

GURU KASHI UNIVERSITY



BBA-MBA INTEGRATED

SESSION: 2023-24

DEPARTMENT OF MANAGEMENT

GRADUATE OUTCOMES OF THE PROGRAMME:

This program develops strong leadership skills, business acumen, and critical thinking abilities, effective communication, ethical decision-making, and strategic planning competencies enabling graduates to excel in a dynamic corporate environment and develop strong entrepreneurial mindset, poised to drive organizational growth and success.

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Evaluate the ethical implications and responsibilities of business decisions at a strategic level.
2. Analyze complex business problems and develop innovative solutions using critical thinking and problem-solving skills.
3. Design and implement effective communication strategies for diverse stakeholders in a global business environment.
4. Synthesize knowledge from various business disciplines to develop comprehensive business strategies and plans.
5. Assess the impact of technology and digital transformation on business operations and develop strategies for leveraging technology for organizational success.
6. Critically evaluate and apply relevant theories and frameworks to analyze and address contemporary business challenges.

Program structure**Semester: I**

Semester: I						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM101	Principles of Management	Core	4	0	0	4
BBM102	Business Mathematics	Core	3	1	0	4
BBM103	Financial Accounting for Managers	Core	3	1	0	4
BBM104	Environmental Studies	Compulsory Foundation	2	0	0	2
BBM199	XXX	MOOC	-	-	-	2
Discipline Elective-I (Any one of the following)						
BBM105	Human Resource Management	Discipline Elective-I	3	0	0	3
BBM106	Retail Management					
Discipline Elective-II (Any one of the following)						
BBM107	Marketing Management	Discipline Elective-II	3	0	0	3
BBM108	Banking and Insurance Law					
Total			18	2	0	22

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM201	Business Economics	Core	3	1	0	4
BBM202	Business Statistics	Core	3	1	0	4
BBM203	Strategic Leadership	Skill Based	3	0	0	3
BBM204	Business Communication for Managers	Skill Based	3	0	0	3
BBM205	Introduction to Computer	Skill Based	1	0	0	1
BBM206	Introduction to computer(Lab)	Skill Based	0	0	2	1
BBM212	Personal Branding and Networking	Value Added Course	2	0	0	2
Discipline Elective-III (Any one of the following)						
BBM207	Management Accounting	Discipline Elective-III	3	0	0	3
BBM208	Industrial Relations					
Discipline Elective-IV (Any one of the following)						
BBM209	Marketing Ethics	Discipline Elective-IV	3	0	0	3
BBM210	Derivatives and Risk Management					
Total			21	2	2	24

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM301	Production & Operations Management	Core	4	0	0	4
BBM302	Organizational Behaviour	Core	4	0	0	4
BBM303	Training and Development for Managerial Effectiveness	Ability Enhancement	1	0	0	1
BBM304	Seminar on Business Writing Skills	Skill Based	0	0	2	1
BBM399	XXX	MOOC	-	-	-	2
Discipline Elective-V (Any one of the following)						
BBM305	Total Quality Management	Discipline Elective-V	3	0	0	3
BBM306	Export-Import Procedures, Documentation					
Discipline Elective-VI (Any one of the following)						
BBM307	Auditing	Disciplinary Elective VI	3	0	0	3
BBM308	Cost Accounting					
Open Elective Course						
-	XXX	Open Elective	2	0	0	2
Total			17	0	2	20
Open Elective Course (For other Departments)						
OEC005	Business Ethics and Corporate Social Responsibility	Open Elective	2	0	0	2

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM401	Business Law	Core	4	0	0	4
BBM402	Financial Management	Core	4	0	0	4
BBM403	Advertisement and Promotional Tactics	Skill Based	4	0	0	4
BBM404	Digital Marketing	Value Added Course	2	0	0	2
Discipline Elective-VII (Any one of the following)						
BBM405	Corporate Strategy	Discipline Elective-VII	3	0	0	3
BBM406	Global Human Resource Management					
Discipline Elective-VIII (Any one of the following)						
BBM407	Management Information System	Discipline Elective-II	3	0	0	3
BBM408	Performance Appraisal and Management					
Total			20	0	0	20

Semester: V						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM501	Corporate Law	Core	4	0	0	4
BBM502	Business Environment	Core	4	0	0	4
BBM503	Institutional Training/Internship (4 Weeks)	Skill Based	-	-	-	4
BBM599	XXX	MOOC	-	-	-	2
Any one Specialization of the following (Selected Specialization will remain same in 6th semester also)						
Specialization- I (Marketing)						
BBM504	Consumer Behaviour	Disciplinary y Elective I	3	0	0	6
BBM505	Sales & Distribution Management	Disciplinary y Elective II	3	0	0	
Specialization-II (Human Resource Management)						
BBM506	Social Security & Labour Welfare	Disciplinary y Elective I	3	0	0	6
BBM507	Compensation Management	Disciplinary y Elective II	3	0	0	
Specialization-III (Finance)						
BBM508	Security Analysis & Portfolio Management	Disciplinary y Elective I	3	0	0	6
BBM509	Financial Services	Disciplinary y Elective II	3	0	0	
Specialization-IV (Agriculture Business Management)						
BBM510	Supply Chain Management	Disciplinary y Elective I	3	0	0	6
BBM511	Agro Input Industry	Disciplinary y Elective II	3	0	0	
Specialization-V (International Business)						
BBM512	International Business & Regional Blocks	Disciplinary y Elective I	3	0	0	6
BBM513	Cross Cultural Management	Disciplinary y Elective II	3	0	0	
Total			14	0	0	20

Semester: VI						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM601	Project Management	Core	4	0	0	4
BBM602	Operation Research	Core	3	1	0	4
BBM603	Database Management System	Skill Based	4	0	0	4
BBM604	Database Management System (Lab)	Skill Based	0	0	4	2
Specialization- I (Marketing)						
BBM605	Marketing Research	Disciplinary Elective III	3	0	0	6
BBM606	Logistics and Supply Chain Management	Disciplinary Elective IV	3	0	0	
Specialization-II (Human Resource Management)						
BBM607	Training & Development	Disciplinary Elective III	3	0	0	6
BBM608	Organization Change & Development	Disciplinary Elective IV	3	0	0	
Specialization-III (Finance)						
BBM609	Financial Management	Disciplinary Elective III	3	0	0	6
BBM610	Management Control System	Disciplinary Elective IV	3	0	0	
Specialization-IV (Agriculture Business Management)						
BBM611	Advance Food Processing	Disciplinary Elective III	3	0	0	6
BBM612	Commodity Trading	Disciplinary Elective IV	3	0	0	
Specialization-V (International Business)						
BBM613	Export-Import Procedures, Documentation	Disciplinary Elective III	3	0	0	6
BBM614	International Marketing	Disciplinary Elective IV	3	0	0	
Total			17	1	4	20

Semester: VII						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM701	Research Methodology	Compulsory foundation	4	0	0	4
BBM702	Research Proposal	Research skill	0	0	8	4
BBM703	Ethics & IPR	Value Based	2	0	0	2
BBM704	Proficiency in Teaching	Skill Based	0	0	4	2
BBM705	Service Learning	Community Linkage	0	0	4	2
BBM706	Computer Lab	Skill Based	0	0	4	2
BBM707	Stock Market and Banking Operations	Skill Based	2	0	0	2
BBM799	XXX	MOOC	-	-	-	2
Total			8	0	20	20

Semester: VIII						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BBM801	Dessertation	Research skill	-	-	-	20
Total			-	-	-	20
Grand Total			115	5	24	164

Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4th semester.

EVALUATION CRITERIA FOR THEORY COURSES

A. Continuous Assessment: [25 Marks]

- i. CA1: Surprise Test (Two best out of three) (10 Marks)
- ii. CA2: Assignment(s) (10 Marks)
- iii. CA3: Term paper (5 Marks)

B. Attendance: [5 marks]

C. Mid Semester Test: [30 Marks]

D. End-Term Exam: [40 Marks]

IOAC

Semester-I**Course Title: Principles of Management****Course Code: BBM101**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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**

Management and its various functions, nature and scope, organizational objectives, management by objective. Planning: nature, purpose and functions, types, steps in planning, Management by Objective (MBO) – Management By Exception (MBE). Decision making and its process.

UNIT II**17 Hours**

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: Departmentation 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
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.*

Course Title: Business Mathematics**Course Code: BBM102**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours: 60**

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

1. Acquire skill about algebra of complex numbers, linear and quadratic equation.
2. Analyze the uses of matrices and logarithms, law of operation, compound interest and depreciation.
3. Apply mathematical skills required in binomial theorem, arithmetic and geometric progressions and harmonic progressions.
4. Examine the marketing mathematics by derivative, interests and EMI.

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

Set theory, Complex numbers and algebra of complex numbers, linear and quadratic equations. Permutations and combinations. Differential calculus (including maxima and minima; excluding trigonometric functions). – Real number system, function, graphical representation of function first principle of differential calculus, derivation of simple algebraic function.

UNIT II**14 Hours**

Matrices: types of matrices, operation on matrices, transpose of matrices, symmetric and skew symmetric of matrix. Determinant- Minors, cofactors, Adjoint of matrix, inverse of matrix, application of matrices in solving system of linear equation using Cramer's rule, matrix inversion, Gauss elimination method. Logarithms: Law of operation, compound interest and depreciation.

UNIT III**14 Hours**

Binomial theorem, arithmetic and geometric progressions, harmonic progressions, functions, limitations and continuity.

Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts. Indefinite integral and definite integral and its application in business.

UNIT IV**16 Hours**

Derivative –derivative from first principle, derivative of sum, difference product, chain rule, derivative of parametric equation, differentiation of one function with w.r.t another function, implicit function, derivative of second order. Interest- simple interest, compound interest (reducing balance and flat rate of interest), equated monthly installments (EMI).

Transaction Mode

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

Suggested Readings

- Sancheti, D.C & Kapoor, V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Branson Richard (2019). *Schaun's Outline of Theory and Problems of*

Matrix Operations. McGraw Hill Education

- *Don, Eugene & Lerne, Joel (2019). Schaum's Outline of Basic Business Mathematics. McGraw-Hill Education*
- *Clendenen, Gary, Salzman A. Stanley & Miller D. Charles (2020). Business Mathematics. Ed, Pearson Education.*
- *Sancheti D.C & Kapoor V.K, (2018). Business Mathematics. Ed, Sultan Chand & Sons, New Delhi*
- *Namboodiri Krishan (2018). Matrix Algebra: An Introduction (Quantitative Application). Sage Publishing Inc.*
- *Branson Richard (2018). Schaun's outline of Theory and Problems of Matrix Operations. McGraw Hill Education*

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Course Title: Financial Accounting for Managers**Course Code: BBM103**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours: 60**

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**

Budgetary control- need, objectives, essentials of budgeting, different types of budgets. Responsibility Accounting; Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

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

Suggested Readings

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House

- *Mukherjee & Hanif (2019). Fundamentals of Accounting. Tata McGraw Hill, New Delhi*
- *Bragg, M. Steven (2006). Accounting control best practices. John Wiley & Sons Publishing*

IOAC

Course Title: Environmental Studies**Course Code: BBM104**

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours: 30**

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

1. Demonstrate a solid understanding of key environmental concepts, including ecosystems, biodiversity, sustainability, and human impact on the environment.
2. Explain skills to environmental problems including energy, water, and air issues and the use of statistical methods in data analysis and argumentation.
3. Analyze the complexities of the natural environment and its relationship with ecological system.
4. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability

Course Content**UNIT I****6 Hours**

The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources. Energy resources, Land resources, Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

UNIT II**8 Hours**

Ecosystems, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Threats to biodiversity, Conservation of biodiversity: In-situ conservation of biodiversity.

UNIT III**9 Hours**

Environmental Pollution, Solid waste Management, Disaster management, Social Issues and the Environment, Environmental ethics, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Features of the act Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, public awareness.

UNIT IV**7 Hours**

Human Population and the Environment, Family Welfare Program. Environment and human health. Human Rights. Value Education. HIV / AIDS, Women and Child Welfare. Role of Information Technology in Environment and human health, Case Studies. Field work: Visit to a local area to document environmental and river forest grassland Hill Mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill

slopes, etc.

Transaction Mode

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

Suggested Readings

- *Misra, S. K., & Puri, V. K. (2019). Indian economy (p. 174). Himalaya Publishing House.*
- *Kapila, U. (2019). Understanding the problems of Indian Economy. Academic Foundation.*
- *Malik, P. L. (2018). The Industrial Law. Easter Book.*
- *Schiffer, M., & Weder, B. (2018). Firm size and the business environment: Worldwide survey results (Vol. 43). World Bank Publications.*
- *Mehta, S. C., Mehta, S. S., & Aun, B. L. (2018). The evaluation of business text books: An international perspective. Journal of Professional Services Marketing, 19(2), 141-149*

Course Title: Human Resource Management**Course Code: BBM105**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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****13 Hours**

HRM: New trends in HRM due to globalization deregulation and technological advancements. HRM in India

UNIT II**12 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**9 Hours**

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

UNIT IV**11 Hours**

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning. Wage and salary administration, Performance appraisal, methods and problems of performance appraisal

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.

Course Title: Retail Management**Course Code: BBM106**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Examine insights into all functional areas of retailing
2. Study the buying behavior, the consuming pattern, the needs and wants of the retail consumer
3. Analyze the challenges and opportunities in retail marketing.
4. Evaluate strategic and operational decision-making processes in the organized retail.

Course Content**UNIT I****13 Hours**

Retailing: What is retailing, retailing structure and distribution, Opportunities in retailing. Types of retailer: Retailer characteristics, Food retailers, General merchandise retailers, Service retailing, Types of ownership, Retail channels, Benefits & Challenges of retail channels.

UNIT II**12 Hours**

Retail buying behavior: The buying process, Types of buying decisions. Retailing strategy: Retail market strategy, Target market and retail formats, Growth strategies. Financial strategy and retail locations: Financial objectives and goals, Analysis of financial strength, Types of locations, Location and retail strategy

UNIT III**10 Hours**

Merchandise management: Merchandise management overview, forecasting sales, Developing an assortment plan, Setting inventory and product availability levels, Establishing a control system for managing inventory, Allocating merchandise to stores.

UNIT IV**10 Hours**

Retail pricing: Pricing strategies, Consideration in setting retail prices, Legal and ethical pricing issues. Store Management: Store management responsibilities, Recruiting and selecting employees, Motivating and managing store employees, Compensating and rewarding store employees, Store design objectives, Store design elements, Visual merchandising.

Transaction Mode

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

Suggested Readings

- Bhatia, S. C. (2008). *Retail management*. Atlantic Publishers & Dist.
- Suja Nair.(2018).*Retail Management*.Himalaya Publishing House, Mumbai, 2008.

- *Swapna Pradhan(2019).Retail Management. Tata McGrawHill Publishing, New Delhi.*
- *Berman, B., Evans, J. R., & Chatterjee, P. (2018). Retail management: a strategic approach. Pearson Education Limited*
- *Barry, B. (2003). Retail management: a strategic approach. Pearson Education India.*

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Course Title: Marketing Management**Course Code: BBM107**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

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****12 Hours**

Marketing: Concepts - production, product, selling, marketing & societal marketing. Marketing environment –marketing management and its environment.

UNIT II**12 Hours**

Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior. Market segmentation: need, concept, mass marketing vs. Segmentation. 3. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT III**11 Hours**

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

UNIT IV**10 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). *Marketing A Managerial Introduction*. McGraw Hill Education

- *Baker, Michael J. (2018). Companion Encyclopedia of Marketing. Cengage Learning Emea*

IOAC

Course Title: Banking and Insurance Law**Course Code: BBM108**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Examine the legal framework and regulatory environment for the banking and insurance industries.
2. Analyze the legal rights and obligations of banks, insurers, and their customers.
3. Explain the role of law in mitigating risks and ensuring compliance within the banking and insurance sectors.
4. Evaluate the impact of consumer protection laws and regulations on banking and insurance practices.

Course Content**UNIT I****12 Hours**

Banking and Insurance Law: Overview of the banking and insurance industries, Role of law and regulation in banking and insurance. Legal Framework for Banking: Banking laws and regulations, Regulatory authorities and their powers, Bank licensing and supervision, Bank customer relationships and duties, Payment systems and electronic banking

UNIT II**12 Hours**

Legal Framework for Insurance: Insurance laws and regulations, Types of insurance and their legal requirements. Insurance contracts and policy provisions, Insurable interest and utmost good faith, Insurance claims and settlement

UNIT III**11 Hours**

Consumer Protection in Banking and Insurance: Consumer protection laws and regulations, Disclosure requirements and transparency, Unfair and deceptive practices, Dispute resolution mechanisms. Risk Management and Prudential Regulations: Risk management in banking and insurance, Capital adequacy and solvency requirements

UNIT IV**10 Hours**

Emerging Issues in Banking and Insurance Law, Regulatory Compliance and Enforcement, Case Studies and Legal Analysis, Application of legal principles to real-world scenarios. Emerging Trends and Future Developments

Transaction Mode

Class Discussions, Seminars, Cooperative learning, Inquiry based learning, Group discussion, Active participation, Open talk, Panel Discussions

Suggested Readings

- Jackson, H. E., & Carnell, R. S. (2019). *Banking Law and Regulation*. Wolters Kluwer.
- Abraham, K. (2017). *Insurance Law and Regulation: Cases and*

Materials. Wolters Kluwer.

- Lovett, W. A. (2018). *Banking and Financial Institutions Law in a Nutshell*. West Academic Publishing.
- Martinez, L. P., & Abraham, J. L. (2020). *Insurance Law: Cases and Materials*. Foundation Press.
- Malloy, M. P. (2019). *Banking and Financial Services Law: Cases, Materials, and Problems*. LexisNexis.

IOAC

Semester-II**Course Title: Business Economics****Course Code: BBM201**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours: 60**

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

1. Determine the concepts of economics, theory of demand and elasticity of demand.
2. Evaluate utility approach, marginal rate of substitution, budget line and consumer equilibrium.
3. Analysis the relationship between price and output determination in different market structure.
4. Assess knowledge about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade.

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

Microeconomics: nature and scope, limitations. economics, Theory of Demand, Determinants, Types, Laws of demand, Elasticity's of Demand: Price, Income, Cross & their Measurement. Utility: - Cardinal Utility Approach, diminishing marginal utility, law of equi- marginal utility, ordinal utility approach. Indifference Curves, Marginal rate of Substitution, budget line and Consumer Equilibrium.

UNIT II**16 Hours**

The Concept of Production Function, Law of Variable proportion, Marginal Rate of Technical Substitution. Theory of Cost. Theory of firm and market organization: Perfect competition, Monopoly, Monopolistic competition, Oligopoly.

UNIT III**13 Hours**

Macroeconomics: nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income; Concepts and measurement through Income, output and expenditure approaches. Problems in measurement of National Income. Say's law of markets.

UNIT IV**14 Hours**

Classical theory of output and employment, Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Consumption, Saving and investment function, Business Cycles and their main Features. Inflation: types, and theories. Stabilization policies: Monetary and fiscal policies.

Transaction Mode

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

Suggested Readings

- Jain, T R & Grover, M.L (2019). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (2018). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) . *Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2019). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2018). *Managerial Economics*. VK Publications
Jain T R: *Managerial Economics*.
- Branson, WH. (2018). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2019). *Macroeconomics Analysis*. Galgotia Publications

Course Title: Business Statistics
Course Code: BBM202

L	T	P	Cr.
3	1	0	04

Learning Outcomes

Total Hours: 60

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

1. Analyze simple and multiple regression models to analyze the underlying relationships between the variables
2. Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
3. Demonstrate simple and multiple regression models to analyze the underlying relationships between the variables.
4. Evaluate the relationship between variables by correlation and regression.

Course Content

UNIT I

16 Hours

Business statistics: scope, functions, importance, limitations and distrust of statistics; types of statistical methods. Data collection and analysis; types of data: primary and secondary data; Characteristics of a graph: types of graphs and their merits and demerits.

UNIT II

14 Hours

Classification of data, presentation of data: graphic and tabulation. Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

UNIT III

17 Hour

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation. Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

UNIT IV

13 Hours

Theory of probability: Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and Poisson.

Transaction Mode

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

Suggested Readings

- Siegel, Andrew F. (2018). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. 2018). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2019). *Statistics for Management*.

Prentice Hall India.

- *Gupta, S.C. (2018). Fundamentals of Statistics. Himalaya Publishing House*

IOA C

Course Title: Strategic Leadership
Course Code: BBM203

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze the concept and importance of strategic leadership in organizational success.
2. Examine and evaluate the external business environment to identify opportunities and threats.
3. Develop a compelling vision and articulate strategic goals to guide the organization.
4. Create strategic mindset and think critically in a complex and uncertain business landscape.

Course Content

UNIT I

13 Hours

Significance of strategic leadership, Leadership styles and their impact on strategic decision-making, Ethical considerations in strategic leadership
 Environmental analysis and scanning for strategic insights, SWOT analysis and strategic positioning

UNIT II

12 Hours

Developing a Strategic Vision and Goals, Articulating a compelling vision for the organization. Setting strategic goals and objectives, Communicating the vision and goals to stakeholders

UNIT III

10 Hours

Managing organizational change and resistance, Leading through uncertainty and ambiguity, Strategic Communication and Stakeholder Management. Managing conflicts and negotiations

UNIT IV

10 Hours

Strategic Leadership in Practice: Case studies of strategic leaders and organizations, Simulations and role plays to apply strategic leadership concepts

Transaction Mode

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

Suggested Readings

- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2019). *Strategic management: Concepts and cases: Competitiveness and globalization (13th ed.)*. Cengage Learning
- Daft, R. L. (2018). *The leadership experience (7th ed.)*. Cengage Learning.
- Yukl, G. (2013). *Leadership in organizations (8th ed.)*. Pearson.

- Northouse, P. G. (2018). *Leadership: Theory and practice (8th ed.)*. Sage Publications.
- Mintzberg, H. (2011). *Managing (3rd ed.)*. Berrett-Koehler Publishers.

IOAC

Course Title: Business Communication for Managers

Course Code: BBM204

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze the fundamentals of communication and use concepts in day-to-day world
2. Develop the importance of interpersonal and organizational communication skills in personal/professional life
3. Apply the appropriate written format and usage of informative business messages
4. Acquire the Competence skills in oral, written and nonverbal communication.

Course Content

UNIT I

10 Hours

Business Communication-Barriers to effective communication, basic model & communication, Theories of Interpersonal and Organizational Communication

UNIT II

12 Hours

Interpersonal Communication, Analyzing Transactions: The Units of Communication. The Language of Persuasion: Communicating in a Diverse Work Environment, Crisis Communication Strategies

UNIT III

11 Hours

The Writing Strategy– for business (e.g., applying for a loan, salary advance, refund etc.), leave application, Different styles of writing. Press Reports, drafting a CV, writing a job application and other applications, interviews,

UNIT IV

12 Hours

Importance of non-verbal communication – positive gestures, symbols and signs. physical appearance & the art of self-presentation & conduct, developing reading, listening and speaking skills, group discussions, extempore speaking.

Transaction Mode

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

Suggested Readings

- Koneru, Arun. (2008). *Professional Communication*. Tata McGraw Hill, New Delhi
- Monippally, M.M. (2001). *Business Communication Strategies*. Tata McGraw Hill, New Delhi
- Das, Baswajit & Satpathy Ipseeta. (2007). *Business Communication and*

Personality Development, ExcelBooks, New Delhi

- McGrath, E.H. (2011). *Basic Managerial Skills for All*. Prentice Hall of India, New Delhi
- Rai, Urmila & S.M Rai. (2011). *Business Communication*. Himalaya Publishing House, Mumbai 1976, TataMcGraw Hill, New Delhi.

IOA C

Course Title: Introduction to Computer
Course Code: BBM205

L	T	P	Cr.
1	0	0	01

Learning Outcomes

Total Hours: 15

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

1. Evaluate use of windows explorer for moving and copying files.
2. Acquire the skill about evolution of computers and different generation of computers.
3. Analyze the difference between the windows and DOS
4. Develop the skills for using accessories such as calculator, paint brush, CD player, etc.

Course Content

UNIT I

4 Hours

Computer Fundamentals: Concept of Computer, Components, Classification, Types. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices.

UNIT II

5 Hours

CLS, DATE, TIME, MD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

UNIT III

3 Hours

Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

UNIT IV

3 Hours

Use of Windows Explorer for moving and copying files. MS-Office: MS-Word, Power Point (Presentation software)

Transaction Mode

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

Suggested Readings

- Saxena, Sanjay (2019). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2020). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2018). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2018). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (2020). *The Computer Book*. Addison Wesley.

Course Title: Introduction to Computer (Lab)**Course Code: BBM206**

L	T	P	Cr.
0	0	2	01

Learning Outcomes**Total Hours: 30**

On the completion of the course the students will be able to

1. Demonstrate proficiency in basic computer operations, including turning the computer on/off, using peripherals, and navigating the desktop interface.
2. Understand and use common features and functions of an operating system.
3. Explain word processing software (e.g., Microsoft Word or Google Docs) to create, format, and edit documents
4. Create and deliver effective presentations using software like Microsoft PowerPoint or Google Slides

Course Content**UNIT I****8 hours**

MS Windows: Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software, Installation of MS Office.

UNIT II**8 hours**

MS Word: Using word to create Resume Features to be covered: - Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.

UNIT III**7 hours**

MS Excel: Creating a Scheduler Features to be Covered: - Gridlines, Format Cells, Summation, auto fill, Formatting Text. Calculations Features to be covered :- Cell Referencing, Formulae in excel – average, std. deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP.

UNIT IV**7 hours**

MS Power Point: Salient features of Power-point, File, Edit, View, Insert, Format, Tools, and Slide Show. Topics covered includes: Hyperlinks, Inserting –Images, Clip Art, Audio, Video, Objects, Tables and Charts

Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email.

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (UNIT II): 20 Marks
- C. Third Practical (UNIT III): 20 Marks
- D. Fourth Practical (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

Course Title: Management Accounting**Course Code: BBM207**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

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****12 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**10 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**12 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**11 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*

IOAC

Course Title: Industrial Relations**Course Code: BBM208**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Examine the role of trade unions in the industrial setup.
2. Analyze the important causes & impact of industrial disputes.
3. Elaborate industrial dispute settlement procedures.
4. Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations

Course Content**UNIT I****10 Hours**

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno- economic profile. Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations. Worker participation in Management- forms and level

UNIT II**12 Hours**

ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Role and objectives of ILO. Prevention and settlement of disputes. Trade union finances and funds. Privileges of registered trade union.

UNIT III**13 Hours**

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management.

UNIT IV**10 Hours**

Importance and Features: The Trade unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951. Importance and Features: Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

Transaction Mode

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

Suggested Readings

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
- Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). *Industrial Relations*,

Trade Unions and Labour Legislation. Pearson Education India.

- Venkataratnam, C. S., & Verma, A. (Eds.). (1997). *Challenge of change: Industrial relations in Indian industry. Allied Publishers.*
- Venkataratnam, C.S. *Industrial Relations. Oxford University Press, New Delhi*
- Dutta, S.K. *Guide to Disciplinary Action. Tata McGraw Hill, New Delhi*

IOA C

Course Title: Marketing Ethics**Course Code: BBM209**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Analyze the fundamental principles of marketing ethics and their importance in the business environment.
2. Analyze the ethical issues and dilemmas in marketing practices.
3. Apply ethical frameworks and decision-making models to resolve ethical dilemmas in marketing.
4. Evaluate the impact of marketing practices on consumer behavior and society.

Course Content**UNIT I****10 Hours**

Marketing ethics, relevant theories to examine ethical questions, code of conducts and ethical guidelines, a stepwise ethical marketing decision process, Ethics in relation to marketing decisions: market research, segmentation, marketing communications and international marketing.

UNIT II**13 Hours**

Consumer rights and protection, Product safety and labeling, Pricing and fair competition, Advertising and promotion ethics, Ethics and Consumer Behavior: The influence of marketing on consumer behavior, Consumer privacy and data protection, Deceptive marketing practices

UNIT III**12 Hours**

Stakeholder Relationships and Social Responsibility: Building ethical relationships with stakeholders, Employee rights and fair labor practices, Ethical Challenges in Digital Marketing: Privacy and data collection in digital marketing, social media ethics and influencer marketing, Managing online reputation and reviews

UNIT IV**10 Hours**

Legal and Regulatory Aspects of Marketing Ethics: Laws and regulations governing marketing practices, Intellectual property rights and copyright issues, Ethical leadership and its role in marketing ethics, Application of ethical principles in marketing strategies, Analysis of real-world marketing ethics cases

Transaction Mode

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

Suggested Readings

- Murphy, P. E., & Laczniak, G. R. (2014). *Marketing ethics*. Wiley Encyclopedia of Management, 1-4. doi:10.1002/9781118785317.weom070106

- *Laczniak, G. R., & Murphy, P. E. (2019). Marketing Ethics: Cases and Readings. Taylor & Francis.*
- *Brenkert, G. G., & Beauchamp, T. L. (2008). Marketing ethics: A comparative perspective. Business Ethics Quarterly, 18(1), 183-187. doi:10.5840/beq200818110*
- *Murphy, P. E., Laczniak, G. R., & Toffel, L. M. K. (2011). Ethics in Marketing: International Cases and Perspectives. Routledge.*
- *Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2018). Business Ethics: Ethical Decision Making & Cases (12th ed.). Cengage Learning. (Chapter on Marketing Ethics)*

IOAC

Course Title: Derivatives and Risk Management
Course Code: BBM210

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze the concept of derivatives and their role in financial markets.
2. Evaluate the different types of derivatives, including futures, options, swaps, and other structured products.
3. Estimate the risks associated with derivatives and understand the importance of risk management in financial institutions.
4. Assess the use of derivatives for hedging, speculation, and arbitrage purposes.

Course Content

UNIT I

13 Hours

Derivatives and Risk Management: Overview of derivatives and their role in financial markets, risk management concepts and techniques. Types of Derivatives: Futures contracts, Options contracts, Swaps: interest rate swaps, currency swaps, and credit default swaps, Structured products: collateralized debt obligations, mortgage-backed securities, etc.

UNIT II

10 Hours

Risk Identification and Measurement, Market risk, Credit risk, Operational risk, Valuation of Derivatives, Hedging and Risk Management Strategies

UNIT III

12 Hours

Regulation of Derivatives Markets, Overview of regulatory frameworks for derivatives trading, Role of regulatory bodies and agencies, Impact of regulations on risk management practices

UNIT IV

10 Hours

Emerging Trends and Challenges, Derivatives innovation and new product development. Case Studies in Derivatives and Risk Management, Analyzing real-world examples of derivative use and risk management

Transaction Mode

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

Suggested Readings

- Chance, D. M., & Brooks, R. (2018). *Introduction to Derivatives and Risk Management*. Cengage Learning.
- McDonald, R. L. (2013). *Derivatives Markets* (3rd ed.). Pearson.
- Hull, J. C. (2018). *Options, Futures, and Other Derivatives* (10th ed.). Pearson.
- Kolb, R. W. (2015). *Futures, Options, and Swaps* (6th ed.). Wiley.

- Gup, B. E. (2014). *Derivatives Essentials: An Introduction to Forwards, Futures, Options, and Swaps*. Wiley.
- Choudhry, M. (2011). *Fixed Income Securities and Derivatives Handbook: Analysis and Valuation (2nd ed.)*. Wiley.

IOAC

Semester-III**Course Title: Production & Operations****Management****Course Code: BBM301**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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

1. Analyze various production processes to identify inefficiencies and opportunities for improvement.
2. Evaluate capacity planning, inventory management and supply chain management 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****13 Hours**

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

UNIT II**17 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.*

IOA C

Course Title: Organizational Behaviour
Course Code: BBM302

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

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

1. Analyze the different forms of organizations, their features and relevance in a business context
2. Develop the professional skills to handle the business effectively and efficiently.
3. Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
4. Improve the leadership skills and motivational spirit for teamwork.

UNIT I

16 Hours

Organizational behavior: OB and its relevance in today's business environment. Individual behavior in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

UNIT II

18 Hours

Learning and its theories, behavior modification, attitudes, personality; self-concept, self-esteem, major determinants of personality. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

UNIT III

12 Hours

Group behavior in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

UNIT IV

14 Hours

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid. Inter- personal behavior in organization: Transactional analysis, Management conflict, Stress management.

Transaction Mode

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

Suggested Readings

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organisational Behaviour*. Himalaya Publishing House

Course Title: Training and Development for Managerial Effectiveness
Course Code: BBM303

L	T	P	Cr.
1	0	0	01

Learning Outcomes

Total Hours: 15

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

1. Analyze the benefits of training to work in the corporate world.
2. Evaluate and describe learning styles.
3. Explain the various activities and tasks associated with work specialization
4. Evaluate and apply the technicalities related to training contexts

Course Content

UNIT I

5 Hours

Training – concept, and rationale; Training process. Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping.

UNIT II

4 Hours

Designing the training program: process of learning in training program – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules

UNIT III

3 Hours

Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; Inspirational techniques – brainstorming, mind mapping, creative problem solving

UNIT IV

3 Hours

Emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, knowledge management.

Transaction Mode

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

Suggested Readings

- Agochiya, D. (2019). *Every trainer's handbook*. Sage Publications India.
- Sahu, R. K. (2019). *Training for development*. Excel Books India.
- Goldstein. (2017). *Training in Organization*. Thomson Learning, Bombay
- Rao, P. L. (2021). *Enriching human capital through training and development*. Excel Books India

Course Title: Seminar on Business Writing Skills
Course Code: BBM304

L	T	P	Cr.
0	0	2	01

Learning Outcomes

Total Hours: 30

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

1. Analyze the principles and importance of effective business writing in professional contexts.
2. Apply techniques for clarity, conciseness, coherence, and professionalism in business writing.
3. Create well-structured and organized reports that present data and findings in a clear and persuasive manner.
4. Develop a professional and appropriate tone and style for different types of business communications, such as emails, memos, reports, and proposals.

Course Content

30 Hours

Business Writing, Principles of Clear and Concise Writing, Planning and Drafting Business Documents, Writing Professional Emails and Memos, Writing Reports and Proposals, Adapting Writing Style for Different Audiences, Grammar, Punctuation, and Mechanics in Business Writing, Feedback and Revision, Effective Business Presentations

Transaction Mode

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

Course Title: Total Quality Management**Course Code: BBM305**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

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****10 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**13 Hours**

Quality System – Elements, Documentation, Quality Circles. Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – 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**10 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**12 Hours**

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, Brain storming

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.

IOAC

Course Title: Export-Import Procedures, Documentation

Course Code: BBM306

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner 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

13 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

12 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

10 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

10 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.*

IOAC

Course Title: Auditing**Course Code: BBM307**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Analyze the role and importance of Auditing in ensuring transparency, reliability, and integrity of financial reporting.
2. Explain the professional standards, ethics, and regulations governing the practice of auditing.
3. Apply the fundamental concepts and principles of auditing to assess and evaluate internal controls and financial statements.
4. Develop skills in risk assessment and apply appropriate audit procedures to identify and address areas of potential risk.

Course Content**UNIT I****13 Hours**

Corporate Auditing: Role and objectives of auditing, Regulatory and professional frameworks for auditing, Professional ethics and auditor independence, Auditing Standards and Practices, Generally Accepted Auditing Standards (GAAS), International Standards on Auditing (ISAs), Auditing guidelines and procedures

UNIT II**12 Hours**

Audit Planning and Risk Assessment, Understanding the audit engagement process, Assessing audit risk and materiality, Audit planning and documentation, Internal Control Evaluation and Testing, assessing control risk and designing tests of controls, Evaluating the effectiveness of internal controls

UNIT III**10 Hours**

Audit Evidence and Sampling Techniques, Nature and types of audit evidence, Sampling methods and techniques, Professional Judgment and Ethical Considerations

UNIT IV**10 Hours**

Emerging Trends and Challenges in Corporate Auditing, Auditing in a global and digital environment, Auditing in the era of big data and data analytics Current issues in corporate governance and audit regulation, Case Studies and Practical Exercises

Transaction Mode

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

Suggested Readings

- Arens, A. A., Elder, R. J., Beasley, M. S., & Spletstoeser-Hogeterp, I. (2018). *Auditing: The Art and Science of Assurance Engagements (15th ed.)*. Pearson.
- Louwers, T. J., Ramsay, R. J., Sinason, D. H., Strawser, J. R., &

Thibodeau, J. C. (2018). Auditing & Assurance Services: A Systematic Approach (11th ed.). McGraw-Hill.

- *Cascarino, R. (2016). Internal Audit: Efficiency Through Automation (2nd ed.). Wiley.*
- *Turley, S., & Zaman, M. (2007). Corporate Governance: A Synthesis of Theory, Research, and Practice. Wiley.*

IOAC

Course Title: Cost Accounting
Course Code: BBM308

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Examine the several cost concepts involved in business
2. Acquire conceptual knowledge of cost accounting and elements of cost.
3. Analyze the importance of material issues and its pricing
4. Apply the methods implicated in cost for a better industrial performance

Course Content

UNIT I

13 Hours

Nature and Scope of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting, Classification of Costs. Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.

UNIT II

12 Hours

Labour: Components of Labour Cost. Concept, Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover.

UNIT III

10 Hours

Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate.

UNIT IV

10 Hours

Preparation of Cost Sheet, Operation Costing, Service Costing. Cost Ledger Accounting, Reconciliation of Cost and Financial Accounts. Activity-based costing – steps in designing an activity-based costing (ABC) system

Transaction Mode

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

Suggested Readings

- Drury, C. M. (2013). *Management and cost accounting*. Springer.
- Maher, M., & Deakin, E. B. (1994). *Cost accounting*. Boston: Irwin.
- Horngren, C. T., Datar, S. M., Foster, G., Rajan, M. V., & Ittner, C. (2009). *Cost accounting: a managerial emphasis*. Pearson Education India.
- Vanderbeck, E. J. (2012). *Principles of cost accounting*. Cengage Learning.

Course Title: Business Ethics and Corporate Social Responsibility
Course Code: OEC005

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours: 30

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

1. Analyze the importance of ethics and corporate governance in the day-to-day working of organizations
2. Evaluate the need for ethics in business and identify the issues involved in Business Ethics
3. Examine the importance of the ethical dimension in workplace decision making
4. Understand various ethical philosophies to explain how they contribute to current management practices.

Course Content

UNIT I

7 Hours

Characteristics of Ethical Organization, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection. Issues involved in Business Ethics, Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading

UNIT II

8 Hours

Rating Agencies, Whistle Blowing, Corporate Governance Reforms; Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

UNIT III

8 Hours

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbury Committee (UK), 1995, Importance and Features: Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, Smith Report, 2003 (UK).

UNIT IV

7 Hours

Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000.

Transaction Mode

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

Suggested Readings

- *Murthy, K. B. (2009). Politics, Ethics and social responsibility of business. Pearson Education India.*
- *Sharma, J. P. (2013). Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals). Ane Books Pvt.*
- *Tricker, R. B., & Tricker, R. I. (2015). Corporate governance: Principles, policies, and practices. Oxford University Press, USA.*
- *Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). The Oxford handbook of corporate social responsibility. OUP Oxford.*

IOAC

Semester-IV**Course Title: Business Laws****Course Code: BBM401**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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

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**

Free consent and capacity of parties. Legality of Object. Performance and discharge of contract. Remedies for breach of contract. Contract of Bailment. Concept of Agency and various types of mercantile agents.

UNIT III**17 Hours**

Law of Partnership: nature of partnership, rights and duties of a partner. Dissolution of a partnership. Law of Sale of Goods: essentials for contract of sale. Conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial measures.

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*

IOAC

Course Title: Financial Management
Course Code: BBM402

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

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

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

11 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

12 Hours

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay back period; rate of return method; Net Present value method

Internal rate of return method ; Profitability index method.

UNIT III

12 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

10 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*

IOAC

Course Title: Advertisement and Promotional Tactics

Course Code: BBM403

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

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

1. Analyze the relevant research in advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
3. Develop advertising media buying and planning strategies.
4. Create and defend the strategy and execution of an ad campaign for a client(s).

Course Content

UNIT I

14 Hours

Advertising: Concept Objectives, Budget; DAGMAR; AIDA; Advertising Media: Classification; Internet Advertising; Advertising Appeals; Role and Impact of Advertising on the Indian Economy;

UNIT II

16 Hours

Advertising and Indian Art & Culture: Ads and Indian Society; Misleading and Deceptive ads. Advertising: Marketing communication models, Advertising copy.

UNIT III

17 Hours

Advertising its place in marketing – different kinds of advertising: Advertising art & layout, Advertising effectiveness: Brand strategy & campaign planning: TV & radio commercials: Creative copy strategies: Media planning & scheduling.

UNIT IV

13 Hours

Measurement: Measuring Effectiveness, Deceptive advertising, Advertising Ethics and Unethical Practices, Role of Ad Agencies, Legal framework of Advertising

Transaction Mode

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

Suggested Readings

- *Rossiter, J. R., & Percy, L. (1987). Advertising and promotion management. McGraw-Hill Book Company.*
- *Kazmi, S. H. H., & Batra, S. K. (2009). Advertising and sales Promotion. Excel Books India.*
- *Hoyt, C. W. (1929). Scientific sales management today. A&C Black.*
- *Chunawalla, S. A. (2021). Sales Management. Himalaya Publishing House*

Pvt. Ltd.

- *Tyagi, C. L., & Kumar, A. (2004). Advertising management. Atlantic Publishers & Dist.*

IQAC

Course Title: Digital Marketing**Course Code: BBM404**

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours: 30**

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

1. Apply the fundamentals of Content Marketing, PPC and Digital Analytics and Mastering social media.
2. Create a web-based content such as Mobile Marketing Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC) and Digital Strategy
3. Acquire skills about advanced social media and digital marketing capstone.
4. Construct something visually appealing, and generate or curate content that will appeal to a specified target audience.

Course Content**UNIT I****8 Hours**

Digital marketing: Emerging concept and trends in market, effect of digital marketing, youth and digital approach correlation.

UNIT II**6 Hours**

Content Marketing, PPC and Digital Analytics, Mastering social media

UNIT III**10 Hours**

Mobile Marketing and Digital Strategy, Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC)

UNIT IV**6 Hours**

Certification Program, Advanced social media, Digital Marketing Capstone

Transaction Mode

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

Suggested Readings

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Wind, J., & Mahajan, V. (2002). *Digital marketing*. Symphonya. *Emerging Issues in Management*, (1), 43-54.
- Kingsnorth, S. (2022). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.

Course Title: Corporate Strategy**Course Code: BBM405**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

After completion of this course, the learner 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****11 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**12 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**12 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**10 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.

IOA C

Course Title: Global Human Resource Management

Course Code: BBM406

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze the HR implications of organizational strategies.
2. Apply the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
3. Evaluate and get familiar with international HR.
4. Acquire positive attitude and skills that create productive managerial leaders.

Course Contents

Unit-I

12 Hours

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations.

Unit-II

13 Hours

Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-III

10 Hours

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making, Sources of cross culture HR. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context.

Unit-IV

10 Hours

Compensation: Objectives of International compensation, Key components of an international compensation program, Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

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

Suggested Readings

- Sparrow, P., Brewster, C., & Harris, H. (2020). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2019). *International human resource management: Policies and practices for multinational enterprises*.

Routledge.

- Rao, P. L. (2018). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2017). *International human resource management*. Sage.

IOAC

Course Title: Management Information System**Course Code: BBM407**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

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****12 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**11 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**10 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**12 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,
3. 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

Course Title: Performance Appraisal and Management

Course Code: BBM408

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Examine the importance of performance appraisal and management in achieving organizational goals and improving employee performance.
2. Analyze and explain the key concepts, theories, and models related to performance appraisal and management.
3. Develop skills in setting SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) performance goals.
4. Apply various performance measurement techniques and metrics to assess individual and team performance.

Course Contents

Unit-I

12 Hours

Performance Appraisal and Management, Evolution of performance management practices, Legal and ethical considerations, Performance Goals and Planning, Setting SMART performance goals

Unit-II

13 Hours

Performance Measurement and Metrics: Identifying and selecting performance metrics, Key performance indicators (KPIs) and balanced scorecards, Performance dashboards and tracking systems. Feedback and Coaching: Providing constructive feedback for performance improvement, Coaching techniques and skills, Developing coaching plans and strategies

Unit-III

10 Hours

Performance Evaluation Methods, Traditional methods: rating scales, ranking, and forced distribution, Modern approaches: behavioral observation scales, critical incidents, and 360-degree feedback, Self-assessment and peer evaluation

Unit-IV

10 Hours

Performance Appraisal Process, Addressing Biases and Challenges in Performance Appraisal, Performance-Based Rewards and Recognition, Evaluating and Enhancing Performance Management Systems. Emerging Trends in Performance Appraisal and Management, Technology-enabled performance management tools.

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

Suggested Readings

- *Aguinis, H. (2018). Performance Management (4th ed.). Pearson.*
- *Pulakos, E. D. (2009). Performance Management: A New Approach for Driving Business Results. Wiley.*

- *Bernardin, H. J., & Beatty, R. W. (2011). Performance Appraisal: Assessing Human Behavior at Work (9th ed.). Pearson.*
- *Coens, T., & Jenkins, M. (2000). Abolishing Performance Appraisals: Why They Backfire and What to Do Instead. Berrett-Koehler Publishers.*

IOAC

Semester-V**Course Title: Corporate Law****Course Code: BBM501**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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

1. Analyze the legal framework of corporate governance
2. Explain the legal aspects of company formation and documents
3. Analyze and apply corporate law principles to real-world scenarios as well as focusing on emerging trends.
4. Apply the regulatory processes as winding up, meetings, directors powers in real life corporate practices.

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

Concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre- incorporation. Documents for registration of company. Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management.

UNIT II**15 Hours**

Prospectus and Book Building. Share Capital – issue, allotment and forfeiture of share, Demat of share, transmission of shares. Borrowing Powers: Debentures and Charges. Members and shareholder – their rights and duties.

UNIT III**15 Hours**

Directors, their dis-qualifications, appointment and removal. Majority Powers and Minority Rights. Convening and conduct of meetings. Resolutions

UNIT IV**13 Hours**

Mergers, Acquisitions, and Dissolution: Mergers and acquisitions, Company dissolution. Winding up of a Company: Compulsory and Voluntary. Emerging Issues in Company Law.

Transaction Mode

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

Suggested Readings

- Dierks, M. (2012). *Corporate social reporting and auditing: Theory and practice* (pp. 354-379). De Gruyter.
- Kumar, R., & Sharma, V. (2015). *Auditing: Principles and practice*. PHI Learning Pvt. Ltd.
- Kapoor, G.K. (2003). *Corporate Laws & Secretarial Practice*. Premier Book Company. New Delhi.
- Datey, V.S. (2003). *Students Guide to Corporate Laws*. Taxman's Allied Services (P) Ltd., New Delhi,

Course Title: Business Environment**Course Code: BBM502**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

After completion of this course, the learner 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****15 Hours**

Definition, components and overview of Business Environment, Micro and Macro Environment. Concept of Business Cycle, need to scan the business environment and techniques of scanning the business environment.

UNIT II**13 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**15 Hours**

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

UNIT IV**17 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, Mentee Meter, 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.*

IOAC

Course Title: Industrial Training/Internship
Course Code: BBM503

L	T	P	Cr.
0	0	0	04

Learning Outcomes

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

1. Gain practical industry experience and apply theoretical knowledge in a real-world setting.
2. Develop professional skills and work ethic through hands-on experience and exposure to professional work environments.
3. Enhance problem-solving and decision-making abilities by tackling real-world challenges and projects.
4. Build a professional network and establish connections with industry professionals for future career opportunities

Course Content

1. Student will undergo a summer internship for 4 weeks after semester II.
2. This program aims to provide students with practical industrial training opportunities while fostering community linking and social responsibility. Students will engage in hands-on work experiences within community-focused organizations, applying their skills and knowledge to address community needs and contribute to sustainable development. Through reflection and critical analysis, students will develop a deep understanding of community linking, social impact, and ethical considerations.

Course Title: Consumer Behavior**Course Code: BBM504**

L	T	P	Cr.
3	0	0	3

Learning Outcomes**Total Hours: 45**

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

1. Demonstrate the conception of consumer behavior and reveal its importance in the context of marketing.
2. Evaluate the factors that influence consumer behavior
3. Assess the consumer decision-making process.
4. Determine the target market and define the positioning strategy according to consumer characteristics and behavior.

Course Content**UNIT I****13 Hours**

Introduction to Consumer Behavior: Consumer Behavior: Scope, importance and interdisciplinary nature. Consumer Research Process: Qualitative and Quantitative research Market Segmentation: Uses and bases of segmentation. Evolution of Consumer Behavior: Introduction to Consumer Decision Making Models: Howard-Sheath, Engell Kollat-Blackwell and Nicosia Models of consumer decision-making.

UNIT II**12 Hours**

Individual Determinants of Consumer Behavior: Motivation: Nature and Types of Motives, Process of motivation, Types of Needs Personality: Theories, Product Personality, Self-Concept, Vanity. Consumer Perception: Concept and Elements of Perception, Consumer Imagery, Perceived Risk.

Consumer Learning: Behavioral and Cognitive Learning Theories.

Unit III**10 Hours**

External Influences on Consumer Behavior Culture: Values and Norms, Characteristics and effect on Consumer Behavior, Types of sub culture, Cross cultural consumer behavior Group Dynamics and Reference Groups: Consumer relevant groups. Types of Family: Functions of family, Family decision making, Family Life Cycle.

UNIT IV**10 Hours**

Social Class: Categories, Measurement and Applications of Social Class, Consumer Decision Making Process Personal Influence and Opinion. Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm's Promotional Strategy. Diffusion of innovations: Diffusion Process, Adoption Process, and Profile of Consumer Innovator.

Transaction Mode

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

Suggested Readings

- Solomon, M., Russell-Bennett, R., & Previte, J. (2021). *Consumer behaviour*. Pearson Higher Education

AU.

- Szmigin, I., & Peacetime. (2018). *Consumer behaviour*. Oxford University Press.
- Tyagi, C. L., & Kumar, A. (2019). *Consumer behaviour*. Atlantic Publishers & Dist.
- Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2017). *Consumer behavior: Implications for marketing strategy*. Sydney: McGraw-Hill.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2020). *Consumer Behavior*, Mason Ohio: South Western Thomson Learning.

IOAC

Course Title: Sales & Distribution Management
Course Code: BBM505

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Acquire skill to distinguish importance of sales and distribution management in the global economy.
2. Evaluate, classify, imagine and plan the successful distribution strategy.
3. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
4. Demonstrate and illustrate the fundamentals of distribution channels, logistics and supply chain management.

Course Content

UNIT I

13 Hours

Objective of sales management; Personal selling objectives; theories of selling; personal selling process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force. Prospecting, Sales Resistance, Closing Sales, Types of Personal- Selling Objectives, Analyzing Market Potential,

UNIT II

12 Hours

Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability.

UNIT III

10 Hours

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales , Organization Structure, Centralization versus Decentralization in Sales Force Management.

UNIT IV

10 Hours

Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel management; channel information system; market logistics and supply chain management; international sales management. Channels of Distribution and Strategy Marketing Channel.

Suggested Readings

- Havaladar, Krishna K. & Cavale, Vasant M. (2017). *Sales and Distribution Management*. Tata McGraw Hill, New Delhi.
- Venugopal, P. (2018). *Sales and distribution management: an Indian perspective*. SAGE Publications India.
- Gupta, S. L. (2019). *Sales and distribution management*. Excel Books India.

Cavale, K. K. H. V. M. (2016). Sales and distribution management: text and cases. Tata McGraw-Hill Education.

- *Still, R. R. (2017). Sales Management: Decision Strategy and Cases, 5/E. Pearson Education India.*

IOA C

Course Title: Social Security & Labor Welfare
Course Code: BBM506

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Acquire understanding of rationale behind labor laws.
2. Evaluate vulnerable groups of workers and legal provisions related to them.
3. Assess working conditions of workers and legal provisions related to the accidents and hazards.
4. Apply provisions of various labor laws in their corporate life.

Course Content

UNIT I

13 Hours

The concept and scope of social security. Social assistance and social insurance, Evolution of social security law relating to social security, Payment of wages Act, 1936, Minimum Wages Act, 1948,

UNIT II

12 Hours

Payment of Bonus Act 1965, Workman's Compensation Act 1923, Maternity Benefit Act 1961, Employees State Insurance Act 1948, Provident Fund & Miscellaneous Provisions Act, 1951, Gratuity Act 1972.

UNIT III

10 Hours

I.L.O and social security the concept of labor welfare: definition, scope and objectives, welfare work and social work. Evolution of labor welfare, classification of welfare work. Agencies for welfare work.

UNIT IV

10 Hours

Welfare activities of Govt. of India. Welfare work by trade unions Labor Welfare work by voluntary social organizations. Labor administration: agencies for administering labor welfare laws in India.

Transaction Mode

Cooperative learning, Active participation, Panel Discussions, Group Discussions, Flipped teaching, Mentee Meter, Open talk

Suggested Readings

- Gupta, M. (2017). *Labor welfare and social security in unorganized sector*. Deep and Deep Publications.
- Walker, R. (2021). *Social Security and Welfare: Concepts and Comparisons: Concepts and Comparisons*. McGraw-Hill Education (UK).
- Sivarethina Mohan, R. (2019). *Industrial relations and labor welfare: Text and cases*. PHI Learning Pvt. Ltd.
- Rawat, B. D. (2017). *Labour Welfarism in India: Problems & Prospects*. RBSA Publishers.
- Servais, J. M. (2020). *International Social Security Law*. Kluwer Law International BV.

Course Title: Compensation Management**Course Code: BBM507**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Evaluate the pay decisions that help the organization to achieve a competitive advantage
2. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
3. Create rational and contemporary compensation systems in modern organizations.
4. Apply the concepts related to human resource accounting & compensation management.

Course Content**UNIT I****13 Hours**

Introduction to Compensation Management, Compensation Philosophies, Process of Compensation Management. Role of compensation in organization: economic and behavioral theories related to compensation; Strategic perspectives of compensation; compensation as motivational tool; compensation policy

UNIT II**12 Hours**

Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra- industry compensation differentials, designing pay structure and administering compensation package; Understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans.

UNIT III**10 Hours**

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package. Compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation

UNIT IV**10 Hours**

Statutory provisions governing different components of reward systems; working of different institutions related to reward system like wage boards, Pay commissions, role of trade unions in compensation management; tax planning.

Transaction Mode

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

Suggested readings

- George T. Milkovich & J.M. Newman. 2019. *Compensation*. Tata McGraw Hill
- Henderson, R.O. 2017. *Compensation Management*. Pearson Education

- *Martocchio, J.J. 2015. Strategic Compensation. Pearson Education*
- *Armstrong, M and Murlis H. 2019. Reward Management. Kogan Page. UK*
- *Singh, B.D. 2020. Compensation Reward Management, Excel Books. New Delhi*

IOAC

Course Title: Security Analysis & Portfolio Management
Course Code: BBM508

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Acquire skill about financial assets such as money market instruments, bonds, and stocks.
2. Apply tools for financial analysis using time value of money, cost of capital and interest rates.
3. Demonstrate the skills to analyze companies for investment purposes.
4. Evaluate securities and stocks through valuation models and also use derivative securities to manage risks.

Course Content

UNIT I

13 Hours

Investment-Meaning, nature, process, and alternatives. Return and risk; Concept and components of total risk; Measuring historical and expected return and risk. Systematic and unsystematic risk. Measurement of systematic risk,

UNIT II

12 Hours

Objectives and benefits of investment analysis and security valuation; theories of fixed and variable income securities. Efficient Market Theory. Fundamental Analysis-Economic, Industry and Company Analysis; Technical Analysis.

UNIT III

10 Hours

Portfolio-Meaning, advantages and selection. Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility. The selection of the optimal portfolio; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory.

UNIT IV

10 Hours

Bond portfolio management strategies – passive portfolio strategies, active management strategies. Portfolio revision – meaning, need, constraints and strategies. Portfolio performance evaluation: risk adjusted measures of performance.

Transaction Mode

Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case Analysis, Panel Discussions, Group Discussions, Brain storming, Mentee Meter, Quiz, Open talk

Suggested Readings

- *Riley & Brown. (2015). Investment Analysis & Portfolio Management. Thomson Learning. Bombay.*
- *Pandean. (2017). Security Analysis and Portfolio Management. Visas Publishing House. New Delhi*
- *Sharpe, Alexander & Wiley. (2018). Investment. Prentice Hall of India, New Delhi.*
- *Alexander, Garden J. and Bailey, Jeffery V. (2019). Investment analysis and Portfolio Management. Dryden Press, Thomson Learning, Bombay.*
- *Bodied ZVI, Alex Kane, Marcus, Alan J & Mohanty Pitabas. (2016). Investments. TMH, New Delhi.*

IOAC

Course Title: Financial Services
Course Code: BBM509

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

13 Hours

Financial Services: salient features, scope and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing. Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations. Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities. 12 Financial Services Sector Problems and Reforms.

UNIT II

12 Hours

Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover. Debt securitization, Leasing-concept and development of leasing, business difference between leasing & hire purchase, types of leasing business, advantages to lesser and lessee. Factoring - development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

UNIT III

10 Hours

Plastic Money — Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

UNIT IV

10 Hours

Venture capital- concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital. Call money market: introduction, meaning, participation, location, volume of call loans, call rates, recent developments. Treasury bill market-introduction, 91 days, 182 days treasury bill market, Commercial Bill market - introduction, bills of

exchange, size of ranked, schemes, rates, factors Behind inter development Market for CPs and CDs : introduction, interest rate determination, Discount market and market for financial guarantees.

Transaction Mode

Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case Analysis, Panel Discussions, Group Discussions, Brain storming, Mentee Meter, Quiz, Open talk

Suggested Readings

- *E. Gordon & K. Natarajan, "Financial Markets & Services" Himalaya Publishing House*
- *Lalit K. Bansal, "Merchant banking & Financial Services" Unistar Books Pvt Ltd.*
- *M. Y. Khan, "Financial Services" Tata McGrawHill*
- *H.R. Machiraju, "Merchant banking – Principles & Practices" New Age International Pvt. Ltd.*
- *L.M. Bhole, "Financial Institutions & Markets" Tata McGrawHill*

Reference Books:

- *"Financial Institutions And Markets" By Bhole, 1999.*
- *"Financial Markets And Institutions" By Frederic S Mishkin And Stanley Eakins, 2017.*
- *"Financial Markets Institutions And Financial Services" By Dr Vinod Kumar/ Atul Gupta*

Course Title: Supply Chain Management
Course Code: BBM510

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Apply the concepts and processes of agricultural supply chain management.
2. Create an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
3. Explain framework for structuring supply chain drivers; network designs.
4. Acquire the skill to communicate effectively in a variety of formats

Course Content

UNIT I

13 Hours

Understanding the Supply Chain, Supply Chain Management (SCM) - Present need, conceptual model of SCM, Evolution of SCM, Concept and significance of physical logistics and distribution system as applicable in agribusiness, Marketing and physical distribution process.

UNIT II

12 Hours

Planning Supply & Demand, Managing Economics of Scale, Managing Uncertainty. Determining Optimal Level of Product Availability, Elements of physical distribution system, transportation and its relation to plant location, Warehousing and inventory.

UNIT III

10 Hours

Elements of physical distribution system, transportation and its relation to plant location, Warehousing and inventory, Transportation, Facility Decision

UNIT IV

10Hours

Various models of supply chain management as followed by developed countries. Information Technology, Coordination, E- Business & the Supply Chain, Financial Evolution, Performance measurement and controls in agro supply chain management.

Transaction Mode

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

Suggested Readings

- Basu, R., & Wright, J. N. (2019). *Total supply chain management*. Routledge.
- Mangan, J., & Lalwani, C. (2016). *Global logistics and supply chain management*. John Wiley & Sons.
- Pagano, A. M., & Liotine, M. (2019). *Technology in Supply Chain Management and Logistics: Current Practice and Future Applications*.

Elsevier.

- *Christopher, M. (2017). Logistics and supply chain management (p. 12). Financial Times/Irwin Professional Pub.*
- *Prentice Hall of India.*

IOAFC

Course Title: Agro Input Industry**Course Code: BBM511**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Demonstrate environment to conduct Agro business.
2. Analyze micro and macro environmental forces and their impact on agribusiness.
3. Examine marketing environment and consumer behavior towards agro input industry.
4. Apply different concepts and working system of industry in context of agricultural inputs.

Course Content**UNIT I****13 Hours**

Agricultural input marketing – meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm, Storage, Handling, Hazard Symptoms, role of cooperative, public and private sectors in Agri- input marketing.

UNIT II**12 Hours**

FCO Dealers Rules. Quality appraisal, Application principles. Export & Import. Terminology used in Trade

Unit III**10 Hours**

Management of Agrochemical Industry Agro chemicals, Insecticides, Fungicides and pesticides.

UNIT IV**10 Hours**

Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agri industries Corporation and marketing of farm machines / implements/Equipment.

Transaction Mode

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

Suggested Readings

- Koontz, H. & Wehrich. (2015). *Horticulture Management*. 10 editions. New York McGraw Hill
- Stoner, J. etc. (2016). *Horticulture Management*. 6th Ed. New Delhi. Prentice Hall of India.
- J.D. Drilon Jr. (2019). *Introduction to Agribusiness Management*. New Delhi. Prentice Hall of India.
- John, N. David & Ray. (2020) *Concept of Agribusiness Management*. New York McGraw Hill
- Kenneth D. Dull. (2018). *Principles of Management in Agri-Business*. Western Publication

Course Title: International Business & Regional Blocks

L	T	P	Cr.
3	0	0	03

Course Code: BBM512

Learning Outcomes

Total Hours: 45

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

1. Demonstrate the concept of the various constituents of international environment and their impact on business.
2. Apply the trade theories, investment theories, exchange rate theories and regional trading block theories and their impact on economic welfare.
3. Examine the principle and impact of different exchange rate regimes on businesses.
4. Analyze the implications of globalization and its impact on businesses, industries, and economies worldwide

Course Content

UNIT I

13 Hours

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E.U. and steps/stages involved in their formation (Customs union to common currency).

UNIT II

12 Hours

Constraints in international marketing i.e. Tariff and non-Tariff barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of India's Exports.

UNIT III

10 Hours

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc. Registration, Production, and clearance of goods for exports, Shipping and Transportation. Documentation for Exports.

UNIT IV

10 Hours

International Marketing mix-identification of markets, International Product Lifecycle. Promotion and Pricing in International marketing. Joint-ventures, Turn key projects.

Transaction Mode

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

Suggested Readings

- Onk visit & Shaw. (2018). *International Marketing-Analysis and Strategy*. Prentice-Hall of India. New Delhi.
- Subash C. Jain. (2018). *International Marketing*. Thomson Learning, Mumbai.

- *Philip R. Cateora and John Graham, (2019). International Marketing. McGraw Hill Company.*

IOAC

Course Title: Cross Cultural Management**Course Code: BBM513**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Analyze the impact of cultural diversity on organizational performance and decision-making processes.
2. Evaluate strategies for effectively managing cultural differences and fostering collaboration in global teams.
3. Create a framework for assessing and adapting to cultural nuances in international business environments.
4. Develop cross-cultural theories and models to improve innovative approaches for managing diverse workforces and customer bases.

Course Content**UNIT I****12 Hours**

Introduction - Concept of Culture for a Business Context; Cultural Background of business stake-holders [managers, employees, shareholders, suppliers, customers and others] – An Analytical frame work

UNIT I**13 Hours**

Culture and Global Management - Global Business Scenario and Role of Cultural Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & Culture Implications for Team Building

UNIT I**10 Hours**

Cross Culture – Negotiation & Decision Making - Process of Negotiation, International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context

UNIT I**10 Hours**

Global Human Resources Management - Staffing and Training for Global Operations ; Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

Transaction Mode

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

Suggested Readings

1. Cashby Franklin, "Revitalize Your Corporate Culture" Phi, Delhi
2. Deresky Helen, "International Management: Managing Across Borders And Cultures" Phi, Delhi
3. Esenn Drlarry, Rchildress John, "The Secret Of A Winning Culture" Phi, Delhi

Semester-VI**Course Title: Project Management****Course Code: BBM601**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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

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****Hours: 13**

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**Hours: 17**

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

Unit-III**Hours: 14**

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**Hours: 16**

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports Guidelines for closeout reports. Computers, 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

PublishingHouse.

- *Fyffe, D. S. (2019). Project Feasibility Analysis. John Wiley and Sons.*

IOAC

Course Title: Operation Research
Course Code: BBM602

L	T	P	Cr.
3	1	0	04

Learning Outcomes

Total Hours: 60

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

1. Analyze the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.
2. Acquire skills to identify simple and multiple regression models to analyze the underlying relationships between the variables
3. Apply quantitative tools in solving typical operations domain problems
4. Obtain the skills to improve the productivity of the organization by using operation research techniques.

Course Content

Unit-I

17 Hours

Matrices & Determinants. Different measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation, and Standard Deviation). Skewness: meaning and co-efficient of Skewness.

UNIT II

15 Hours

Correlation analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation. Regression analysis - meaning and two lines of regression; relationship between correlation and regression co-efficient.

UNIT III

13 Hours

Operations Research: Evolution, methodology and role in managerial decision making; Linear programming Meaning, assumptions, advantages, scope and limitations; Formulation of problem and its solution by graphical and simplex methods; special cases in simplex method: infeasibility, degeneracy.

UNIT IV

15 Hours

Transportation problems including transshipment problems; Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem. Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Transaction Mode

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

Suggested Readings

- Siegel, Andrew. (2019). *Practical Business Statistics*. McGrawHill.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.

- *Mittal, K.V. (2020). Optimization Methods in Operations Research and System Analysis. New Age International (P) Ltd., New Delhi*
- *Sharma, S.D., (2021) "Operations Research", Kedar Nath and Ram Nath, Meerut.*
- *Yadav, S.R. (2014). Operation Research. Oxford University Press.*
- *McGraw Hill Company.*

IOA/C

Course Title: Database Management System**Course Code: BBM603**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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

1. Acquire to Understand, appreciate, and effectively explain the underlying concepts of database technologies.
2. Ability to Design and implement a database schema for a given problem-domain
3. Ability to Normalize a database
4. Acquire to Populate and query a database using SQL DML/DDDL commands.

Course Content**UNIT I****13 Hours**

Introduction: definition of data, uses & need of data in organizations. Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS. Data Models: The hierarchical model, the network model & the relational model.

UNIT II**12 Hours**

The importance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction. Database design and ER Model: overview, ER-Model, Constraints, ER-Diagrams, ERD Issues.

UNIT III**10 Hours**

Relational Databases: Introduction to Relational database model. Relational Database design: features of good relational database design. Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF,

UNIT IV**10 Hours**

SQL: Concept of SQL. SQL Database creation & manipulation views & queries. Data Protection: Recovery, concurrency, security & integrity.

Suggested Readings:

- Sanjay Saxena, "A First Course in Computers", Vikas Pub.
Website/Links/Online Portal/ICT
- <https://www.guru99.com/what-is-dbms.html>
- <https://www.javatpoint.com/dbms-tutorial>
- <https://searchsqlserver.techtarget.com/definition/database-management-system?amp=1>

Course Title: Database Management System (Lab)
Course Code: BBM604

L	T	P	Cr.
0	0	4	02

Learning Outcomes

Total Hours: 60

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

1. Understand the principles of entity-relationship modeling and use it to design databases that accurately represent business requirements.
2. Demonstrate the basic concepts advantages & disadvantages of DBMS.
3. Apply, design and implement a data models and domains.
4. Evaluate the fundamental elements of relational database management systems.

Course Content

UNIT I

17 Hours

Introduction: definition of data, uses & need of data in organizations.

UNIT II

16 Hours

Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

UNIT III

14 Hours

Data Models: The hierarchical model, the network model & the relational model. Relational Databases: Relations, Tuples, domains & keys, normalization, 1NF, 2NF, 3NF, BCNF

UNIT IV

13 Hours

SQL: SQL Database creation & manipulation views & queries. Data Protection: Recovery, concurrency, security & integrity.

Transaction Mode

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

Suggested Readings

- Martin, J. (2018). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (2019). *Introduction to Database Management*. TMH.
- Henry F. korth, Abraham. (2019). *Database system concepts*. McGraw hill

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (Unit-II): 20 Marks
- C. Third Practical (Unit-III): 20 Marks
- D. Fourth Practical (Unit-IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20

Course Title: Marketing Research**Course Code: BBM605**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Analyze customer attitudes and preferences
2. Acquire skill about test marketing of products
3. Understand the various research methodologies used in marketing research including qualitative and quantitative methods.
4. Create and evaluate marketing research data for management decision making

Course Content**UNIT I****13 Hours**

Marketing Research: Definition, Nature, Scope, Marketing Research Process, Types of Research– Descriptive research, Exploratory Research and Causal Research. Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives. Sources of Information: Primary and Secondary Data.

UNIT II**12 Hours**

Research Process, Research Designs, and their applications: Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size. Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes, and their Measurement.

UNIT III**10 Hours**

Scaling: Scales of Measurement – Nominal, Ordinal, Interval and Ratio. Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale. Semantic Differential Scale and Multi- Dimensional Scale (MDS) and Their Applications. Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis.

UNIT IV**10 Hours**

Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research. Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

Transaction Mode

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

Suggested Readings

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafulla. (2018). Principles of

Marketing. Pearson Education

- *Ramaswamy, V.S & Nama Kumari , S. (2019). Marketing Management. Om Books*
- *Stanton, J. William. (2016). Fundamentals of Marketing. McGraw Hill Education*
- *Gandhi, J.C. (2017). Marketing a Managerial Introduction. McGraw Hill Education*
- *Baker, Michael J. (2016). Companion Encyclopedia of Marketing. Cengage Learning Emea*

IOAC

Course Title: Logistics and supply chain Management
Course Code: BBM606

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Develop a comprehensive understanding of supply chain concepts, including procurement, production, distribution, and logistics.
2. Examine the key components of a supply chain, such as suppliers, manufacturers, warehouses, transportation, and customers
3. Understand the role of demand forecasting and inventory management in optimizing supply chain performance.
4. Improve skills in designing supply chain networks that balance cost, speed, flexibility, and resilience.

Course Content

UNIT I

13 Hours

Basics of Logistics and Supply Chain Management, Distribution Management for Global Supply Chain, Procurement, Storage and Warehouse Management, marketing Management for Logistics system.

UNIT II

12 Hours

International Logistics and Management: Meaning, Nature and characteristics. Containerization and Multimodal Transport: Need and future advancements.

UNIT III

10 Hours

Supply Chain Risk Modeling and Management: Types and scope. Applied GIS and Spatial Data Analytics: Applications, tools and techniques.

UNIT IV

10 Hours

Public Private Partnership and Port Development, Supply Chain Software's: Inventory Management & Material Requirements Planning.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brain storming, Role play, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Kapoor Satish K., and Kensal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice Hall of India
- D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan publishers India
- Alan Ruston, Phil Crouches, Peter Baker, 'The Handbook of Logistics and Distribution Management kogan page
- Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
- Logistic and Supply Chain Management by Donald J. Bowerson, publisher: Prentice Hall of India

Course Title: Training & Development
Course Code: BBM607

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze the benefits of training to work in the corporate world.
2. Evaluate and describe learning styles.
3. Explain the various activities and tasks associated with work specialization
4. Assess and apply the technicalities related to training contexts

Course Content

UNIT I

13 Hours

Training –concept and rationale; training process: role of stakeholders in training program; Organization and Management of training function. Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping. Designing the training program: process of learning in training program–attributes and factors influencing; learning process ; learning styles.

UNIT II

12 Hours

Training methods and techniques – role playing, business games in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions. Inspirational techniques–brainstorming, mind mapping, creative problem solving.

UNIT III

10 Hours

Need for development – differences between training and development – management development programme. Career development program–counseling evaluation of programs. Job evaluation – methods and techniques.

UNIT IV

10 Hours

Evaluation of training – need for evaluation, principles of evaluation, criteria and approaches. Return on investment in training, process of calculating ROI in training; emerging trends in training and development. New perspectives on training–cross cultural training, e-learning.

Transaction Mode

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

Suggested Readings

- Agochiya, D. (2019). *Every trainer's handbook*. Sage Publications India.
- Sahu, R. K. (2019). *Training for development*. Excel Books India.
- Goldstein. (2017). *Training in Organization*. Thomson Learning, Bombay
- Rao, P. L. (2021). *Enriching human capital through training and development*. Excel Books India

Course Title: Organization Change & Development**Course Code: BBM608**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Evaluate the conceptual, theoretical and practical perspectives of organizational change management
2. Analyze different approaches to managing organizational change and utilization of competencies required for effective change management at organization, group and individual level.
3. Demonstrate effective intervention strategies for function of HR of an organization in transition.
4. Acquire skill about dynamics and difficulties of change in organizational culture and human behavior.

Course Content**UNIT I****13 Hours**

Organizational Change—meaning, nature, types; theories of planned change. Organizational Development—nature and characteristics; process of organizational development. Human Process Interventions – T-group, process consultation, third party interventions.

UNIT II**12 Hours**

Team building; organizational confrontation meeting, coaching and mentoring, role focused interventions. Techno structural Interventions—restructuring organization, re-engineering, employee involvement. Work design.

UNIT III**10 Hours**

Strategic Interventions—Organization and environment relationships. Organization transformation. Contemporary issues and applications—Organizational development in global context

UNIT IV**10 Hours**

Organizational development in service sector. OD Practitioners—role, competencies requirement, professional ethics and values and experiences. Future trends in OD.

Transaction Mode

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

Suggested Readings

- Robbins Stephen.(2016).*Organization Behavior* Hill Publication
- Prasad.(2019). *Organizational Behavior*. Sultan Chand & Sons
- Robbins,S.P,Judge.&T.A,Sanghi.(2020).*OrganizationalBehavior*.PearsonEducation
- Aswath Appa, K. (2016). *Organizational Behavior*. Himalaya Publishing Hous

Course Title: Financial Management
Course Code: BBM609

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability and market value.
2. Examine the pattern of fund requirement and associated risk through financial planning.
3. Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity.
4. Apply the concept of time value of money for any investment decision.

Course Content

UNIT I

11 Hours

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions. Profit Maximization vs. Wealth Maximization., Ratio Analysis; meaning, types, nature and limitations.

UNIT I

12 Hours

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method. Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

UNIT I

12 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 (Fundamentals only).

UNIT I

10 Hours

Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

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*

IOAC

Course Title: Management Control System
Course Code: BBM610

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Evaluate the components of management control systems and various designs.
2. Apply the uses of a management control system to study range of relevant situational factors.
3. Acquire the skills to apply management control systems to evolve and change responsibility centers.
4. Analyze and critically assess the efficiency and performance of a management control system through reflective evaluation.

Course Content

UNIT I

13 Hours

Management Control System: Basic concepts, nature and scope. Designing the Control process and Managerial controls. Control environment Concept of goals and strategies. Behavioral considerations. Organizational Context of Management controls: formal and Informal control systems.

UNIT II

12 Hours

Management Control and Operational Control- Goal Congruence-Cybernetic Paradigm of Gris singer- Functions of the Controller. Responsibility Centers: Revenue and expense centers, Profit centers Investment centers.

UNIT III

10 Hours

Transfer Pricing: Objectives and methods. Structure of Analysis, Measures of assets employed, EVA vs. ROI. Budgeting: Budget preparation, Types of budgets. Behavioral aspects of budgets. Variance analysis and reporting.

Unit- IV

10 Hours

Performance analysis and measurement. Impact on management compensation Management Control of Multinational Companies. Modern control methods: JIT, TQM and DSS. Controlling service organizations.

Transaction Mode

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

Suggested Readings

- Anthony, R.N., Govindarajan, V., & Dearden, J. (2017). *Management controls systems* (Vol. 12). Boston: McGraw-Hill.
- Camillus, J.C. (2016). *Strategic planning and management control: Systems for survival and success*. Lexington Books.
- Houck, L.D. (2019). *A Practical Guide to Budgetary and Management Control Systems: A Functional and Performance Evaluation Approach*. Lexington Books.

Course Title: Advance Food Processing**Course Code: BBM611**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Apply different concepts and working system of industry in context of agricultural inputs.
2. Evaluate the environment of export & import implications for agricultural inputs
3. Analyze the areas of concern in the processing of meat products, in relation to process control, undesirable microbes and export.
4. Acquire the skill of the processing techniques used to produce a variety of milk products.

Course Content**UNIT I****13 Hours**

Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.

UNIT II**12 Hours**

Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Packaging of foods.

Unit III**10 Hours**

Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.

UNIT IV**10 Hours**

Case studies on project formulation in various types of food industries –milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.

Transaction Mode

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

Suggested Readings

- John, David N. & Ray. (2021). *Concept of Agribusiness Management*. Western Publication
- D. Dull Kenneth. (2018). *Principles of Management in Agri-Business*. Western Publication

- *National Academies of Sciences, Engineering, and Medicine. (2019). Science breakthroughs to advance food and agricultural research by 2030. National Academies Press.*
- *Aguilera, J. M., & Stanley, D. W. (2021). Microstructural principles of food processing and engineering. Springer Science & Business Media.*

IOAC

Course Title: Commodity Trading**Course Code: BBM612**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

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

1. Acquire skill about history of commodity markets and role of stock exchange.
2. Evaluate rural economic development and infrastructure growth with associated risk.
3. Analyze the importance of risk analysis before investing in commodity market.
4. Demonstrate the movements and trends of commodity market.

Course Content**UNIT I****13 Hours**

History and evolution of commodity markets. Commodities Future Market. Trading, Sourcing Procurement.

UNIT II**12 Hours**

Economic Functions of commodity exchanges, Foreign Exchange. Role of Exchanges (MCX, NCDEX), Hedging and Speculation, Arbitrage

UNIT III**10 Hours**

Future trading and Future contract. Role of commodity trading in rural economic development and infrastructure growth

UNIT IV**10 Hours**

Risk Factors in Commodity Trading, Importance and need for risk management measures. Managing Commodities.

Transaction Mode

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

Suggested Readings

- Kaufman PJ. (2018). *The Concise Handbook of Futures Markets*. John Wiley & Sons.
- Leuthold RM, Juncus JC & Cordier JE. (2019). *The Theory and Practice of Futures Markets*. Lexington Books.
- Lofton T. (2017). *Getting Started in Futures*. 3rd Ed. John Wiley & Sons.
- Purcell WD. (2021). *Agricultural Futures and Options: Principles and Strategies*. Macmillan Publ. Wendorff RR & McCafferty

**Course Title: Export-Import Procedures,
Documentation**

Course Code: BBM613

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner 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

13 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

12 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

10 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

10 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.*

IOAC

Course Title: International Marketing
Course Code: BBM614

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Create a marketing mix tailored for the international market.
2. Assess an organization's ability to enter and compete in international markets.
3. Improve the skills in researching and analyzing trends in global markets and in modern marketing practice
4. Develop proficiency in researching and analyzing global market trends and contemporary marketing practices

Course Content

UNIT I

13 Hours

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E.U. and steps/stages involved in their formation (Customs union to common currency).

UNIT II

12 Hours

Constraints in International marketing i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of India's Exports.

UNIT III

10 Hours

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc. Registration, Production, and clearance of goods for exports, Shipping and Transportation. Documentation for Exports,

UNIT IV

10 Hours

International Marketing mix-identification of markets, International Product Life cycle, Promotion and Pricing in International marketing. Various forms of international business-Joint-ventures, Turnkey projects.

Transaction Mode

Problem solving learning, blended learning, Gasification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- *Onkvisit & Shaw. 2004. International Marketing-Analysis and Strategy. 4th Edition. Prentice-Hall of India. New Delhi.*

- *Subash C. Jain. 2008. International Marketing, 6th Edition. Thomson Learning, Mumbai.*
- *Philip R. Cateora and John Graham, 2004. International Marketing. 12th*

IOAC

Semester: VII**Course Title: Research Methodology****Course Code: BBM701**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

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

1. Develop the ability to formulate clear and focused research questions or hypotheses.
2. Understand the importance of research ethics and develop a research plan that adheres to ethical guidelines.
3. Explain and gain proficiency in collecting primary and secondary data using various data collection techniques (e.g., surveys, interviews, observations, archival research).
4. Enhance critical thinking skills to evaluate research studies, methodologies, and findings critically.

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

Research: Nature, Purpose, and Scope of Research, Importance of research in various fields, Characteristics of good research.

Research Process: Steps and Components Identification of research problem, Formulation of research objectives and questions, Literature review and theoretical framework, Research design and methodology, Data collection and analysis, Interpretation and reporting of results, Ethical considerations in research.

UNIT II**14 Hours**

Research Design: Types and Selection, Experimental, quasi-experimental, and non-experimental designs, Cross-sectional and longitudinal designs, Case study, survey, and ethnographic designs.

Sampling Techniques: Principles and Methods, Probability sampling techniques (simple random sampling, stratified sampling, cluster sampling), non-probability sampling techniques (convenience sampling, purposive sampling, snowball sampling), Sample size determination

UNIT III**15 Hours**

Data Collection Methods: Questionnaires and surveys, Interviews (structured, semi-structured, and unstructured), Observations (participant and non-participant).

Data Analysis Techniques: Descriptive statistics (measures of central tendency and variability), Inferential statistics (hypothesis testing, correlation, regression), Qualitative data analysis (thematic analysis, content analysis)

UNIT IV**15 Hours**

Research Ethics: Ethical considerations in research involving human participants, Informed consent and confidentiality, Integrity and responsible conduct of research.

Research Reporting and Presentation: Writing a research proposal, Structure and format of a research report, Effective presentation of research findings, Publication and dissemination of research results.

Transaction Mode

Face-to-face classroom instruction, offline synchronous sessions, online asynchronous discussions, Individual research projects, Group discussions and presentations, Practical exercises and data analysis tasks

Suggested Readings

- Creswell, J. W. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach*. Wiley
- Neuman, W. L. (2022). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. Pearson.
- Kothari, C. R. (2020). *Research Methodology: Methods and Techniques*. New Age International Publishers.
- Panneerselvam, R. (2021). *Research Methodology*. PHI Learning Pvt. Ltd.

Course Title: Research Proposal**Course Code: BBM702**

L	T	P	Cr.
0	0	8	04

Learning Outcomes**Total Hours: 90**

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

1. Apply critical thinking skills to identify and define a research problem, develop research questions, and justify the significance and relevance of the research proposal.
2. Develop a comprehensive research methodology, including selecting appropriate research design, data collection methods, and ethical considerations.
3. Examine the literature review to identify gaps in existing research and develop a theoretical framework to support the research proposal.
4. Analyze research proposal, including clear and concise sections such as introduction, literature review, methodology, and expected outcomes.

Course Content**UNIT I****22 Hours**

Research Proposal: Purpose, Components, and Significance, Definition and importance of research proposal, Role of research proposal in the research process, Components of a research proposal.

Research Problem Identification and Justification: Identifying research gaps and formulating research questions, Justifying the significance and relevance of the research problem, reviewing existing literature and establishing the research context

UNIT II**23 Hours**

Defining Research Objectives and Research Questions: Formulating clear and concise research objectives, aligning research objectives with the research problem, developing research questions to address the objectives

Research Methodology and Design: Selecting appropriate research design and methodology, determining data collection methods and techniques, Addressing issues of sampling, data analysis, and ethical considerations

UNIT III**23 Hours**

Conducting a Literature Review: Identifying relevant sources and literature databases, critically analysing and synthesizing existing literature, Identifying gaps and areas for further research.

Establishing a Theoretical Framework: Developing a conceptual framework or theoretical model, identifying relevant theories and frameworks to support the research study, Establishing linkages between the research problem, objectives, and theories.

UNIT IV**22 Hours**

Writing the Research Proposal: Organizing and structuring the research proposal, writing clear and concise sections, including the introduction,

literature review, methodology, and expected outcomes, Following guidelines and formatting requirements.

Presenting the Research Proposal: Preparing an effective oral presentation of the research proposal, Communicating the research problem, objectives, methodology, and expected outcomes, Addressing questions and feedback from the audience

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations

Suggested Readings

- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach*. Wiley.
- Creswell, J. W. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Leedy, P. D., & Ormrod, J. E. (2021). *Practical Research: Planning and Design*. Pearson.
- Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications India.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. Pearson.
- Kothari, C. R. (2020). *Research Methodology: Methods and Techniques*. New Age International Publishers.

Course Title: Ethics & IPR**Course Code: BBM703**

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours: 30**

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

1. Evaluate the ethical principles and their application in various contexts, including business, technology, research, and professional practice.
2. Analyze ethical issues and dilemmas related to intellectual property rights, technology development, and the digital era.
3. Assess the legal framework and concepts of intellectual property rights, including patents, copyrights, trademarks, and their implications in innovation and creativity.
4. Develop ethical decision-making skills and strategies to navigate complex ethical challenges in business, technology, research, and professional settings.

Course Content**UNIT I****7 Hours**

Ethics and IPR: Importance and ethical principles. Intellectual Property Rights: Types of IPR, significance, and legal framework.

Ethical Decision-Making in Business: Ethical theories and frameworks. Ethical Issues in Technology: Privacy, security, artificial intelligence, and digital rights.

UNIT II**8 Hours**

Patents: Concept, patentability, and patent infringement. Copyrights: Scope, protection, and fair use. Trademarks: Registration, infringement, and brand protection. Research Ethics: Responsible conduct of research, plagiarism, and data integrity

UNIT III**8 Hours**

Digital Ethics: Privacy, data protection, cybersecurity, and online ethics

Ethical Issues in the Use of Artificial Intelligence (AI) and Big Data

Ethical Leadership: Traits, responsibilities, and ethical decision-making in leadership roles

Professional Ethics: Ethical codes and standards in various professions

UNIT IV**7 Hours**

Bioethics: Ethical considerations in genetic engineering, human subjects research, and healthcare delivery.

Ethical Issues in Healthcare: Patient rights, end-of-life decisions, and access to healthcare. Technology Transfer: Licensing, commercialization, and intellectual property valuation. Open Source and Open Innovation: Ethical considerations and impact on innovation.

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal,

Presentations, Practical Exercises, One-on-One Consultations

Suggested Readings

- Velasquez, M. G. (2017). *Business Ethics: Concepts and Cases*. Pearson.
- Lawrence, A. T., & Weber, J. (2017). *Business and Society: Stakeholders, Ethics, Public Policy* (15th ed.). McGraw-Hill Education.
- Beauchamp, T. L., & Bowie, N. E. (2018). *Ethical Theory and Business* (9th ed.). Pearson.
- Kizza, J. M. (2017). *Ethical and Social Issues in the Information Age*. Springer.
- Patterson, D. (2017). *Ethics in Business: A Guide for Managers*. Routledge.
- Waelde, C., Kheria, S., & Cornwell, J. (2020). *Contemporary Intellectual Property: Law and Policy* (5th ed.). Oxford University Press.

Course Title: Proficiency in Teaching**Course Code: BBM704**

L	T	P	Cr.
0	0	4	02

Learning Outcomes**Total Hours: 60**

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

1. Explain the learner-centered instructional plans and learning outcomes.
2. Apply innovative teaching strategies and technologies to engage learners.
3. Analyze the different assessment methods to evaluate student learning.
4. Develop effective communication and classroom management skills.

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

Overview of the course and its objectives - Theories of learning and their implications for teaching - Understanding the role of the teacher and student in the learning process - Writing clear and measurable Learning Outcomes Meaning Nature, definition, scope, and importance Pedagogy, Andragogy, and Heutagogy – Skills-based approach to teaching (Teaching skills), Micro-teaching, Macro teaching. Methods and approaches of teaching - CAM, Structure-function approach, Synthetic and Analytic approach, Jurisprudential inquiry model

UNIT II**14 Hours**

Understanding the diverse needs and backgrounds of learners - Creating an inclusive and supportive learning environment - Facilitating active learning and student engagement strategies Lectures, discussions, and demonstrations - Group work, collaborative learning, and cooperative learning - Problem-based learning, case studies, and simulations

UNIT III**15 Hours**

Integrating technology tools into instruction – Online, blended learning, flipped learning, and M-learning approaches - Using educational software and platforms effectively Formative and summative assessment methods – Difference between Assessment, Evaluation and Measurement, E-assessment tools

UNIT IV**15 Hours**

The importance of reflective practice in teaching - Self-assessment and evaluation of teaching effectiveness – Need for Professional development - Teaching in multicultural and international classrooms - Culturally responsive teaching practices Meaning, Definition of teaching model - Assumptions, Importance, Role, and type of teaching models. Historical teaching model, Philosophical model of teaching.

TRANSACTION MODE

Discussions, Case Studies, Microteaching, Classroom Observations, Peer Teaching: Video Analysis, Role-Playing, Lecture-cum-demonstration, Classroom Simulations, Reflective Journals/Blogs, Teaching Portfolios and Technology Integration, Flipped Teaching.

SUGGESTED READINGS

- Ali, L. (2012). *Teacher education*. New Delhi: APH Publishing Corporation.
- Anandan, K. (2010). *Instructional technology in teacher education*. New Delhi: APH Publishing Corporation.
- Bruce R Joyce and Marsha Weil, *Models of Teaching*, Prentice Hall of India Pvt Ltd, 1985.
- Chalan, K. S. (2007). *Introduction to educational planning and management*. New Delhi: Anmol Publications Pvt. Ltd.
- Chand, T. (2008). *Principles of teaching*. New Delhi: Anmol Publications Pvt. Ltd.
- Chiniwar, P. S. (2014). *The technology of teaching*. New Delhi: Anmol Publications Pvt. Ltd.
- Curzon, L. B., & Tummons, J. (2004). *Teaching in future education*. U.S.A: Bloomsbury Academic Publications.
- Das, R.C. (1993): *Educational Technology – A Basic Text*, Sterling Publishers Pvt. Ltd.
- Evaut, M. *The International Encyclopedia of Educational Technology*.
- Gage N L, *Handbook of Research on Teaching*, Rand Mc Nally and Co., Chicago, 1968.
- Graeme, K. (1969): *Blackboard to Computers: A Guide to Educational Aids*, London, Ward Lock.
- Haas, K.B. and Packer, H.Q. (1990): *Preparation and Use of Audio Visual Aids*, 3rd Edition, Prentice Hall, Inc.
- Haseen Taj (2006): *modern Educational Technology*, Agra: H.P Bhargava Book House.
- Jarvis, M. (2015). *Brilliant ideas for ICT in the classroom*. New York: Routledge Publications.

Course Title: Service Learning**Course Code: BBM705**

L	T	P	Cr.
0	0	4	02

Learning Outcomes**Total Hours: 60**

After Successful completion of this course, the students will be able to

1. Develop a sense of civic responsibility and an understanding of the importance of active citizenship in addressing social and community issues.
2. Analyze the needs of community through research and conversations with community members.
3. Enhance problem-solving skills by applying academic knowledge to real-world challenges and identifying effective solutions.
4. Improve career and personal development by gaining practical experience, networking with professionals, and exploring potential career paths.

Course Content

This course aims to engage students in meaningful service learning activities that foster community linking. Students will actively participate in community-based projects, collaborate with community members and organizations, and reflect on the impact of their service activities. Through this experiential learning approach, students will develop a deep understanding of community needs, build relationships with diverse stakeholders, and contribute to community development.

In this model, students are expected to have a presence in the community throughout the semester and reflect on their experiences regularly. In these reflections, they use course content as a basis for their analysis and understanding of the key theoretical, methodological and applied issues at hand.

Course Title: Computer Lab**Course Code: BBM706**

L	T	P	Cr.
0	0	4	02

Learning Outcomes**Total Hours: 60**

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

1. Analyze the hardware, software, components of a network and the interrelations.
2. Evaluate networking protocols and their hierarchical relationship to compare protocol models and select appropriate protocols for a particular design.
3. Acquire the skill to manage multiple operating systems, systems software, network services and security to evaluate and compare system software and emerging technologies
4. Assess concepts and theories of networking and apply them to various situations, classifying networks, analyzing performance and implementing new technologies

Course Content**UNIT I****13 Hours**

Network and Networking: Basic & overview; Network protocols and standards – OSI, TCP, IP, FTP, TELENET, AIM, WAP etc. Satellite Based Information Network. Network Services: Electronic Mail, File Transfer, Tele conferencing, Computer-Mediated Conferencing, Facsimile Transmission, Tele Text, video text, etc. ISDN and Intelligent Network Security.

UNIT II**12 Hours**

Introduction to data communication, analog Vs Digital Communication, Band Width limitation, data rate of a channel, Error detection and correction. Nature of errors, parity check, CRC, hamming code, Modulation. Multiplexing: SDM, FDM, TDM, STDM.

UNIT III**20 Hours**

Introduction to computer networks and application. Network hardware, network software, OSI reference model, TCP/IP model, network standardization, physical layer: circuit switching, packet switching, message switching, terminal handling, telephone system, modems, connections, transmission media.

UNIT IV**15 Hours**

Internet working, Network layer in Internet IP Protocol, IP Address, TCP/IP Service Model, TCP Connection management.

Transaction Mode

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

Suggested Readings

- Davies, D. W., & Price, W. L. (2019). *Security for computer networks: an*

introduction to data security in teleprocessing and electronic funds transfer.
John Wiley & Sons Inc.

- Hammond, J. L., & O'Reilly, P. P. (Eds.). (2016). *Performance analysis of local computer networks.* Addison-Wesley Longman Publishing Co. Inc.
- Solman, M., & Kramer, J. (2017). *Distributed systems and computer networks.* Prentice Hall International (UK) Ltd.
- Stallings, W. (2016). *Local and metropolitan area networks.* Prentice-Hall, Inc.
- Halsall, F. (2015). *Data communications, computer networks and open systems.* Addison Wesley Longman Publishing Co., Inc.

IOA/C

Course Title: Stock Market and Banking Operations

Course Code: BBM707

L	T	P	Cr.
2	0	0	2

Learning Outcomes

Total Hours: 30

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

1. Acquire the knowledge of Indian Stock markets.
2. Develop expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses of stock market
3. Improve mindset of investors with the context of stock market.
4. Analyze the importance of stock market and its instruments.

Course Content

UNIT I

7 Hours

Indian Stock Markets: Introduction, Evolution and Growth of Stock Markets in India. Functions of Stock Exchange, Intermediaries in the Secondary Market, Secondary Market Mechanism. An Overview of Major Stock Exchanges in India – N.S.E., B.S.E. and O.T.C.E.I.

UNIT II

8 Hours

Stock Market Indexes: Concept, Types, Brief Overview of BSE SENSEX and S&P CNX Nifty. Legal Framework for Stock Exchanges, The Securities Exchange Board of India Act 1992- Definition, Powers and Functions of SEBI NSE Rules, Regulations and Bylaws

UNIT II

7 Hours

Trading Mechanism at N.S.E.: Introduction, Market Types, Market Phases Clearing and Settlement: Introduction-Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, Settlement Cycle, Dematerialization and Electronic Transfer of Securities, Investor Protection Fund.

UNIT IV

8 Hours

Banks and NBFCs: Types of Banks & NBFCs: Central Bank, Nationalized & Co-operative Banks, Regional Rural Banks, Scheduled Banks, Private Banks & Foreign Banks, Mudra Bank, Small Finance Banks, Specialized Banks, NBFCs.

Transaction Mode

Problem solving learning, Case Analysis, Inquiry based learning, Visualization, Group discussion, Active participation, Panel Discussions, Group Discussions, Brain storming, Mentor Mentee, Quiz, Open talk

Suggested Readings

- Jones, C. P. (2007). *Investments: analysis and management*. John Wiley & Sons.
- Gayanilo, F. C. (2001). *Fisheries resource information system and tools (First): user manual*. WorldFish.
- Deboeck, G. J. (Ed.). (1994). *Trading on the edge: neural, genetic, and*

- fuzzy systems for chaotic financial markets (Vol. 39). John Wiley & Sons.*
- Jones, C. P. (2007). *Investments: analysis and management. John Wiley & Sons.*
 - Machiraju, H. R. (2009). *The working of stock exchanges in India. New Age International.*

IOA C

Semester 8th**Course Title: Dissertation****Course Code: BBM801**

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Learning Outcomes

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

1. Develop advanced research skills, including literature review, data collection, analysis, and interpretation, to investigate a specific research question or problem.
2. Apply critical thinking and analytical skills to evaluate existing literature, theories, and methodologies, and generate new insights or perspectives within the chosen research area.
3. Demonstrate effective communication skills by presenting research findings and arguments in a clear, coherent, and well-structured dissertation, adhering to academic writing conventions.
4. Explain and evaluate organizational skills throughout the dissertation process.

Course Content

The Dissertation course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a dissertation. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize the importance of independent project management and provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode

Field work, Mentoring, Discussion