *Provost, F., & Fawcett, T. (2013). Data Science for Business. O'Reilly.*
- *McKinney, W. (2017). Python for Data Analysis. O'Reilly.*

A handwritten signature in blue ink, consisting of a large, stylized loop with a small 'v' or checkmark-like mark inside it.

|                                                     |          |          |          |            |
|-----------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Emotional Intelligence at Work</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA7406</b>                         | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours: 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the conceptual foundations, models, and evolution of Emotional Intelligence (EI).
2. Analyze different theories and frameworks of EI applied in work-place settings.
3. Apply quantitative methods to assess, measure, and interpret Emotional Intelligence levels in individuals and teams.
4. Demonstrate the practical application of EI in leadership, conflict management, teamwork, and customer relationship management.

### **Course Content**

#### **UNIT I**

**16 Hours**

Foundations and Theories of Emotional Intelligence, Introduction Definition, evolution, and historical development of Emotional Intelligence. Key EI theories: Salovey and Mayer's Ability Model, Goleman's Mixed Model, and Bar-On's Trait Model. Comparison of EI theories with IQ and personality constructs. Biological and neurological basis of emotions (Amygdala theory and emotional hijacking). Importance of EI in organizational success, leadership, and interpersonal dynamics.

#### **UNIT II**

**14 Hours**

Measurement and Quantitative Assessment of Emotional Intelligence, Introduction to quantitative methods for measuring EI. Overview of psychometric instruments, Mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT), Emotional Quotient Inventory (EQ-i 2.0), Self-Report Emotional Intelligence Test (SREIT), Methods of scoring, interpreting, and critically evaluating EI assessments. Reliability, validity, and ethical issues in EI testing. Role of data analysis and feedback in organizational EI development programs.

#### **UNIT III**

**14 Hours**

Self-Awareness, Self-Management, and Social Skills Development, Concept of self-awareness and emotional self-assessment in personal and professional growth. Techniques for emotional self-regulation, managing stress, building resilience, and fostering optimism. Social awareness skills:

empathy, organizational awareness, cross-cultural sensitivity. Relationship management: influencing, mentoring, managing conflict, building high-trust teams. Practical exercises: Emotional journaling, feedback sessions, EI skill-building games.

#### UNIT IV

**16 Hours**

Challenges Strategic Applications of EI in Business and Leadership, Applying EI concepts to leadership development, team building, and employee engagement strategies. Emotional Intelligence in customer relations, negotiation, marketing communications, and service excellence. EI's role in managing diversity, change leadership, and organizational citizenship behavior. Case studies on successful leaders demonstrating high EI; analysis of EI failures in business. Future trends: AI and emotional intelligence, emotional analytics, and virtual leadership.

#### Transaction Mode

Case study analysis, psychometric testing workshops (sample MSCEIT/EQ-i), EI skill assessments, role-playing exercises, group discussions, survey analysis, peer evaluations, and report writing.

#### Suggested Readings

- Goleman, D. (1995). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books.
- Verma, S. (2023). *The Emotional Classroom: How Emotional Intelligence Transforms Learning*. White Falcon Publishing
- Bar-On, R. (2006). *The Bar-On Model of Emotional-Social Intelligence (ESI)*. Psicothema.
- Mayer, J. D., Salovey, P., & Caruso, D. R. (2000). *Models of Emotional Intelligence*. In R.J. Sternberg (Ed.), *Handbook of Intelligence*.
- Bradberry, T., & Greaves, J. (2009). *Emotional Intelligence 2.0*. TalentSmart.
- Cherniss, C. (2010). *Emotional Intelligence: Toward Clarification of a Concept*. *Industrial and Organizational Psychology Journal*.



**Semester VIII (Hons.)**

|                                                      |          |          |          |            |
|------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Entrepreneurship and Innovation</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8450</b>                          | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the principles and significance of entrepreneurship and innovation in business growth.
2. Develop business models and evaluate startup opportunities.
3. Learn funding mechanisms and financial strategies for startups.
4. Analyze case studies on successful entrepreneurial ventures and failures.

**Course Content****UNIT I 16 Hours**

Fundamentals of Entrepreneurship: Definition, Scope, and Importance of Entrepreneurship. Characteristics and Types of Entrepreneurs. Entrepreneurial Mindset, Creativity, and Risk-Taking. Role of Entrepreneurship in Economic Development. Women and Social Entrepreneurship. Government Policies and Startup India Initiatives.

**UNIT II 14 Hours**

Business Model Development and Innovation: Business Model Canvas, Value Proposition Design. Identifying Market Opportunities, Customer Needs, and Competitive Advantage. Lean Startup Methodology, Prototyping, and Minimum Viable Product (MVP) Development. Design Thinking and Innovation Process in Business Growth. Technology-Driven Innovation and Digital Entrepreneurship.

**UNIT III 14 Hours**

Startup Funding and Financial Planning: Sources of Funding - Venture Capital, Angel Investors, Crowdfunding, Bank Loans, Government Grants. Understanding Term Sheets, Valuation, and Investor Expectations. Financial Planning for Startups - Budgeting, Cash Flow Management, Revenue Models, and Break-Even Analysis. Cost Management and Pricing Strategies for Startups.

**UNIT IV 16 Hours**


Scaling and Exit Strategies: Business Expansion Strategies - Franchising, Mergers & Acquisitions, Global Market Entry. Challenges in Scaling a Startup - Talent Acquisition, Technology Integration, and Competition. Exit Strategies - IPOs, Buyouts, and Business Succession Planning. Case Studies on Successful and Failed Startups (Uber, Airbnb, WeWork, Tesla).

### **Transaction Mode**

Business Plan Competitions, Startup Incubation Exposure, Case Studies, Guest Lectures by Entrepreneurs, Hands-on Startup Simulations.

### **Suggested Readings**

- *Ries, E. (2011). The Lean Startup. Crown Business.*
- *Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation. Wiley.*
- *Blank, S. (2013). The Startup Owner's Manual. Wiley.*
- *Dorf, R. C., & Byers, T. H. (2019). Technology Ventures: From Idea to Enterprise. McGraw-Hill.*
- *Aulet, B. (2013). Disciplined Entrepreneurship. Wiley.*



|                                             |          |          |          |            |
|---------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Principles of Taxation</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8451</b>                 | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the fundamental principles of taxation and tax structures in India.
2. Apply taxation concepts to assess taxable income and liabilities for individuals and businesses.
3. Evaluate the impact of Goods and Services Tax (GST) and Direct Taxation policies.
4. Analyze case studies on tax planning and tax evasion.

### **Course Content**

#### **Unit I**

**17 Hours**

Introduction to Taxation: Meaning, Objectives, and Significance of Taxation. Types of Taxes: Direct and Indirect Taxes. Taxation System in India – Income Tax, Corporate Tax, Goods and Services Tax (GST), Excise Duty, Custom Duty. Role of Taxation in Economic Growth.

#### **Unit II**

**14 Hours**

Income Tax Structure: Residential Status and Tax Liability. Computation of Taxable Income under Various Heads – Salary, House Property, Business and Profession, Capital Gains, and Other Sources. Deductions and Exemptions under Income Tax Act.

#### **Unit III**

**16 Hours**

Corporate Taxation and GST: Taxation for Partnership Firms, LLPs, and Corporations. Minimum Alternate Tax (MAT). Introduction to Goods and Services Tax (GST) - Structure, Features, Input Tax Credit, GST Returns, GST Compliance and Documentation.

#### **Unit IV**

**13 Hours**

Tax Planning, Avoidance, and Evasion: Concept of Tax Planning and Management. Tax Evasion vs. Tax Avoidance - Ethical and Legal Considerations. International Taxation and Double Taxation Avoidance Agreements (DTAA). Case Studies on Corporate Tax Planning and Controversies (e.g., Apple, Amazon, Vodafone).

### **Transection Mode**



Hands-on Tax Calculation Exercises, Case Studies on Tax Evasion, Guest Lectures by Tax Professionals, Simulations on GST Filing.

**Suggested Readings**

- *Singhania, V. K. (2021). Students' Guide to Income Tax. Taxmann.*
- *Ahuja, G., & Gupta, R. (2021). Systematic Approach to Income Tax. Wolters Kluwer.*
- *Mehrotra, H. C. (2020). Income Tax Law & Accounts. Sahitya Bhawan.*
- *Datey, V. S. (2021). GST Ready Reckoner. Taxmann.*
- *Gupta, R. (2019). Corporate Tax Planning and Business Tax Procedures. Lexis Nexis.*

A handwritten signature in blue ink, consisting of a stylized 'V' or 'S' shape with a horizontal line extending to the right.

|                                           |          |          |          |            |
|-------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Strategic Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8452</b>               | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand strategic management frameworks and their role in organizational success.
2. Apply strategic analysis tools to assess business environments.
3. Develop competitive business strategies for different industries.
4. Evaluate case studies of corporate strategy formulation and execution.

### **Course Content**

#### **Unit I**

**17 Hours**

Fundamentals of Strategic Management: Definition, Scope, and Importance. Levels of Strategy – Corporate, Business, and Functional. Strategic Intent, Vision, Mission, and Objectives. Porter's Five Forces Model and Competitive Advantage. SWOT and PESTLE Analysis.

#### **Unit II**

**16 Hours**

Strategy Formulation and Implementation: Business-Level Strategies – Cost Leadership, Differentiation, and Focus. Corporate Strategies – Growth, Stability, Retrenchment. Competitive Strategy Models – BCG Matrix, GE-McKinsey Matrix. Strategic Alliances, Mergers, and Acquisitions.

#### **Unit III**

**13 Hours**

Corporate Governance and Ethical Strategy: Corporate Social Responsibility (CSR) and Sustainability. Leadership and Organizational Culture in Strategic Execution. Risk Management in Strategy. Case Studies on Ethical and Unethical Strategic Decisions.

#### **Unit IV**

**14 Hours**

Global Strategic Management: International Business Strategies. Digital Transformation and Strategy in the Age of AI. Crisis Management and Strategic Adaptability. Case Studies on Successful Business Strategies (Amazon, Tesla, Tata, Reliance).

### **Transection Mode**

Case-Based Learning, Harvard Business Case Simulations, Strategic Decision-Making Workshops, Expert Talks.

**Suggested Readings**

- *Grant, R. M. (2021). Contemporary Strategy Analysis. Wiley.*
- *Porter, M. E. (2008). Competitive Strategy. Free Press.*
- *Johnson, G., Scholes, K., & Whittington, R. (2017). Exploring Corporate Strategy. Pearson.*
- *Prahalad, C. K., & Hamel, G. (1990). The Core Competence of the Corporation. Harvard Business Review.*
- *Ghemawat, P. (2016). Redefining Global Strategy. Harvard Business Review Press.*



|                                               |          |          |          |            |
|-----------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Proficiency in MS Office</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8453</b>                   | <b>0</b> | <b>0</b> | <b>8</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Demonstrate practical proficiency in Microsoft Word, Excel, and PowerPoint for academic and business tasks.
2. Design, edit, and format documents, spreadsheets, and presentations professionally.
3. Use advanced features such as formulas, charts, data analysis, mail merge, and automation tools.
4. Apply MS Office tools to prepare reports, manage data, and deliver impactful presentations.

### **Course Content**

#### **Unit I**

**17 Hours**

Creating, formatting, and editing documents. Using styles, themes, and templates. Inserting images, tables, headers/footers, footnotes, and hyperlinks. Working with page layouts, columns, and sections. Using mail merge, table of contents, and reviewing tools. Converting files to PDF and printing with settings.

#### **Unit II**

**16 Hours**

Basics of spreadsheet creation, cell referencing, formatting, and data entry. Using formulas and functions (SUM, IF, VLOOKUP, COUNTIF, CONCATENATE, etc.). Sorting, filtering, and conditional formatting. Creating charts and pivot tables. Introduction to data validation and goal seek. Real-life financial or marketing data simulations.

#### **Unit III**

**13 Hours**

Creating effective slides using themes, layouts, and master slides. Inserting media, charts, SmartArt, and animations. Best practices in visual storytelling and slide design. Customizing transitions and rehearsal timings. Group presentation creation and delivery with peer feedback.

#### **Unit IV**

**14 Hours**

Mini project combining Word, Excel, and PowerPoint tools. Creating a business report in Word, analyzing data in Excel, and presenting findings in

PowerPoint. Simulation of workplace tasks such as invoice creation, proposal writing, sales reports, and project tracking using MS Office tools.

### **Transection Mode**

Hands-on lab sessions, guided tutorials, real-life simulation tasks, peer reviews, group assignments, demo-based learning, and continuous skill-based assessments.

### **Suggested Readings**

- Microsoft Office 365 Training Resources – <https://support.microsoft.com/office>
- Cox, J. (2021). Microsoft Office 365 All-in-One for Dummies. Wiley.
- Lambert, J., & Frye, C. (2020). Microsoft Office Step by Step Series (Word, Excel, PowerPoint). Microsoft Press.
- Custom Lab Manual (to be provided by faculty) with scenario-based tasks.



|                                                                      |          |          |          |            |
|----------------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Strategic Communication in Business and Society</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8454</b>                                          | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the theories, models, and frameworks of strategic communication in business and society.
2. Analyze the role of communication in shaping public perception, brand image, and organizational reputation.
3. Apply strategic communication techniques in marketing, public relations, crisis management, and stakeholder engagement.
4. Evaluate the impact of digital media, cultural diversity, and ethics on business communication strategies.

### **Course Content**

#### **Unit I**

**17 Hours**

Foundation of Strategic Communication, Introduction to communication: definition, process, elements, and importance in business and society. Theories of communication: Shannon-Weaver Model, Berlo's SMCR Model, Schramm's Interactive Model, and Agenda Setting Theory. Strategic communication vs. routine communication. Role of communication in building organizational identity, image, and corporate reputation. Principles of effective business and societal communication.

#### **Unit II**

**15 Hours**

Strategic Communication Tools and Techniques, Key communication strategies for businesses: Public Relations (PR), Integrated Marketing Communication (IMC), Advertising, Advocacy campaigns, Media relations. Corporate communication practices: Internal communications, investor relations, employee engagement. Strategic storytelling and brand narratives. Stakeholder mapping and communication targeting. Introduction to communication planning frameworks and message design strategies.

#### **Unit III**

**15 Hours**

Communication in the Digital and Global Age, Impact of digital media and social networking platforms on strategic communication. Online reputation management, influencer engagement, viral campaigns, social media listening, and analytics. Communication challenges in a globalized world: intercultural communication, language barriers, virtual teams, and cross-

cultural public relations. Crisis communication planning and execution: Case studies of corporate successes and failures.

#### **Unit IV**

**13 Hours**

Ethical issues in corporate communication: truthfulness, transparency, fake news, and manipulation. Role of communication in social change, activism, and public policy influence. Communication for sustainability, corporate social responsibility (CSR) campaigns, and public interest messaging. Emerging trends: emotional branding, AI in communication, personalized messaging, and stakeholder trust management.

#### **Transection Mode**

Case study analysis, group presentations, campaign design projects, role plays, media audits, strategy simulations, digital platform analysis.

#### **Suggested Readings**

- Argenti, P. A. (2017). *Corporate Communication*. McGraw Hill Education.
- Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice*. Sage Publications.
- Heath, R. L., & Johansen, W. (2018). *The International Encyclopedia of Strategic Communication*. Wiley-Blackwell.
- Hallahan, K., Holtzhausen, D., van Ruler, B., Vercic, D., & Sriramesh, K. (2007). *Defining Strategic Communication*. *International Journal of Strategic Communication*.
- Goodman, M. B. (2010). *Corporate Communication: Strategic Adaptation for Global Practice*. Peter Lang Publishing.

|                                                            |          |          |          |            |
|------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Supply Chain and Logistics Management</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8455</b>                                | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand supply chain management (SCM) principles and logistics operations.
2. Analyze key supply chain strategies, inventory management techniques, and warehousing solutions.
3. Evaluate the role of technology and digital transformation in modern supply chains.
4. Assess global supply chain challenges and sustainability practices.

### **Course Content**

#### **Unit I**

**17 Hours**

Introduction to Supply Chain and Logistics Management: Definition, Objectives, and Importance of Supply Chain Management. Evolution of Supply Chain and its Role in Competitive Business. Components of Supply Chain – Procurement, Production, Distribution, Retailing, and Customer Service. Logistics as a Critical Component of SCM. Key Drivers of Supply Chain Performance.

Supply Chain Design and Planning: Supply Chain Network Design and Facility Location Decision-Making. Supply Chain Strategy – Lean, Agile, Responsive, and Resilient Supply Chains. Forecasting Methods for Supply Chain Demand Planning. Role of Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL). Case Study on Amazon's Supply Chain Strategy.

#### **Unit II**

**15 Hours**

Logistics and Transportation Management: Introduction to Logistics – Functions, Objectives, and Types. Role of Transportation in SCM – Modes of Transportation (Road, Rail, Air, Water). Cost Considerations in Logistics and Transportation. Warehousing and Inventory Control – Economic Order Quantity (EOQ), Just-in-Time (JIT), Vendor-Managed Inventory (VMI). Role of Freight Forwarders and Logistics Service Providers. Case Study on Walmart's Logistics Model.

#### **Unit III**

**15 Hours**

Technology and Automation in Supply Chains: Role of Artificial Intelligence (AI), Internet of Things (IoT), and Blockchain in SCM. Digital Twin

Technology in SCM. Robotics and Automation in Warehousing and Distribution. Use of RFID, GPS, and Smart Sensors in Logistics. Role of ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) in Supply Chain Decision-Making.

Supply Chain Risk and Sustainability: Identifying and Mitigating Supply Chain Risks – Political, Economic, Environmental, and Technological Risks. Sustainable Supply Chain Practices – Circular Economy, Green Logistics, and Carbon Footprint Reduction. Ethical Considerations in Supply Chain Management – Labor Rights, Fair Trade, and Social Responsibility.

#### **Unit IV**

**13 Hours**

Global Supply Chain and Future Trends: Challenges in Global Supply Chains – Tariffs, Trade Wars, and Supply Chain Disruptions. Supply Chain Finance and Working Capital Optimization. Case Studies on Global Supply Chain Failures and Lessons Learned (e.g., COVID-19 Impact, Semiconductor Shortage). Future of Supply Chain – Autonomous Vehicles, Drone Deliveries, and Smart Warehouses.

#### **Transection Mode**

Live Supply Chain Simulations, Logistics Optimization Exercises, Industry Visits, Case Study Analysis on Supply Chain Failures, Expert Talks from Supply Chain Professionals.

#### **Suggested Readings**

- Chopra, S. (2021). *Supply Chain Management: Strategy, Planning, and Operation*. Pearson.
- Hugos, M. (2018). *Essentials of Supply Chain Management*. Wiley.
- Stadtler, H. (2015). *Supply Chain Management and Advanced Planning*. Springer.
- Rushton, A., Croucher, P., & Baker, P. (2017). *The Handbook of Logistics and Distribution Management*. Kogan Page.
- Christopher, M. (2016). *Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Service*. Pearson.



|                                                              |          |          |          |            |
|--------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Fashion Retail and Visual Merchandising</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8456</b>                                  | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the structure, functions, and formats of the fashion retail industry.
2. Apply principles of visual merchandising to enhance consumer engagement and store experience.
3. Analyze customer buying behavior and develop retail strategies for fashion brands.
4. Design and evaluate visual displays, store layouts, and promotional techniques using merchandising principles.
- 5.

### **Course Content**

#### **Unit I**

**17 Hours**

Introduction to the fashion retail industry and its evolution. Retail formats – brick-and-mortar, multi-brand outlets (MBOs), exclusive brand outlets (EBOs), departmental stores, and e-commerce platforms. Retail operations and supply chain in fashion. Trends in omni-channel retailing and digital storefronts. Role of fashion retail in global and Indian contexts.

#### **Unit II**

**15 Hours**

Understanding the fashion consumer and buying psychology. Factors influencing fashion purchases – culture, personal identity, media, trends. Market segmentation, target customer profiling, and positioning strategies. Customer journey and retail experience. Relationship between in-store behavior and visual cues.

#### **Unit III**

**15 Hours**

Definition and objectives of visual merchandising. Store layout and design – grid, loop, free-form layouts. Elements of visual display: color, lighting, signage, mannequins, props, and fixtures. Window display planning, seasonal themes, and storytelling in fashion presentation. Role of sensory merchandising in creating brand identity.

#### **Unit IV**

**13 Hours**

Developing a visual merchandising plan for a retail brand. Store floor plan sketching and fixture placement. Budgeting for VM elements and promotional materials. Fashion retail audits and field visits. Case studies on



successful retail chains (e.g., Zara, H&M, FabIndia). Group project: Designing a VM concept and mock display for a specific brand or event.

### **Transection Mode**

Field visits, visual display workshops, store layout simulation, hands-on merchandising design, group projects, showroom analysis, peer feedback, case study presentations.

### **Suggested Readings**

- Pegler, M. M. (2020). *Visual Merchandising and Display*. Bloomsbury Publishing.
- Levy, M., & Weitz, B. (2021). *Retailing Management*. McGraw Hill.
- Diamond, J., & Diamond, E. (2013). *Fashion Retailing: A Multi-Channel Approach*. Pearson.
- Rabolt, N. J., & Miler, J. T. (2009). *Concepts of Fashion Merchandising*. Fairchild Books.
- International Visual Merchandising Association (IVMA) Resources and Journals.



|                                                                 |          |          |          |            |
|-----------------------------------------------------------------|----------|----------|----------|------------|
| <b>Course Title: Food Entrepreneurship and Start-Up Culture</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Cr.</b> |
| <b>Course Code: BBA8457</b>                                     | <b>4</b> | <b>0</b> | <b>0</b> | <b>04</b>  |

**Total Hours 60**

**Course Learning Outcomes:** After completion of this course, the learner will be able to:

1. Understand the fundamentals of entrepreneurship and the unique challenges of the food business.
2. Analyze trends, market opportunities, and regulatory frameworks in the food and beverage (F&B) industry.
3. Develop and evaluate a business plan for a food-based start-up, including branding, operations, and marketing strategies.
4. Apply innovation, sustainability, and digital tools to create scalable and customer-centric food ventures.

### **Course Content**

#### **Unit I**

**17 Hours**

Overview of entrepreneurship and the start-up ecosystem. Characteristics of food entrepreneurs and types of food businesses – restaurants, cafés, cloud kitchens, food trucks, packaged goods, and home-based models. Opportunities and challenges in the Indian and global food sector. Trends in consumer behavior, nutrition, lifestyle food categories, and experiential dining.

#### **Unit II**

**15 Hours**

Steps in business ideation, feasibility analysis, and concept development for food ventures. Legal and regulatory aspects: FSSAI licensing, hygiene standards, intellectual property, and food labeling. Basics of costing, pricing, sourcing ingredients, vendor management, and location analysis. Introduction to funding options: bootstrapping, angel investors, crowdfunding.

#### **Unit III**

**15 Hours**

Creating a unique value proposition and brand identity in a competitive market. Social media marketing, food photography, influencer collaborations, and loyalty programs. Online delivery platforms (Zomato, Swiggy, etc.) and aggregators. Use of CRM tools, website development, and Google Business listing. Storytelling and community engagement through food.

**Unit IV****13 Hours**

Innovations in food tech – cloud kitchens, health-based menus, vegan startups, and alternative proteins. Sustainable sourcing, packaging, and zero-waste kitchen models. Operational scalability – franchising, licensing, and quality control. Case studies of successful food start-ups and pitch deck creation for final business presentation.

**Transection Mode**

Case study analysis, business model canvas exercises, food start-up simulation projects, pitch presentations, guest lectures by food entrepreneurs, group ideation sessions, and menu design workshops.

**Suggested Readings**

*Drucker, P. F. (2007). Innovation and Entrepreneurship. HarperBusiness.*

*Khanka, S. S. (2014). Entrepreneurial Development. S. Chand Publishing.*

*Kamath, V. (2021). Secret Sauce: Inspiring Stories of Great Indian Restaurants. HarperCollins.*

*Kumar, S. (2019). Start Up Your Restaurant: The Definitive Guide for Aspiring Restaurateurs. Bloomsbury India.*

*FSSAI Website and Startup India Portal – for real-time regulatory and funding resources.*

